

## Ep #195: Team Insights and Takeaways from Hell Yes Live Miami



### Full Episode Transcript

With Your Host

**Becca Pike**

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

## Ep #195: Team Insights and Takeaways from Hell Yes Live Miami

We just got back from Miami and Hell Yes Live, and I just had a meeting with my team. This is John Richardson and Gigi and Mark. Who wasn't on the call on this meeting was Kelsey and Kirsten and Ben and Hannah and Brittany who were also on the team, but they weren't at Hell Yes Live. But I just took this group, we were having a meeting, and we were kind of just debriefing on what went well with Hell Yes Live, what we want to mimic next round, what we want to change, what we want to evolve, how we want to look at this event. And this was just a, I mean, it was just a team meeting.

And as we were discussing all of it, I decided to hit record so that you guys could get a peek into the conversation that we have behind the scenes. I think that if you listen closely, you're going to hear a lot of really big value as you hear the behind the scenes of a global and international million-dollar coaching brand and what actually happens and the conversations that happen and the ideas that happen and the compliments that happen and the silliness that happens.

And so I hope you do enjoy this call. This is episode number 195. I am your host, 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.

—

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

Mark Pike: Oh, Johnny boy. The pipes are calling.

Becca Pike: The Pikes are calling.

Mark Pike: Oh, I like that.

Becca Pike: Where are you driving right now?

Mark Pike: I'm gonna go to probably Starbucks and then to my office.

Becca Pike: You gonna get egg bites?

Mark Pike: Yeah, because where I was, like, Luna's is way too loud to have any kind of a meaningful conversation with someone. And so I was like, well, if I'm gonna transition anyway, might as well do it while we're in the meeting.

Becca Pike: Gigi, there was like six months where Mark Pike ate all the egg bites that Starbucks made.

Mark Pike: Yeah, definitely. I definitely ate egg bites every day. I would say that's fair.

Becca Pike: So before we go into our meeting, I just want to like have a debrief on Hell Yes Live. This was our eighth, is that right? If you count the barbecue in my yard. So that means that we've done four years of Hell Yes Live, which is crazy. But this one felt a little bit different.

What are your guys just first initial thoughts when I just opened this conversation on this Hell Yes Live? What did you see that went well? What do you want to change? What's your just first initial thoughts?

Gigi: So my first initial thoughts, one, were as a staff, I felt like we had relaxed into leadership as a team together, like it really felt like a joint effort. And I think that's a testament to all of us. Like, this is my fourth Hell Yes Live. And so I think of the eight, I think all of us kind of found our groove.

## Ep #195: Team Insights and Takeaways from Hell Yes Live Miami

But a couple days after, you know, like sometimes you're like, why were the students the way that they were? Why did our team feel the way that it was? And now with some retrospect, I feel like this is exactly what we've been working for and calling in. It was also like the type of student and I talk about this every single round of Scale to Seven or Hell Yes Live. But our leadership like really is attracting or a magnet for the type of students we want to be working with.

Becca Pike: Like, we started six to eight months ago saying that we were going to up-level our messaging and start talking to people that are already like on their way to making millions and not talk to people that are like starting their business or trying to hit their first six figures.

Like all of our messaging is going to be straight up like, you already have a staff, you're already successful, you're wanting to take it to the next level. And ironically, here comes our next Hell Yes Live and the median income level is way above what it ever has been. We had, you know, mainly just four, five, six, seven-hundred-thousand dollar a year earners in the room and it totally changed, totally changed the energy.

Mark Pike: Yeah, that was going to be one of my main things that I pointed out. Obviously, there's many things that we can touch on within the conference itself that improved, but the people in there were really taking it seriously. They were open to new ideas, and they really fed off of each other as well.

Becca Pike: Why do you guys think that people that aren't earning as much don't take it as seriously? And is that even what we mean? Like, is that even the words we want to use? Because we've had people that take it seriously, but I really want to pinpoint what the difference was. Cause it's not like 100k earners didn't take it seriously.

Mark Pike: I kind of would challenge that which is like, a 100k earner may take it what they think is seriously, but a 500k earner or more, their

## Ep #195: Team Insights and Takeaways from Hell Yes Live Miami

standard of what they need to get out of it is much higher. They're like, oh, this person said that I should try this thing or think about this situation differently. I'm going to be open to trying that. I'm going to actually lean into that, into the teaching, and get as much as I can out of it. So to me, I think that's really where the difference comes in.

Becca Pike: It's just like more to lose. You know what I think it is? I think that it's like the level of audacity, like maybe someone at a 500k, 600k level already knows what it took to get to 500k, 600k level. They see what happened and how they got there. And it's like, their willingness is just bigger. Does that make sense?

