

Ep #191: How to Snowball Your Business in 2025



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With Your Host

Becca Pike

[The Hell Yes Entrepreneur](#) with Becca Pike

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What's up my friends, welcome to episode number 191. I am your favorite business coach, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

Welcome to *The Hell Yes Entrepreneur* podcast. I am your favorite business coach, Becca Pike. If you're looking for high level CEO leadership skills, modern day marketing strategies that actually convert the hell out of your leads, and you want to create a big ass wallet and big ass impact in your community, then this podcast is for you.

Welcome to my world. In here, we do two things. We scale, and we play. Because what's the point of being rich if you can't have fun? If you want to make multi six and multi seven figures without sacrificing your gym time, your music festivals, your wine nights with your friends, then I'm your girl. Enjoy.

Hey guys, so I'm gonna be completely honest with you. I haven't recorded a podcast in months. So I know it seems like I'm on here every Wednesday, but the last time I recorded podcasts, I recorded them in bulk. And I made several weeks, like six to eight, nine weeks worth of podcast episodes in one big swoop.

Part of this is because it's easier for me to do it this way. Another part is the holidays were coming up and I know that my podcast team likes to have all of their podcast episodes edited and completed so that they can be with their family. And another part of it is just because when I'm in the mood, I'm in the mood. You know what I mean?

So it's been a while since I've recorded a podcast. I'm sitting here with my mic on my mouth and I'm just like, what is this life? How do I even get back into this? So thank you for being here.

One of the first things I want to say is holy mother shit, it is 2025. It is at the time of this recording, it is actually New Year's Eve. And I'm sitting here and I'm going through my podcast episodes and deciding exactly what I want this episode to be about, which is going to be a fucking fire episode.

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And apparently when you put a mic in front of me, I just know exactly what to do. I said that, you know, it's gonna be a minute for me to figure out how to get back into it, but that's not actually true. I love having a mic in front of my mouth, and I love talking to you guys about all the things that are happening.

But I was sitting here and I was looking through a lot of the stuff that's been going on over the last few weeks and I'm just kind of in awe. So first and foremost, this is 191st episode. Guys, I haven't missed a week of podcasting in 191 weeks. Let's just take a moment of silence for like the commitment here.

And having you guys on this journey with me for 191 episodes and having you guys contacting me and DMing me and talking to me about my podcast for 191 episodes. This is years in the making. I am so honored and so proud to be this far and I cannot wait for my 200th episode and my 300th episode. And on top of that, I just looked it up and we're up to 90,000 downloads. So the software that keeps track of my podcasting, it only allows me to see how many people are actually downloading it, not just listening to it. So I have these stats that are just for unique downloads and we're up to 90,000 downloads. That's insane.

I also got a celebration yesterday from one of the managers of my brick and mortar. And last year we had our biggest year yet. And it was beautiful. It was the biggest year that we've had in a long time. So 2023 was just off the charts. And she contacted us today, and she said, hey, 2023 was really good, but I just got the numbers back for the totality of 2024. And we saw 10,000 more appointments than we saw in 2023.

So I'm just like sitting in this, you guys, 10,000 more appointments in one of my brick and mortars than we saw all of last year, which was a great year. I'm on my almost 200th episode of my podcast. We're at 90,000 downloads. We have more students than we've ever had in the coaching community. Massage Strong is killing it. My other brick-and-mortar is absolutely killing it. We're on the verge of buying our next studio. We are

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looking at duplicating one of the studios that we already have here in Lexington, Kentucky, adding a whole 'nother location.

I'm getting ready to go to Miami for Hell Yes Live, and we have more students signed up than we've ever had. We have more people coming than we've ever had. We have more just excitement in the DMs. We have just a whole different vibration happening on this event than we've ever had. I feel so clear. And guys, I just want to remind you how much this all snowballs. This snowballs you guys, but it requires an up-level in you that a lot of people will never get to. It requires you seeing yourself in a different light to be able to stay the course like this.

