

## Ep #199: Leverage Your Time Like a Millionaire



### Full Episode Transcript

With Your Host

**Becca Pike**

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

## Ep #199: Leverage Your Time Like a Millionaire

Hello my friends, welcome to episode number 199. 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.

I am 100% in my if you're not all in, then you can't sit here era. If you're not ready to blow it the fuck up, then you cannot sit here. Like, I am only interested in all of you that are like, I am all in. I am feet first. I am going to do whatever it takes. I am a soldier to this war. Like, I just can't fuck with it anymore.

You guys, I want to protect all of you who are just so motivated. You don't have to be picked up all the time. You don't have to be talked into it all of the time. You don't have to be re-motivated. Like you wake up every single day, you're fucking ready to fight. You're ready to go build the most beautiful business. You are ready to be yourself. You are ready to be unleashed. Like that is the era that I am sitting in.

And my team and I just made this big decision to protect our Circle community even more than we already were. And it is making my heart sing. I only am coaching the folks this year that are going big and are not making any excuses. And that is a lot of you guys. I'm gonna tell you guys exactly what that decision is after I talk to you a little bit about some time leverage because I wanna pop over to time leverage.

And my biggest hope when I do tell you guys this at the end of this episode is that it gives you so much permission to literally do whatever you want in

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your company. People have gotten insanely rich and insanely successful doing things all different ways with all different flavors, with all different offers and offer suites and business models and people have gotten rich and successful in so many fucking ways and you get to make up your own path.

And so I'm going to talk to you about that at the end of this episode, but before I do, I wanna take a second and I wanna talk about leveraging time and leveraging people because I have to just announce this.

I get asked all the time, how do you do it all? And my answer is I don't. I don't do it all. People come to me and they're like, you must be so busy. You have all of these companies, you have all of these kids. And my answer is I'm not. I'm not busy all the time. Because I leverage my time like a mother trucker, okay? And I want to normalize the way that I live my life so that you guys can see the places in your world where you could leverage more time as well and have the same results.

So here's a couple things that most people do that I haven't done in a long time because I am in a massive pursuit of growing my company to \$10 million a year. Okay? So because I'm in that massive pursuit, I have had to give up a lot of things.

Number one, grocery shop. You guys, my home assistant takes inventory of my home. She comes in every Wednesday. She looks around my home. She knows what we buy. She knows how much we want stocked up, and she shops every Wednesday for the food stock. She goes around with her little pencil and paper, and she knows, okay, we need more bananas, we need more shampoo, we need more toilet paper, we need more, I don't know, beef, right?

And that is always stocked in my fridge as something that I don't really have to think about. Now, of course, there are times where I decide that I want to try a new recipe, and I'm on my own to grocery shop. But the bulk of the food that we need for our family on a day-to-day basis is always taken care of.

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The second thing is booking flights and hotels and car transportation. So I have assistants that have taken care of this for so long that I honestly think I would be in a learning curve to get me back into figuring out how to do it. Okay? I simply say where I want to be and at what time, and they know all my flight preferences. I had told them a long time ago, hey, it's got to be a window seat or else I get car sick. I don't know. I'm a three-year-old, but it happens. I got to be at a window seat, right? I prefer to fly in the morning not later in the afternoon. They have my TSA pre-check. They understand, you know, when and when not to do first class.

I don't want to pay for first class if I'm on one of those teeny little planes where first class literally is just a half inch of a seat bigger, that's not worth it to me. I want to be in first class if I'm going somewhere where first class is curtained off and it is much larger seats with much larger TVs and like free champagne. That's when I want first class.

They know all these preferences. And then right before takeoff, they screenshot me my boarding passes. Okay? It's just has made life so much easier. And I fly so much now and I travel so much now that having my hotels completely booked for me, my flights completely booked for me, and my car transportation booked for me has been an absolute game-changer.

This one is a big one. Number three is a really big one, okay? I don't really go to meetings. I don't go to meetings unless I absolutely have to, okay? So if my SEO team needs to chat, or my ads team needs to chat, or my podcast team needs to chat, or my employees need to chat, my legal team, they're all directed to my team managers unless it is an absolute emergency that requires my ears.

