

Ep #197: Walking on Eggshells? It's Time for Better Boundaries



Full Episode Transcript

With Your Host

Becca Pike

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

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44 people in the very first four days of ticket sales have bought their tickets. Holy shit, you guys. We opened up ticket sales to Hell Yes Live Lexington 2025 just, I don't know, a few days ago. And in the first 96 hours, we have 44 signups and our VIP slots are halfway filled out. You guys, the love and loyalty that I have from you all is just, I have so much freaking gratitude. We are still six months away from this event And we're already halfway sold out. What is even happening?

If you are coming to Hell Yes Live, I cannot wait to squeeze you. I can't wait to roll up my sleeves and work your business with you. I cannot wait to be in that room leading you guys on what it takes to become a multi seven-figure earner and how I did it in only six years. I cannot wait to see you guys in there. And if you did join, you got to see that we have another announcement. We rolled out our affiliate program, so now all of your friends can get discounts by using your code and you can get endless amounts of kickback.

We already have people that have used their affiliate link so much that their ticket has now been completely free and they're getting paid on top of it. So you guys, you want to join the affiliate program. This is also something we offer inside of The Circle and The Mastermind. I'm just on cloud nine. We are just having so much fun selling these tickets, you guys. So much fun.

And I don't want to brush over the fact that Mark and I have decided to open a brand new location for one of our brick and mortar companies. We are doing another full build out. And I just, I can't wait. I cannot wait. We have so much shit going on. We have so many things happening. We have the Hell Yes Live rollout. We've got Mature CEO that just landed. We have more people than ever inside of The Circle. We are celebrating constantly.

We just had two Circle members on the same day yesterday have their first \$10K pay in fulls from their clients. We have a new build out coming, you guys. We are just rolling. Big moves, fast growth, all are just the norm here at Hell Yes Coaching in our world and the world of our students. We are always evolving, always expanding.

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So today I am bringing you all a little snippet of a class that I just taught called The Mature CEO. You guys have heard me talking about it. This is my number one class for those of you that are looking to upgrade your energetics, your leadership, your magnetism with your clients. This all comes, this energy comes from confidence and boundaries and standards, expectations, the way that you lead yourself.

And I just finished the Mature CEO where there is three hours jam-packed with lessons on boundaries, expectations, how to lead yourself, how to stop walking on eggshells in your business, how to become more magnetic to your clients. You guys, you do not want to miss the mature CEO. If I had to pick one class for you to listen to in the entire year, this would be it, and this is why my team and I snatched out a little 10 minute audio, a very random little lesson on boundaries, and we are going to drop it for you here for free today.

If you love what you're listening to and you want to buy the full class, it is \$397 and we can get that to you to be fully devoured by the end of the day today if you would like. This is episode number 197. I am your host, Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. Let's go.

My team and I are doing something so big. We are making such a big leap. We are completely changing everything and flipping everything we know on its head. And we have just announced the biggest announcement probably Hell Yes Coaching has ever announced.

For the first time ever, you guys, we are bringing Hell Yes Live to Lexington, Kentucky, at the Manchester Hotel, on Manchester Street, in the distillery district, the same district that made me a business owner for the first time. I could literally cry thinking about this full circle moment.

Five years ago, I had the shakiest hands as I signed a lease at the distillery district for my very first business that I could barely afford and didn't know if it was going to work and just, you're such a beginner. And now I'm signing a

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contract to host the biggest business conference in Lexington in the same area. God bless America.

And we want this event to be drastically more accessible to the public than it has been for all of the years of Hell Yes Live. And we want to fill this room with literally hundreds of business owners. Hundreds. This is going to be the place to be in July. We want to fill it with hundreds of business owners, even if that means that we profit way less.

So we are slashing the prices all the way down from what used to be \$3,500 per ticket all the way down to we are starting the pricing at \$397. What? Crazy, right? Less profit for us, but more potential for our community, more potential for more business owners getting their butts in these seats and growing the hell out of their business. Let's fucking go.

Hell Yes Live is an event that I have put on around the country for years. It's not your grandpa's business conference, okay? It is not just like a sit down and take notes event. Hell Yes Live is a complete identity transformation. It's an interactive, intimate experience, and the sold out seats and the constant outpouring of testimonials speak for themselves.

In three days, I take you through more intense business coaching, gap maps, profit creations, infrastructure, marketing strategies than you can get in most year-long coaching containers. Millionaires have been made on repeat in this Hell Yes Live room. You will leave this event absolutely unfuckwithable, ready to walk through fire in your company and with the exact strategy to grow and propel your business to see a 100% increase immediately.

A lot of my students are reporting 456%, 700% increases annually as they come to these events over and over each year. And it's all coming to Kentucky, my little bluegrass babies. So you're going to be surrounded by droves of business owners, wealth, potential at Hell Yes Live.

