

Ep #200: The Seasons of Your Motivation



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With Your Host

Becca Pike

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

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What is up, my friends? I've got a funny little irony for you. So this is episode number 200. And I am really proud of that and really excited about that. And for the last few weeks, I've been thinking about ways that I can celebrate the 200th episode.

And I was like, we're going to have a big shebang. We're going to take lots of pictures. I'm going to get those golden balloons that say 200. I'm going to post it on my Instagram about how we've made it 200 episodes. I'm going to have some sort of special guest. I might do some sort of series for the 200th episode, because y'all, I've never done anything for 200 weeks in a row in my life. Like, this is a big feat. I was so pumped about it.

And then here's the irony. Life happens. And not only did I not do any of those things that I thought would be cool, I didn't even record a new podcast episode. So I contacted my team today, and I was like, I don't have a podcast episode. Can we please reuse one of the high-performing ones that the audience liked? And they said, sure, that sounds great.

And here's another ironic thing. They chose an episode. I didn't even choose the episode. They chose the episode and it's on cycles of motivation. And it was me talking back in March of 2022. And I'm speaking about how it's okay to be motivated sometimes and then lack motivation other times, but it's the entire consistency across the board in the long run that really matters. And it's okay if some weeks you're on and some weeks you're off as long as you stay strong and you keep going while other people are quitting.

And that is such an ironic and beautiful thing that we are doing here because it is exactly what's happening. Yes, sometimes I'm super motivated on this podcast and on Instagram and in my businesses and with growth, and then sometimes I disconnect a little bit. And that's okay because guess what? I keep going. And while a lot of people that I know have quit along the way and a lot of people give up along the way, I have stayed. And that's why I have everything that I have.

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And so the irony of this entire episode and this entire week is just like tenfold. I hope you guys enjoy this. Again, this is a replay from episode number 44, which was in March of 2022. And we are bringing this to you today. I hope you enjoy it. I love you guys. This is episode number 200. 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.

Alright, so let's talk a little bit today about motivation. You know, when I first started Massage Strong and even in Hell Yes Coaching, I almost didn't give myself grace for the time that I wanted to rest. And you guys know this. You know the toxic hustle culture. We are taught so often that you have to go, go, go, go, go. And if you don't, your competitors are going to beat you. Right? Like you've got to just stay up every day, Monday through Friday, you need to be doing something. You need to be moving the needle forward. You need to be like doing whatever it takes to grow your business. Right?

And I subscribed to this belief for a long time until I didn't, until I realized that it was working against me. And I think that I really wanted someone to come and say the things that I am going to say to you today, which is, it's not the way to do it. Motivation comes in cycles. Motivation comes in seasons and there are things that we can do to move the needle towards feeling more motivated.

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Okay, so I'm not saying today that when you're not feeling motivated, you should just lay down and do nothing for weeks on end. Days on end. Yeah, probably. This is the first thing that I have done work-related in I think like 10 days because I'm just feeling more motivated and more drawn to relaxing, to my family, to the outdoors.

Spring is here. I'm feeling like I'm kind of like rejuvenating myself. I'm like ready to get out into the world. And I just haven't been coming to my office very much. And if this had happened a few years ago, I would have had some pretty crazy thoughts, to be honest. Like I would have thought I'm losing my steam.

You know, I'd rather be relaxing and doing nothing instead of my work and I might have even like morphed it into how I actually feel about my work and I have done so much self-reflection I have gotten coached so much to see that these thoughts aren't actually true they're not actually here to serve me in a productive purpose, a lot of my thoughts are here to protect me, just like yours, right? And for me, what I have noticed is that my motivation comes in cycles.

Now, a lot of it has to do with my menstrual cycle, where I'm at on my period and like the hormones that are pumping through my body, you know, like when my weeks are here that the testosterone is through the roof, estrogen is through the roof, ready to go. And then as you know, from my most recent episode with Maisie Hill, that there are weeks that those hormones completely plummet.