Mark Pike: 100% it does to me. Yeah, I don't think that it's like a they have more to lose thing. I think it's what you said, the willingness, like if I'm at any moment ready for someone to give me some new information that totally destroys the current beliefs I have so that I can go to the next level, right? And so I'm so open to that because of what you said, we know that's what it takes.

We know that's what it's taken to get to where we are now. And so I think that that's it. I think that those people are just more open to the teachings. And the teachings were already solid. But now whenever you pair them with someone who really can take them and use them,

Becca Pike: Yeah, and they know their potential Someone that's making \$700,000 knows what is possible more than someone who has been working their ass off and they have been stuck at \$70,000 years. They're like, well, new information is just new information. I get it all the time. I'm still gonna be at \$70,000, someone with that type of mindset, versus someone that's already worked through that. They've already gotten to the other side of that river.

And then they're like, oh, I see that when I do get new information, because they had to have gotten new information and implement it to even get to

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

\$700,000 a year. So now they're like they have new like rose-colored glasses on for new information because they know that it could be the thing that changes everything.

John Richardson: There's a simple explanation. And then it's also kind of like a chicken or the egg, right? Like somebody that has made a lot of money or is very successful, it's like, why are they working so much harder? Like, why are they way more disciplined? You know, or like, what's the correlation there?

They're more disciplined, they take in the trainings because that's who they are as demonstrated by their results. And then it's like, well, did they get the money first? Or did they get the discipline? And the reality is, it's probably like they grew together, but like, just because of who they are as part of why they've been successful.

Becca Pike: I think it's easy to see too, whenever you put it in like a different scenario. So like John is an ultra marathon runner, competitor. So like if someone who just recreationally ran like a mile every week, if they were put in a room with the top ultra marathon competitor of all time, the number one in the world, and that person was giving them advice, they would just be like, they would take it very differently than someone that is at John's level who has already seen what it really takes and knows the value of being put in a room with someone at that level is going to listen to everything that that person says because one small tweak can change everything.

Gigi: Yeah, I was also going to say that I think they just put less pressure on the event and themselves at that level. They're not coming to this event thinking, I need all of the answers from this and my success or my next steps or getting to that next level is riding on this event because they have the sense of confidence or courage that yes, I'm going to take in this new information.

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

It is really important information and valuable and it is going to get them to the next level. But they're not putting all of their - it's not the only thing that's gonna make the difference versus somebody who's making \$70,000 a year is maybe coming to this thinking that I need to get everything out of this because it's the only thing that's going to get me to the next level.

Becca Pike: That's interesting. Just for you guys, like as a staff, what does it look like for you to get ready for an event like this? Because we all have different roles. We're all doing totally different things. But like the weeks or the days, the day leading up to the event, what does it look like inside your head?

John Richardson: I think it's different now that we've done it a few times. There was more maybe unknown in the beginning, more room for doubt or negative thoughts. It's become a much more pleasant experience for me, having done it a few times. I think that along with having successful live events comes a confidence that and acknowledgement that like, performance wise, I know that I could always, you know, have a better lesson or a better speech, but there's a confidence behind that that says, I will do better.

Whereas when it was unknown in the beginning, I was a little nervous about it. I was more likely to have like a doubt spiral or something like that where I would think that maybe it wouldn't go well. Like now I know it's going to go well and then I challenge myself to make it as good as possible.

From a logistics standpoint like that, everything is just - the product has gotten so much better that I have a lot less concern about a lot of the moving parts and just know that it's going to be awesome for the people that are there. So from that perspective, I don't even worry about that at all. I know that it's going to be successful.

Becca Pike: You get your mind right. You're working out every single morning. You're like putting in the reps to get your body. I think that that's



## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

something too. We have a lot of listeners that are coaches that are putting on events like this and some of these minor logistics, like for instance, I eat really well for like the week leading up to it.

And then while I'm there, I'm very conscious about how much caffeine I'm bringing in, how much hydration I'm doing, like that I'm grounding when I get off the plane. Like these are things that I think are under appreciated, but make a massive difference. Is there anything like that, John, that you do to prepare?

John Richardson: I live a pretty disciplined life. So nothing changes when I get it's like I got to Miami was like spring break, let's go. You know, like I still work out every morning. You know, we talk all the time about how we eat really well, from, you know, a healthy standpoint. But then also, there's a component that like, the food tastes really good, so there's temptation probably to overindulge or eat something that I wouldn't normally do.