Not only will you have direct coaching with me, but I have teams of multi-seven-figure business coaches who are ready to not only take my

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strategies, but help you strategize your own business and speak to your exact problems and make your company bulletproof. This is what we do all day every day at Hell Yes Live. You don't just get me, you get my team too. The success is literally inevitable. It is baked in. So here's what you need to know.

Hell Yes Live will be in Lexington, Kentucky on July 15th through the 17th. There is a VIP day on the 18th as an upgrade. The price for Hell Yes Live tickets are going to go up every single month. So the very first price raise is mid-February, then again in March, then again in April, May, June, all the way to July. So this is the lowest price it will ever be. The longer you wait, the more you pay. So by the time we get to the event, the ticket price is gonna be somewhere around \$1,000 each.

For now, this is all the information that you need to know, okay? It is still early in the year, but we are getting these seats sold out. We are building out the best event that you could ever imagine. There is going to be hundreds of the top business owners in one space. This is the absolute opportunity of networking, of creating social circles and of exploding your business with me.

My team and I are so proud to be bringing this event to Kentucky for the first time. And we are excited to watch all of our Hell Yes students who are non-Kentucky folks fly in and experience my beautiful home state in the summertime. I hope to be toasting champagne with you on the rooftop of the Lost Palm of the Manchester Hotel the evening of our welcome reception on July 15. Email us at contact@hellyescoachingonline.com to secure your ticket.

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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

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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.

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You can walk into a room and you can look around and you can kind of tell who will not take your shit and who will take your shit. And it's not because someone is muscly and mean mugging and mean, it's because boundaries give off energy. Confidence gives off energy. People pleasing gives off energy.

Think about it, like Oprah, Beyonce, these women aren't mean-looking, but I don't wanna fuck with them, right? Like, I don't wanna fuck with them. Their boundaries show through. By the way, I also have to mention, when I talk about boundaries, don't get it twisted. This isn't just about putting up a bunch of walls because you think you're supposed to have boundaries. It's not about just like making shit up and like boxing yourself in.

It's about going through your life and finding what's working and what's not working for you, and then creating lines in the sand for things that aren't serving you. There are boundaries that you know you should be having. Those are the ones I'm talking about.

So don't go make up new boundaries because you took this class and you think that you're supposed to that have nothing to do with what's actually happening in your real life right now. Because your boundaries are going to change over time. We find out our boundaries as we go. Your boundaries are going to evolve.

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If you had them in the beginning of 2020, it might look different than now that it's 2025, or it might be gone, like a boundary you used to have no longer is something. So for example, like my staff used to all have my phone number. They could text whenever they wanted, right? And it worked for me and it was great and it was fine for a while, and then it wasn't. And so I stopped. That boundary evolved.

Or I used to give free coaching to people on coffee dates who wanted to "pick my brain." "Hey, Becca, will you go to coffee with me? Let me pick your brain about my business." And this worked for a while and I actually loved it. I loved it. It was so fun. For like a year of my life, I was going around and talking to all these business owners in Lexington, and it ended up creating a really strong community for me. But then I continued on my path, and I realized it wasn't helping what I was trying to go after. And so I changed it.

I used to coach inside of my Circle membership Facebook page. If someone wrote a comment on the Circle membership Facebook page, I was giving full coaching. And I decided that's not where my brain is best utilized, right? Like if you want daily access to me, you have to be in the mastermind or one-on-one. So my boundary just changed and that's okay. We're allowed to change. We're allowed to contradict. We're allowed to grow. We're allowed to say certain things and then change what we thought. Like your boundaries happen in real time.

I used to allow people to ask for coaching in mastermind and one-on-one containers through voice notes to be as long as they wanted it to be. So they would leave me a voice note and ask for coaching, which we still do all the time. But now I have a time cap because one day, someone left me like an 11-minute voice note. And I was like, what am I doing listening to this 11-minute voice note? So I told all my students, hey, if you send voice notes asking for coaching, you need to succinctly decide what you're trying to ask and ask for it.

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So it's not about putting up walls just because. It's about holding responsibility for so many people and knowing and owning your big capacity, and knowing where those edges are, and it's impossible to do this without boundaries. And so many of you guys already feel this. You already are letting boundaries slip. And so the amount of uncertainty and responsibility that you can hold is falling out of your arms, but it's really just because there hasn't been lines drawn in the sand.

In order to even have this conversation and for you to start moving forward with this, I have to touch on the fact that you have to trust that the recipients of your boundary can hold your boundaries and they're okay. It's about viewing your clients and your staff as mature adults and not little kids.

If you're not putting up a boundary that you want to, it's because you think the recipient can't handle it or they'll be mad or they'll quit or even worse, think bad thoughts of you. You only think this about them because you're not holding your own.

I respect people's boundaries because I respect my own. If my coach chose to flex a boundary with me today, I would easily respect it. I have the capacity to respect boundaries. The same as if I decided to have a new boundary with myself today, I would respect it.