So here's an example. This has happened multiple times. This exact scenario has played out about five times in the last year, and it goes something like this. I walk into my studio where I employ dozens and dozens of people. So there's new staff coming in all the time, right, because we're growing and expanding all the time. And this scenario plays out.

I walk in, I'm greeted by a new face saying, "Hey, welcome in. Have you ever been here before?" Like they have no idea who I am, right? They have no idea that I'm the owner. They have no idea that I've ever been there. And instead of saying like, "Yes, you know, this a literal several years of blood, sweat and tears are poured into this, like every crevice of this place." Instead of saying that, I just say, "Yes, yes, I've been here before."

And then they go on for the next 60 minutes or so. And it's obvious the whole time they have no idea who I am, right? They don't know that I'm the owner. And honestly, why would they? This is exactly how I built my business for this very outcome. I don't want to be the owner that is constantly in the four walls, pushing the buttons and doing the things and making the moves and interviewing the people and hiring the people. I don't want to be the CEO. I want to be the owner, which is a totally different ballgame.

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Side note, before I go any further, just know that when I'm in my studio and I'm with someone who doesn't know who I am, it is not from the yucky energy of undercover boss in hopes to like secretly catch them. It's really more so that this has happened so much. I just awkwardly don't know when to drop the bomb on them that they're massaging their naked boss in a dark room, if I'm being honest. I don't want to walk into the studio and be like, "Hello, I'm the owner," right? But I also, I don't want them to be nervous massaging me, but I also need my massages, right?

So like, it's just more of me not knowing when to tell them. But if I notice that they're about to reveal something they may not want their boss to know, I immediately blurt out who I am so that they can keep their privacy. So before I go any further with this, just know it's not this gross, like undercover boss, I'm going to catch them saying something they shouldn't be saying or, you know, trying to trick them. It's nothing like that.

So this studio that I'm talking about was built a few years ago, right? And we already have this level of separation where my staff members don't know that I'm the owner. How? How did we get to this level so quickly? And this is going to tie back into what I was just discussing, but ultimately it's going to tie back into the way that we lead ourselves and the way that we move through this life, right?

So it required mastery level patience and training to get to this level of separation. Around year three of this company, I hired a woman to be our manager and her role started off small. Her role started off with answering phones and emails, even though I saw potential in her and I had bigger hopes for her to continue to evolve. I continue to hold my vision for her for literal years without it wavering.

So each year she continued to be poured into because I knew that she had the potential of being a really good manager. And guys, when I say manager, I don't like the idea of like, I have a manager, even though I'm still in charge and they're like my VA. So like I decide what needs to be done

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every single day. And then they go and they do the labor of that. That's not what I'm going for.

I'm going for someone completely in charge that is able to make really sound decisions to just remove me from that scenario so that I can just own the company and they can be in the CEO role, right? So like each year she continued to be poured into.

We taught her how to interview people in a way that weeds everyone out except the best. We taught her how to hire and onboard and train with the standards that are unmatched anywhere else with any of our other competition. We taught her how to lead our staff with the highest level of CEO energy. We taught her how to turn the client demand faucet on any time that she wanted.

We taught her that you're never at the will of other people coming to find you. You can turn the demand faucet on at any time and you can get as many clients as you want at any time. It's up to you. We taught her how to see the gaps and the needs of every single pillar in our company. We showed her how to handle everything that could possibly come up.

And we patiently, patiently, patiently over the years taught her leadership skills, confidence skills, self-ownership, all the while handing her more and more responsibility each year until she was chiseled into the leader that we always knew that she could be, and she is there now.

Today she's the manager that is under us, and she now has a manager under her, and she has a team of help under her. We have this onion-layering system happening, right? And I strategically put myself in a situation where someone may work for me for six months to a year before I ever meet them, because she is the one who appears to be 100% in charge, which is exactly the way that I wanted it to be.