Okay, my team managers are literal avengers at creating and implementing solutions to anything so that most of this never comes across my desk. You guys, I probably save 15 hours a month just saying no to going to meetings that I'm asked to go to. Right?

How many meetings are you asked to go to that you say yes to? And then you sit down and you spend an hour knowing this could have been an

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email, or my manager could have handled this, or whatever it is that they need could have just been sent as a message.

This is where you get to really change how you allow your time to be used, right? And this can be spread across so many different places. I was just talking to my husband and we were saying, like, I've got this person in my life that's in my family that gets frustrated at me whenever I don't respond to their texts. I don't care about my text messages. I'm gonna be completely honest. I'm pretty detached from my phone. I'm the person that has multiple text messages that are unresponded to for long periods of time.

But I was telling my husband, I was like, "Listen, so I texted this person back who's mad at me for not texting back because they want me to text them within the hour of them texting me at all given times. And I texted them back and I said, 'Hey, I'm sorry. I was never meant to be as accessible as today's world has made you think that I should be. Like, I was never meant to be this accessible. Just because our culture had some sort of meeting where they decided that everyone should respond to texts immediately, like, that doesn't mean that I was at that meeting or that I approved that. And I am going to get back to you when I can and when I want to.'"

And my husband was like, "Good for you. Like, that is so good." He's the same way. Like, we have a rule that he and I get back to each other very quickly. We are the only people that we will get back to very quickly. There is nobody else on the planet that can text me that I'm going to stop everything that I'm doing and just be accessible to them just because they want me to be.

And you get to bring this into your business life as well. And even, I might ruffle some feathers here, but even with your staff members. So just because your staff members are like, "Hey, can you meet today," doesn't mean you absolutely have to. Now, if you know that this person, this is out of the ordinary for them, this must be something important, they might need something, you don't know if they've been checked in on, you know, regularly, then yes, absolutely.

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There's this one person when I first started one of my companies that I realized very quickly was just kind of using my time because maybe he was lonely or didn't have a lot of friends or whatever. And he would say that it was really important, and then I would get on the phone with him, and he just wanted to complain about a client or talk to me about something that didn't really matter at all.

And it was one of my very first times that I ever had to really flex my boundaries with a staff member and say like, "Hey, this isn't what my communication line is open for." And since then, almost none of my staff members have my cell phone number at all, except for the managers, because it filters people to go into the managers first before they come to me. So you get to be extremely picky about what meetings you go to and who gets to call on your time at any given time, and this can save you a ton of time.

This next one is pretty small, but it's not small. And if you're a woman, you already know. Not even how much time, but how much energy this saves. So I get my hair and makeup done for all events, all big events. This saves me so much energy, and I'll never forget the first time that I did this.

I was going down to have a Hell Yes Live event. I had always done my own hair and makeup. I hadn't really thought about having it done otherwise. Like it just didn't really cross my mind. I was like, I can do my hair and makeup, not a problem. However, the very first time that I had someone do my hair and makeup and I realized not only am I saving time while they're doing it, and I'm able to work on my phone while I'm doing it, but it's just such a massive relief to not have to think about how I want to do it.

I'm not focused on if my eyeliner is working and if it looks good with my eyeshadow. I am literally just sitting here like a blob getting my mind right for the event that's about to take place and getting myself in a position to deliver at a very high level. Even if that means that I'm going into a social networking setting, that I want to deliver my socialness at a high level. We get to have standards for everywhere that we step foot into, and not having to think about my hair and makeup has been one of the biggest things ever.



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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 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.

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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 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.



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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](mailto:contact@hellyescoachingonline.com) to secure your ticket.

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All right, let's go back into the home. A lot of you mamas know laundry. You guys, we have laundry like you would not believe. There's six of us. And not only is there six of us, My youngest one loves to play dress up. I am constantly in a battle of making sure that whatever actually goes into the dirty laundry is dirty, right? You guys know this battle. But also, we are a very fit family.

So I go through at least two outfits a day because of the gym. My husband goes through at least two outfits a day. My oldest is an avid basketball player. She's going through two outfits a day. We have an asinine amount of laundry, and it's one of those things that I really do not like to do. And so I haven't done the laundry in years. I have home helpers who have the laundry washed and folded and put away two times a week. Okay? So the amount of laundry in our home has always been an actual part-time job, and I chose not to do it anymore.