But I think it's very important that on every day of the live event that I'm in the gym. And what was cool, this go around, and it's been like that actually for some previous ones, is that hotel gym is like popping with Hell Yes Live students. And we joked while we were there that we were attracting a very fit audience. And I think really what it is, we attract a very disciplined audience.

Becca Pike: Yeah, what was up with that? Oh my god, we have never had that many people create fitness goals and talk about fitness openly and talk about movement openly. It was such fuel on the fire because it didn't take away - I think I used to be worried to talk too much about fitness, but now I'm realizing that it just compliments it. And this was obviously a big sign right in my face that it only compliments it.

John Richardson: Yeah, totally.



## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

Becca Pike: But you guys, Gigi, Mark, you guys do anything specific? Gigi, you have a lot. Like, let's just say that.

Mark Pike: That's right, yeah.

Becca Pike: I can't speak for Gigi on this, but I would say that she is at the level of pressure that I'm at, or maybe more, I don't know. Probably not more. Honestly, it's still my name on the back of everything if shit goes down. But she's at the level of pressure when it comes to the logistics and the food and beverage minimum and making sure that these are right and this is right and everyone has their hotel room and everyone's getting paid properly.

And like when you guys leave, it is on Gigi and the rest of my staff to make sure you guys are paid well and we're collecting your receipts and we're making sure that all of these parts are moving constantly and it's a lot. So Gigi, what's that look like for you?

Gigi: I think, you know, the first one is kind of a trial run, like, I'm doing the best that I can, but I kind of felt like I was always maybe like I was either at step or in step or one step behind. And as we do it more and more, I just get more proactive, like I'm thinking about all of the things that need to happen before I even step foot in Miami or in the location wherever we are so that when I'm there, I can actually be present for the things that come up.

I think it's like anything else in business. You want to do everything that you can so that when the unexpected, like just plan for the unexpected. And I will say this was the first event where I wasn't feeling like I was dying. Like I was really sick at the last couple of events. And I think that's a testament to all of the proactiveness.

Even communicating with the hotel, my expectations, like something as simple as, look, I want you to notice things before I do, so that I don't have

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

to bring them to your attention. Those two statements alone, the last two events, I think have made a huge difference. I get to be then more present with you, with the team, and then also with our students as well.

Becca Pike: Who would have thought like setting expectations is everything. And I agree, like literally just saying that one sentence. I talk about this with hiring people. Like you have this opportunity to sit down with someone that's about to work with you for possibly two, three, five, 10 years. And you can say one sentence that sets the stage.

You can say, hey, I expect you to know what I need before I know what I need. I expect you to like whatever it is that you say to them, you can say to your staff members, you can say this, you know, across the board to your clients, you get to set the stage of your masterminds, you get to set the stage of how people are coming into events. So yeah, that's a huge point. That's a huge part of it.

I noticed this event that Mark, you made me feel better about this, because I was questioning what was actually happening, but I get really quiet before events, like for about two days, like when I'm flying in, once I'm there, once I'm there, we usually have a full 24 hours where we meet as a team and we're talking about what's going on.

And at these meetings leading up to it, I am extremely quiet and I have nothing to say. It feels like I'm just shut down and it kind of makes me worried. Like, am I going to get up in front of everybody and have nothing to say? And Mark, what did you tell me that was so helpful? Do you remember?

Mark Pike: Elite athletes, people that are in the military at a high level before going into battle, or elite athletes before going into sport, they will actually become very calm right beforehand. And the idea behind it is all the training's already been done and so right before the event you just kick

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

into training mode, you get out of your head you actually step further out of your mind and let your subconscious take over.

And that's what I think is happening to you, because these events, obviously, it's not battle, but it's a pretty high stakes thing, you really want to get in there and make sure that you're adding lots of value to people's lives. I get to see that the pressure you put on yourself to do that. And I think right before this high level stakes thing that you're putting on, you just kick out of your mind and go into a subconscious state that's really much more focused, much more flow, really.

Becca Pike: This is how we know that mindset matters. So I'm sitting there at the Salty Flame and I'm just literally as calm as possible. It feels like someone has injected me with some sort of drug. And I'm like, so calm. I don't have anything to say. I don't have any input. Everyone's trying to figure out logistics. I'm just eating edamame.

And part of me is like thinking is something wrong with me. Kind of, you know? And then for him to say, no, This is actually what being a warrior is. This is what going into battle is. This is what the top athletes do. People that have high stakes, they get extremely calm and focused right before events, and these are the ones that succeed.