And my motivation has to do with my sleep, with what's going on with my life, my stress, or lack thereof, right? These are all things that help me decide whether or not I feel like busting ass at work or not. And I think that this isn't taught very well. And, you know, I follow a lot of business accounts and I just watch as this toxic hustle culture continues to happen. You have to keep moving. You have to keep going. You have to do this. And I'm just here to say, you don't.

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You know, I have worked zilch in 10 days and I think I made more money this past week than I've made in like four months. And I can show you guys how to do this too. Like this is the beauty in the art of entrepreneurialism, right? Like this is the beauty. You want to be able to get to a point. You might not be there yet and that's okay, but you want to consistently and always work towards growing a business that allows you to make money when you are resting, right?

This is what I am constantly talking about. Inside of 30 More, inside of Three More, we are grinding and we are working hard so that we don't have to later. But I'm just here to give you some thoughts, okay? So if you are in a cycle of feeling less motivated, I want you to consider that this is completely okay and that this is completely normal.

And the more that you resist it, the more and longer it is going to be drawn out. And the more that you accept these feelings, the less that it will take. If you make yourself wrong for not wanting to hustle your ass off on a random Monday or Tuesday, or even a week, let's say you give yourself a week and you're just not feeling it, you're not feeling great. Now I am going to give you tips on what to do if you're wanting to get yourself motivated, but before we go there, let's just talk about the thoughts around it, right?

Like if you are feeling really blah, the more that you make yourself wrong for that, the more that you are going to be stuck in this cycle, because resistance does not create productivity. It doesn't create moving through the process. If you are in any stages of emotions, let's say you're in the stage of grief. You've lost someone. If you resist those stages, you bury them deep. It's going to take longer to go through the grieving process.

And in your business, if you are on a cycle, like a downhill cycle of motivation, the more that you resist it, the closer that you're going to get to burnout. The more that you ignore those thoughts, the closer you're going to get to burnout.

And if you're thinking like, I can't take a break, I can't lose motivation. My business will, it'll go under. Like I've got to keep hustling every day and

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staying on top of it constantly, this isn't true. Like this is genuinely just a thought error. Your business only gets stronger when you take a step back for yourself.

See how this is true everywhere. Think about your fitness. Like, if you thought that you had to run a half marathon every single day, seven days a week. And you really truly believed that if you took a break, that you would lose your mojo, imagine how this would affect your body. Imagine the stress injuries you would have. Imagine the lack of motivation you would have, as opposed to saying, you know what, today I'm listening to my body. It is saying we are not running today. We are relaxing. We are putting our feet up. We are allowing our lymph to flow back into our into our bodies. We're allowing ourselves to completely rest. That would make sense, right?

But for some reason in business it's like the translation doesn't work. Think about it in your relationship. If you're having trouble in your relationship or you want to rest your mind, removing yourself from the relationship for a couple days so that you can gather your thoughts, so that you can meditate, so that you can pray about it. Imagine the strength coming back into that relationship. And this isn't just a spousal relationship, I'm just talking about like you and your sister, you and your friends.

Giving yourself a break allows big space for not only creativity, but also just space to process. And when you are hustling your ass off in your business constantly, you don't have that space to process. You can't see through the surface work to get to the deeper work. Right, like I truly believe that when I take these weeks off, cause I've done this often, you know, I will go and I will take off, I don't know, 10, 12 days here and there. Like I just love to do it.

And every time I do, the only thought that I keep is, oh, I'm going to come back so much stronger. I'm gonna come back so rested. I'm gonna come back feeling so good. Right? There is no like I'm losing steam. I'm losing funk. If anything it's like I'm resting so that I can be faster. So that my muscles are repairing. Right? It's like in a workout you take a break so that

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your muscles can repair. And in business, you take a break so your creativity can repair, your brain can repair.

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 gonna 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 wanna 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 at 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. And 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's 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 15th. Email us at contact@hellyescoachingonline.com to secure your ticket.

Sometimes I coach people that they are so close to burnout that they're saying like, I just don't even want to do this type of work anymore. And I think that there is a small population of people that genuinely want to transition away from the type of work that they do. But I think for the majority, and I've seen this thought pop up with a lot of entrepreneurs, it's like a protection mechanism for most people.