Same for most of the cooking. So on the weeks that we know that we're busy with kids sports and travel, we bring in chefs to cook our hot meals and stock our fridge with like healthy paleo food for our family. And here's the thing, I do enjoy cooking quite a bit like as a hobby. So this isn't something that I've wanted full time, but it has been absolutely fucking clutch.

And the last thing is school pickup and drop off. So if I'm being honest with you guys, this has always been a hell no for me. So Right now we have four kids in three different schools, and our kids' ages are so spread out

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we're going to continue to have four kids in three different schools for the foreseeable future.

And so we are happy consumers of the bus transport system, which allows me more time to work and it allows them to come home to a calm mom with snack plates ready because I'm not just sitting in car lane all day waiting for them. Okay, so this was one of the best time hacker moves we made as a family and I just want to normalize using the bus system.

So why am I sharing all of this with you? Right? Because it's not about doing it all. It's about if you are going to build a really large company and you want to stay focused on being a really great mom, you can't do all of it. You can't do everything. You can't do a part-time laundry job and have the dishes done and have food on the table and build a \$10 million company while doing all of this. You get to pick and choose where your time goes. I have always been very uninterested in being the busy mom that doesn't have time for her kids. Like that just won't be me.

So to me, my two top priorities are kids and business. And so when I'm at home, I wanna be completely shut off and I don't wanna be doing laundry and doing dishes and saying, hold on, hold on, hold on, mommy's busy, mommy's catching up on all the things, right? And I don't want to be a distracted business owner because I'm doing all the laundry and catching up on two things.

I want to be the best wife possible. I want to be the best mom possible. I want to make my body and my brain and my emotions tip top with hobbies and exercise and therapy, and I want to scale to \$10 million a year. And that's it. Everything else can be done by someone else, right?

And in the beginning, which is where you probably are, it was all me. It was the freaking trenches. I had a baby wrapped on my chest and a two-year-old on my leg and a four-year-old on the floor next to me and an eight-year-old bebopping around the house. I was growing a company and washing the dishes and folding the laundry and taking business calls and tucking my babies in at night and hammering out work on the computer after dark.

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And so when it comes to the grind and balancing a home life, like I definitely get it, I do. And if you're still in the trenches, I want you to just be really gentle with yourself. I want you to validate where you are, right? You are needed across so many planes and it feels absolutely impossible and you're in a pinched position right now. But it's not forever, okay?

As you grow your company, you're gonna begin to leverage your time in small increments. And some of you guys have the resources and the money to start putting some of this stuff off of your plate. Okay? But you just haven't started yet, and this is where I want you to start rethinking that.

I started off by sacrificing a small portion of the very small pay that I was giving myself in order to hire an assistant for just three hours a week. That's all I did, three hours a week. And then I used those three hours very intentionally and specifically to do only money-generating tasks.

I was like, if I'm gonna be paying \$20 an hour for 3 hours a week, I'm gonna be paying \$60 a week, I better be doing something that is going to be making me at least \$61 a week. So here's what I would do if I were you. Find one repetitive task that you're doing every day and hand it away to someone else. Whether it's laundry dishes, Canva creations, email checking, grocery shopping, checking your mail, it doesn't matter. Just something that will free up the small time that you can begin leveraging to make more money.

And then use that time with focus and intention like your life depends on it, because it truly does. 99.99% of business owners who I see not reaching their goals are only stuck because of the leveraging of time. Not because they're not smart enough, not because you're not a hard worker, not because whatever. Like you could outwork anyone in the world, right, and are sharp as a tack, but the leverage of time is the king of success, and we have to play by the rules of only 24 hours in a day.

Delegation is 100,000% the answer. So when you pause this or you end this episode, I want you to sit down and I want you to write out how many hours per week minimum could you hand off your plate and afford to give to

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someone else? If you are paying them \$15 an hour, \$20 an hour, is it one? Is it two hours? Is it three hours a week? And be really honest and vulnerable with yourself.

It is so easy to be like, oh, I can't afford that. But you're still going out to eat twice a month and spending \$150 at that Italian restaurant once a month, right? Like, where do you want your time to be? Where do you want your resources to fill out? Do you want it to be at the Italian restaurant once a month? That's great.