That shift, him just saying that, completely relaxed me into confidence. That 1% that was questioning if I'm fucking up was immediately erased. And it was like, oh, yeah, I know exactly what I'm doing. I've done this so many times, and it's gone so well so many times. And then the minute that I walk into that conference room, it's like game on.

And I think that this is something that needs to be talked about and something that we can bring up in a future class, you know, I don't want any of my students to feel like something is wrong when they're actually hibernating and getting ready to excel.

## Ep #195: Team Insights and Takeaways from Hell Yes Live Miami

John Richardson: I remember when I was competing in track and field when I was in college, I learned that how I felt before a race was a very poor indication of how I was going to perform. So yeah, like I might've been calm or nervous or like more often than times I just felt extremely fatigued going into it. And I think it's similar to that is that it's just this like overwhelming calm feeling where you feel like you should be amped up or you should be excited.

But instead your body's just like now I'm ready and you just got to trust it because what can happen is if you don't trust that feeling, that calm readiness feeling, you can make it mean something that it's not. Your body's trying to tell you, yeah, let's do it. You're ready to rock and roll and you're like, no, I'm too tired. I'm too weak. I'm too something else besides ready.

Becca Pike: Yeah, that is so interesting. It's a conservation, it feels like.

John Richardson: Yeah, totally.

Becca Pike: Something that people were saying at the event, behind the scenes, was that they really loved watching us as a team communicate with each other, and that they were really surprised at how goofy we all are and how much we laugh and joke and like we aren't very serious. And what are your thoughts about this?

Like, because I kind of look at our staff through the eyes of how they communicate with us. Now, a lot of the clients at Hell Yes Coaching are communicating with me, but they're also communicating with Gigi. And it's usually through an email correspondence, right?

And when they're with John, it's usually in coaching mode. And when John's coaching, he usually doesn't have me with him or Gigi with him. And same when I'm coaching, right? So like the fact that they got to see us all together and Ben was there and Kelsey was there and it was just this staff

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

of six goofballs that were running a global international brand at a high-stakes event that costs dozens and dozens of thousands of dollars to put on people are flying in from all over the world. And we're just goofing a lot of the time. What are your thoughts behind that? And do you think it matches up with what a lot of our students see in us.

John Richardson: I haven't thought about it from that perspective. So now I'm kind of like live stream of consciousness thinking of what that probably looks like. Well, I think that we take coaching very seriously, we take the product very seriously. But we're also not super serious people for things that don't need to be serious. So like they're seeing this kind of dichotomy that when we're on, we want the product to be really, really good.

We want it to be a transformational experience that people walk away saying like, I would have paid 10 times what it costs for this. Like that's the effect that I got. But then in between classes or when they get to know us as people, they realize like, hey, we're pretty down to earth and we like to have a good time. We like to smile and laugh. So it's an interesting perspective that I haven't thought about, but I'm glad that's how they would describe it. Cause I wouldn't want them to be like, oh, wow, they're like weirdly serious all the time. That's not something that I think would be cool.

Becca Pike: You can experience the dynamic of me having my older brother there. Like, we're walking to dinner and he trips me, you know, like, and my students see it, They're like, what? He just tripped Becca. Yeah, I still have an older brother. It doesn't change.

John Richardson: Yeah, and they got to see a very intimate side of you, Becca, too, with your husband and your brother there. They had a glimpse into family, Becca, which I don't think very many people do.

Becca Pike: Yeah, it is. It's true. I have protected it a lot. They don't get to see it. It was something that one of the client Debbie was saying, Debbie messaged me afterwards and she was just like, the fact that your brother

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

was there and the way that I got to experience the way that you talked about Mark.

Oh, and then Heidi also said something about the way that I talk about Mark in front of everybody. They were like, that was the gold, that was the juice. And so I'm glad they got to experience that too. Because that is really the biggest part of my life. I mean, my clients and my audience get to see such a small sliver of my business mind, which is only 11% of what my brain thinks about all day long. Maybe I'll start showing more of myself out there into the world or maybe not.

John Richardson: Or they can come to Hell Yes Live and see it in person.

Mark Pike: Oh, yeah, there you go. I definitely think that people have this perception that to be at a high level, you've got to be really serious. I've been watching too much TV, too much Suits. I don't know if you guys seen that show, but they have this perception that you have to be serious. But what I've come to learn is it's actually kind of the other way around.

As you go up higher and higher, you start to find that there's actually more humor mixed in. And so just going back to using the high-level military as an example, the Green Berets, although they are taking what they're doing seriously, they joke around literally right in the middle of a firefight.