For most people, it isn't that they want to stop doing what they do. The truth is that they're actually genuinely passionate about it. If you remove all of the pressure, you remove all of the growth, you remove everything, and you just allow them to do what they were passionate about to begin with, then it's not true that they want to get out of their industry.

But when people say, "I just don't want to do this anymore, I just don't want to work anymore." What they're really saying is "I don't want to feel this pressure anymore that I'm putting on myself, or I don't want to feel this constant need to work anymore. Like I just want days off where I can mentally shut down."

A lot of people take days off, but they don't take days off from their mind. They're still at work all day long, even though they're at their kids' soccer games. I know this firsthand, obviously. But you don't have to feel this way. I have done so much healing in this department. I have done so much work in this department.

And I truthfully, honestly, genuinely can tell you that there is a place that you can get to where your business is growing, it is doing well, it is making

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money, and you are not constantly thinking about it. You are genuinely resting. You are genuinely taking your time, taking your days off. And so it's important though that you do the work that comes along with it.

We do a lot of this in Three More. We do way more in 30 More. Inside of 30 More, we are consistently talking about how to build businesses without losing ourselves to it, right? And guys, if you're having the thought of, "I would rather be relaxing and doing nothing today," the number one thing to do again, and we touched on this already, is to allow this thought. This feeling is downright okay. Period. It is a-okay. One hundred percent okay.

Now with all of this being said, I want to give you a few tools on what to do when you're feeling in the funks. Okay, so number one, if I wake up and I'm just like, "I have a day of like I just can't," number one, don't beat myself up over it. I just allow this because I know that allowing these feelings are going to be the way out of them.

Number two, after I allow them, I have a rule that I have to move my body. I have to move my body. I have to get up. I have to go on a walk or I have to go to CrossFit or I have to do yoga. But what I have learned for myself is 99% of the times that I'm in the I-just-can't-even phase of my life, that it's because I haven't been moving my body the way that I want. My circulation is low, my lymphatic system circulation is low, my brain waves are not popping, I am usually over caffeinated and under stimulated physically, and 90% of the time that I'm feeling this like I can't even is 100% cured by a simple walk with my dog.

Number three, I try to motivate my mind. Okay. So while I'm on this walk, I will listen to a podcast of someone that I love. One of my girlfriends, one of my mentors, one of my coaches, one of my friends that knows what the hell they're talking about. People that are kicking ass, people that also believe it's okay to rest.

And then you know what I do? After my walk, I decide if I want to work and if I do, I do. And if I don't, I don't. But what I want you to understand is that there's two sides of the spectrum when it comes to turning on your knob of

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motivation. You can crank it all the way up and force yourself to keep it there through sheer willpower. That does not grow your business. You can also turn your knob all the way off, ignore your work, decide you hate it, and use this as a safety blanket to keep yourself from feeling big feelings, feeling emotions, feeling failure, all of that.

I just want to ask you where you're at today. For me, it is a very rainy day. It has been raining for, I don't know, 48 hours. Like my yard is flooded, my creek is flooded, the sun hasn't been out for a while, and I've been off work for 10 days.

This is my first like entry back into the working world, is talking to you guys, because you're my favorite fucking people ever. I love podcasting. I love chatting with you guys. And it's always funny because like depending on what mood I'm in when I'm recording the podcast, it never is like how I feel the day it's released. Like I'm feeling like so relaxed. I'm feeling like I haven't worked in so long.

I'm like talking to you guys about how it's okay to be completely unmotivated. And the day that this is released, I'm probably gonna be in a totally different headspace. And that's okay. That is how we function as humans.

So I just want you to hear me and I want you to really feel in your body, the allowance for being a human. When you run a business, it's okay to not be obsessed with your business all the time. It is okay to not want to work in your business all the time.

It's not okay to allow your thoughts to influence you so much that you are burning out. It is not okay to allow your thoughts to influence you so much that you are quitting or ignoring your work. There's a big difference between ignoring your work and taking time off from your work.

All right, I will see you here next week. Bye-bye.

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

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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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