But if that's all that you can afford right now, then you're not going to get more time to leverage in your business. But this is a battle between you and you, you and where you are right now. If you are somewhere that you are really pigeonholed, be gentle with yourself. You are going to get out of it.

Okay, we are moving back to the announcement that I was talking about in the beginning of this episode. Okay, here it goes. So you guys remember my class, Take My Money, which is on positioning and branding and being able to say things on the internet that magnetize people to you and want to buy from you. This is what we call messaging, right? Like your messaging is everything. My most popular class on messaging is called Positioning and Branding. It's coming up on March 11th, and there's a 0% chance that you can buy it from me.

So while most people are going for more clients, I'm actually now going for less but better. So we're taking away our classes. Here's what you need to know. Up until now, there's been only two ways that you can buy from me. Either A, you buy my classes a la carte, or B, you come into my coaching membership, The Circle for the Year, which includes all of my classes, plus business coaching, plus the community, plus discounts on all kinds of stuff, right?

I've created such monsters of companies inside of The Circle, and what I know for sure is that you can't access the results that you actually want by cherry-picking my classes, okay? Each class is a puzzle piece that fits

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together to create the entire masterpiece, which is The Circle. And the entire masterpiece is what leads you to multi six and seven figures.

Cherry-picking classes is the best way to get some momentum but miss out on what's actually possible for you. So these are the same classes and concepts that have taken my students to multiple seven figures, like Jessica, who went from \$7K months to \$45K months in a single year, right? Sarah went from \$150K months to \$1.3 million months in a year. Nancy, zero staff members to five staff members and fully booked out in a year. Dale, who came in just 45 days ago and has broken his monthly record for income already.

I can get you results with my eyes closed, but only when you're committed, only when you're all in, only when you're not cherry-picking what you think you need or what you think you might want. These standalone classes have given my a la carte students high client demands and more time freedom and like good results.

And that's great, but I'm gonna take them away from the public so that I can focus on my service-based business owners who feel like a full-bodied hell yes about committing to a year of scaling surrounded by other business owners. And here's my honest truth, I don't feel like entertaining the tippy-towers anymore. I have zero interest in people popping in and out of my world.

This year I'm scaling to 10 million. My clients are scaling to their first half million, \$1 million, \$3 million years. I'm stepping up my protection to myself and my clients so that I can go deeper, not wider. My Circle members are lifers. You guys, all of you that are in Circle, you guys are all in. No BS, ride at dawn business, bitches. You guys are my people. And you guys are the only ones who will get me on this deeper level, right? You're the ones who get to sit down with me and my team face-to-face and workshop your next moves and strategies inside of our calls four times a month.

So I am unapologetically only available for the people who are committed to blowing it up this year. But Becca, what if I can't afford The Circle? That's

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okay. I want to work with the people who know they can't not afford to join. But Becca, what if I'm not sure if I'm ready for The Circle? That's fine. You are. You got to deal with that. You are.

Olivia said the other day inside The Circle, she said, "I was so intimidated to come into The Circle, but I realized that when you're going as fast as Becca pushes you, there's literally no time to be intimidated." But Becca, I like to buy little classes here and there. That's how I learn best. Okay, well, maybe it's time to up-level your business by taking the classes you wouldn't normally pick so that you can see the things you wouldn't normally see.

That's the difference between \$10k months and \$70k months. It's in the dark corners that you're not looking at, the things that you're saying you don't need. That's where it's hidden. My plan for the rest of the year is to hunker down and build the shit out of my clients' businesses, but only the ones who are in The Circle and who are knee-deep in my world.

On March 11th, when the new up-to-date version of Take My Money drops, our most purchased and raved-about class in history, the only people allowed in are my Circle members. You can't buy my classes right now. And what a treat it is going to be because this Take My Money class is last year's class on absolute steroids, new teachings, new formulas, new hook templates, and just like last year, you will be signing new clients on day one. You'll be having your biggest month ever again. You will know exactly how to write your content so people don't just watch you online, they pay you as soon as they find you.

You guys, my best advice right now, join us inside The Circle. Because in my world, you are just getting started. Thank you guys, have a great 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.



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