And that type of looseness actually allows you to deliver at a better level. Because you're not just gripping everything the whole time, you're realizing like, hey, yeah, what I'm doing matters, but it doesn't really matter. Like, this is, we're just, you know, on a ball of dirt flying around the universe. We can have a little bit of enjoyment. And really, that's a big part of what we're trying to do. We're trying to have positive feelings and emotions by doing these things.

Becca Pike: I really do believe that humor comes from hardship or at least friction, right? Like, I don't know if I would consider what we're doing

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

hardship. It is hard for sure. There's a lot of risk involved, but we're coaching people at really high levels and there is friction there. We have to think, we have to really be on our toes.

Like I wouldn't call it hardship, but that is where the humor comes in. Like people in battle, people that have traumatic childhoods, like a lot of times these are the funniest people and there's a stereotype around comedians, you know, having these hard lives, but it's obviously a correlation. Have you ever met someone that had a really plush life and they're not funny at all? And they think they're funny? The worst. It's the worst. It's the worst.

I feel like we can all think of someone right now that just thinks they're so funny. They didn't have hardship. They didn't have it. They weren't getting their ass kicked by their older brother and it shows.

Gigi: I mean, I think for me, it was just even simpler than that. I think it just comes down to authenticity. I think as much as we want to deliver the high-end product, we also have a product that we can genuinely believe in. Like, we are not putting on a show or a face. It's great and we can have confidence in that.

And we know from doing this that our students are going to get the results. So I think it just comes from, this is who we are and this is what we're about. And I had no idea that they said that but it makes me feel so good that they did.

Becca Pike: Yeah, absolutely. I think that we are very respected as a staff based on the whispers that I heard. I think that we're very calming. They get to look at us and see, oh, you can run a million-dollar company and you can still talk shit and be funny and hang out in your pajamas together and just whatever it was that they saw in us. And, and I love that.



## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

So thanks guys for being cool. Before we move on to the rest of the meeting. Is there any, any other insights into Hell Yes Live? Why you think it went as good as it did? And any thoughts on the next one?

Mark Pike: This piggybacks on something John said earlier, you know, we gave the clients a lot of credit, obviously for where they're at. But I think that the repetition that you all have put in, really is paying off, because you already know going in this work last time, this didn't work last time, Let's lean into the parts that worked. We're confident there and the parts that didn't work we're gonna tweak and we're gonna improve them. So I think that that is really a testament to the amount of work that you all put in to making it as good of an event as possible.

Becca Pike: Yeah, I agree. I think that the repetition does matter. And this entire time through all eight events, I have been using the same Google Doc notes that have barely been changed at all. But I just know I don't even need to change them as I bring them to the front of the room because we've done it so many times. I just remember what I changed last time and what I did differently.

And I think that that says something, you know, like that we've done it enough times that we can remember what worked, what didn't work, and that we feel comfortable enough that we don't even have to write it down because this is our fourth year doing it, our eighth time doing it. Like that's pretty beautiful. Well, cool guys. I love you all. Thank you all for everything that you did at Hell Yes Live.

And it was fun having new people on the team. Kelsey brought a lot of energy. Ben, of course, brings all of the energy. We had Brittany and Hannah back home doing a lot of stuff for us so that you could be freed up. And having Kirsten in there was super fun too. So we had a big ass staff with a lot of moving parts and huge thanks to them as well.

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

John Richardson: Yeah, I'll say, you know, from somebody that's kind of on stage, like the perspective that I have when I say like, I have no doubt that's going to go well, that's a testament to what's going on behind stage and on the backend. Like, I don't worry about that at all. Whereas the first Hell Yes Live that we did, or the second or third, I was kind of more involved, and maybe on some of the backend things. Now I feel like I can just show up and like, you know, I'm just a strong back that if you guys need something moved, I'll move it for you. But like, everything else is already taken care of, right?

I can just focus on being on stage and doing that well. I don't have to worry about anything going on behind the scene. And that's, you know, a testament to Gigi and the team.

Becca Pike: Yeah, and that's, there's a whole lesson in there on not making your staff have too many hats and not trying to just pinch a penny and have them have 25 different roles, allowing them to have the space to become really good at what they do and spending the money to take some of the hats off their head and give it to other people is going to create such a better product and it's going to create more sales, period. So it's not more expensive, it's less expensive, it's more profitable to just go ahead and staff up in a way that makes your team really flourish.

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

## **Ep #195: Team Insights and Takeaways from Hell Yes Live Miami**

always, we fucking love you here at Hell Yes Coaching. Have a beautiful day.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit [hellyescoachingonline.com](http://hellyescoachingonline.com). See you next week here on *The Hell Yes Entrepreneur* podcast.