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Now here's the deal. Do I think all business owners should have this goal to create this much separation between themselves and their staff? And do I think that this level of separation is always needed? No. So a lot of owners don't want this much separation. They don't want to own several companies. But if I'm going to own 15 companies by the time I'm 50, which is my goal, this now has become a game of identity, not strategy.

Okay, so follow me. Any book can tell you the strategy of delegation, but to delegate at the level of people don't even know the owner, that requires a shift in self-identity most people will never know. It's one thing to be like, hashtag girl boss. It's one thing to have like a staff member, maybe two staff members that help you out with some things. It is a whole other universe to have teams upon teams that are layered like onions working as well-oiled machines in order to give the best quality service to your community while protecting you, the owner, and your brain and time so that you have the space to create more and more.

Anyone can hire a manager, but this much patience and long-term vision, this much trust for this many years to build out a vision that you've held for almost a decade, right? This requires a different level of mindset. This is a commitment. And this is what I want you to be thinking about going into 2025.

Like I've been thinking big, I want you to think bigger. If you've been thinking big, I want you to think massive. If you've been thinking about having a little bit of extra time on your plate, I want you to think about having complete freedom. If you've been thinking about having one to two staff members, I want you to think about having staff members that are going to take everything off your plate so that you can create more. If you've been thinking about how you're going to get one or two new clients a week, I want you to be problem solving for 30 clients a week. And it comes from absolute insane levels of leadership.

There are entrepreneurs and then there are CEOs. There are entrepreneurs and then there are owners and the real, real definition of

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owners, right? All CEOs start out as entrepreneurs, but most entrepreneurs will never become CEOs or owners because they never hold the identity of true trust and delegation and leadership.

So as you're moving through this year, I know that you have really big goals. I know that you have really exciting goals. But I want to see what's possible for you when you just blow the roof off of what's possible for you. So this is the type of self-led leadership that requires of you to be the type of owner that can create this much separation.

So going into 2025, there are so many of you that I know, I know you're gonna feel this. You can literally feel that 2025 is gonna be different for your business, right? It's like your intuition is screaming at you, your momentum has arrived, the compounding is tangible, like you can feel it, you're no longer just thinking, oh, I should post today on Instagram. Instead, you're building an entire brand and identity that is so much bigger than what you post. It's creating a movement.

You're no longer hoping for a sale. You're problem solving for nonstop sales all day every day and you can see how it's gonna happen. You're not trying to just pay your bills. You're starting to make so much income that it's time to get savvy on actual investments. You're not creating a small loyal community of your most trusted four clients. You're creating a movement of loyal people by the thousands who love what you're building and wanna follow suit with whatever you lead them to.

This year is about audacity and it's about snowballing. And you're no longer looking for the version of you that created six figures. You're no longer looking for a coach that can get you to multiple six figures. You're looking for a coach and a version of you who can get you to multiple seven, but with about a hundred times more ease and joy than how you got to multiple six.

You want six-figure months now. You want passive income. You want fat investments. You want loyal teams, off-the-chart retention, a respected

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brand, a magnetic messaging, all while you're having your soft girl era. That's my 2025 mantra, soft girl era. No more grind, no more obsessing, no more losing sleep, but sleeping in and making millions.

I see this about you, and I'm the coach for you. 2025 is your year, and I want to be a part of it. I love you guys. Have the best week.

Hey guys, this podcast is the blood sweat and tears of a lot of different people. The planning and the preparation of each episode is extensive. My team and I are really proud to bring you this free and abundant content each week, and we hope that you're loving it. If you are, the very best thank you that we can receive from you is a review and a share.

When you share this episode with a friend or leave us a five star review, it is like pouring a little bit of magic into our podcasting bucket. It is what gets our work recognized. It's what gives us energy and keeps us going, truly. Not one share nor review goes without recognition from our team. As always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

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