If you're good at holding boundaries with other people, it's because you hold your own, but you also have to realize that other people are capable. You can't think of them like little kids. You can't think like, oh, if I tell this person what I need to tell them, they're going to be so mad at me. Like, why are you looking at them that way? Why are you looking at them like they can't handle it? You have to look at the power in other people. This is power meets power.

You're looking at their power, you're holding your own power, and you guys are meeting together. A great way to know where your boundaries may be lacking is the trusty eggshell test. If you feel like you're walking on

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eggshells with a person, or a circumstance, or a conversation, or an event that it just feels like you're on eggshells, this is worth looking into.

Walking on eggshells feels like being scared of the outcome, being nervous about what will happen if you do X or Y or Z. Being nervous about what will happen when you raise your prices. Being nervous about what will happen when you tell that person the thing you want to tell them. Or when you want to let them go. Or when you want to give them a promotion. Or when you want to bring them on into a different part of your company, or you want to change their role or you want to let go of a client.

A lot of you guys need to fire a client right this moment and you haven't done it and you're walking on eggshells around this circumstance. What will they think? What will happen? What if it doesn't work out? What if they go and they talk a bunch of shit?

If you're walking on eggshells with someone, whether in business or not, that is not a healthy relationship. You should always feel love and respect from your clients and your staff. And if there is someone you can think of that feels like you're walking on eggshells or you're too scared to approach or change, this is a huge red flag.

There are coaches that feel like they're walking on eggshells with their clients. This is actually a big problem in the coaching industry. Coaches try to fit inside of a box and do everything right instead of being absolutely unapologetic about who they are and what they represent and what they are an authority in. And if this isn't what you're looking for, then move along, right?

Like I am very to the point. I am not going to coddle. I love smoking weed. I love cussing. All the time people are like drawn to this, but there have also been times in the past where I've noticed an opportunity for me to smash myself into a box to please someone, but I won't do it. I specifically remember this one guy asking me for one-on-one coaching.

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We did this whole consult. It was back when I was doing consults. He was ready to drop the most amount of money I'd ever had. And he was like, but I really need you to just not cuss. I don't like it, it's offensive. And I was like, we ain't gonna work out, bro. Fuck that.

It's the sacrifice of knowing who you are and sacrificing what doesn't fit and trusting yourself and trusting that you have your back and trusting that there's other clients that don't care if you cuss. But again, beating a dead horse here, your boundaries with others start with your boundary with you.

What are your boundaries like? What are your standards like? Are they unwavering or do they change with your mood? Do you allow yourself to think about a problem all day, or a week, or a month? Have you been thinking about a problem you've had for the last six months? This is a lack of boundaries.

Successful people allow themselves to consider their problems in front of them, but they spend more time solving the problem than thinking about the problem. Do you spend more than 20 minutes a day thinking about your problem, scrolling on social media, lost and consuming social media? Do you spend an asinine amount of time watching Netflix, watching TikTok, knowing you're wasting your time?

Do you let your kids spend asinine amount of time on their screens, their tablets? You don't have them go play outside or play or create or imagine or allow them to be bored or even though you know it's good for them because it's uncomfortable for you. Standards, boundaries.

Is your marriage meh? And you know it. You're not being intimate with your partner, you're not getting what you need or what you want, you're not taking the time to really connect with each other, but you're not doing anything about it. You're just settling.

Are you still allowing clients to schedule appointments during your lunch break or your personal time? Still allowing people to make you turn your work brain on when you're at home and off the clock because they just

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texted you? Are you still allowing people to schedule with you on top of your mastermind calls with your coach. You're paying your coach \$4,000 a month and you're missing calls because someone wants to pay you \$120 for an appointment, what the fuck?

We don't dip into our personal time to accommodate customers just based on the fear of not losing them. We don't fear losing anyone or anything. We give the best quality service to our clients and the best of ourselves to our staff, and then we let the chips fall where they may. We do not white-knuckle people or circumstances. We are unfuckwithable. We are resilient.

We do not spend time thinking about the people that are not buying from us. We don't give a shit about the people that are not buying from us. We aren't thinking about that. We are thinking about the people that are buying from us. Those are our customers, and we are going to give them the best possible experience, that's who we think about.

I repeat, we do not spend time thinking about the people who are not coming with us. We are moving, we are going, we are only thinking about the people who are coming with us, the people that are loving what they are getting in our world. They are rooting for us. They're excited. They are riding on our coattail. We are fucking going. That's who we're thinking about.

We're mature CEOs. We know every problem has a solution. We know every pain point can heal with our own leadership. We know every business investment has an insane ROI because we're in charge. We know we create happiness for our kids. We know we create happiness in our marriages. We know our body is an exact representation of our standards. And we know damn well we create the amount of money that we want to make.

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

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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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