

## Ep #206: Going Viral: The Dream vs. The Reality with Mark Pike



### Full Episode Transcript

With Your Host

**Becca Pike**

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

## **Ep #206: Going Viral: The Dream vs. The Reality with Mark Pike**

Hi friends, we've got Mark Pike on today. I'm your host, Becca Pike. This is 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.

Becca Pike: Hey baby.

Mark Pike: Hey, honey. I was just laughing because we are still recording together whenever we do podcasts together on one mic.

Becca Pike: We have another mic. We just haven't put it together.

Mark Pike: Yeah.

Becca Pike: For no reason. It wouldn't be that hard, would it?

Mark Pike: Well, in theory, it would work just fine. You'd plug it in, be good to go. But technology doesn't always work that way.

Becca Pike: Yeah. So guys, my dad just left. I only have one parent left and I love him. And he lives 400 miles away in Ohio. He does want to live there because my brother's up there and all my nephews and they have the cutest life altogether, all those boys and my poor sister-in-law Summer with a thousand men surrounding her. It's weird living in Kentucky without any of the people you grew up with. No mom, no dad, no brother.

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Becca Pike: And so he just left today and I'm so sad about it. Anyway, I haven't told you, but my reel went even more viral than the first one.

Mark Pike: Okay.

Becca Pike: So anybody that's listening, if you're following along and you're hearing this in real time because I accidentally forgot to submit a podcast episode. So by the time that you hear this, normally, by the time you hear it, it's been like three weeks since I actually recorded it. But this week, from the time you hear it, it will be about, I don't know, 48 hours from the time I recorded it until it gets to your ears.

I put together a reel like a week and a half ago and it went viral, like really viral. Like five million views in the first week. It was crazy. It added like 5,000 followers to my follow list. And I loved it. I had a lot of good fun about it. I also have a lot of thoughts about it that I feel like I should go over with you.

I just thought it was kind of like this once-in-a-lifetime thing. Not once in a lifetime, but I've been doing Instagram for a really long time and I have not had anything go viral like that. And so I just thought it was a fluke. And then last night, I kind of went with the same theme of that one that went viral. And when I say same theme, I mean like just talking straight out of pocket.

Totally talking about my family, talking about my kids, how I raise my kids, but then also tying it to work and to business. It exploded. So let me tell you, Mark Pike, at this point where we're at with it.

Mark Pike: Okay.

Becca Pike: Oh, I had to turn off commenting, by the way. I literally just turned it off because people were so fucking terrible.

Mark Pike: Oh, really? Like they're not allowed to comment?

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Becca Pike: They're not allowed to comment anymore. It was so bad. And that says a lot coming from me. Like I can put up with a lot, but they were getting in fights with each other. They were like DMing me like really crazy stuff.

Mark Pike: Yeah.

Becca Pike: It was obscene. But anyway. All right, so we're already at five million views and it hasn't been up for 24 hours yet. So the last one took a week to get to five million. It's at 62,000 likes, 2,700 people saved it, 1,700 people sent it to someone else. And it has brought me almost 1400 new followers in the last 24 hours.

Mark Pike: Congratulations, babe. That's amazing.

Becca Pike: It's crazy. And then ironically, I had this other reel was already set to go out for that night and it's about your ability to be visible. Which isn't that ironic that I've been working on being more visible with these crazy reels?

Mark Pike: Yeah, absolutely. It's really interesting. I don't know much about social media since I kind of stay away from it in a large part, but it is interesting how sometimes the least planned out posts end up doing the best.

Becca Pike: Yeah, for sure.

Mark Pike: Right? There's just something about that when you're just flying off the cuff.

Becca Pike: And before we move on from this conversation, I just want to point out, I made a post about this, but I've been doing content. I mean, I have 5,000 posts on Instagram just in the last few years. Only two things ever have gone "viral." And I just want to remind you guys that I've had an audience of under 3,000 on Instagram and still making a ton of money.

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You don't need to go viral. And in fact, I don't think that it is necessarily super helpful for your business unless you are calling in the exact right people. And I've questioned that with these. Like, am I getting a lot of crunchy moms, my favorite people? But like, am I just getting a lot of crunchy moms because I'm showing videos of our kids out in the creek and talking about motherhood and business and like, I'm getting a lot of pat on the backs for like how I'm parenting and raising the kids? But I'm not necessarily a parenting Instagram account. But you were talking about Gary V saying like that's actually a good thing.

Mark Pike: Yeah, basically the idea being that people don't necessarily just want to hear content about one specific subject. They're really at this point beginning to be engaged with the individual as a whole. So people want to see inside of your life behind the curtain a little bit. Right? Maybe the core of what you talk about is business, but behind that, they still want to know a little bit more about who you are, what's going on in your life.

And we can all probably think of a person like that we follow or know online. And then through those posts, you might get a bunch of new followers. And even though most of the people who saw it wouldn't appreciate your content in general, you end up getting a percentage that does. And so it's actually a really, I think it makes a lot of sense in terms of how people consume content.

He also talked about the way that the algorithm is shifting is that it is shifting to a place where if someone has 50,000 followers, their videos may not actually go be seen as widely as they once were because having a large following doesn't matter like it used to.

Becca Pike: Yeah. Which is thank God for our small account.

Mark Pike: Correct. That's right.

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Becca Pike: Because there are so many small accounts out there that are killing it on content. They're doing great and they're not getting pushed out because they have had such few followers in the past. What I'm realizing too with this influx of people and with these two reels, there's obviously a lot of people that are deciding to follow along with me and saying good job and great content and we love this. There's also a ton of hate. Like genuine hate. This one that I posted last night was like really crazy.

And having the emotional capacity built up to handle this type of stuff requires the letting go of the people pleasing tendencies or not good enough thoughts. I was talking to my coach not too long ago and she was like, I really believe that the big influxes don't come until you're ready, like until you can handle that kind of stuff. And I completely agree.

Had this been two years ago with all the hate comments, would I have become completely disregulated and trying to figure out how to keep all these followers or please all these followers or maybe I need to like pull something together and sell it really quick to these followers? And I don't have any of that. And I think that comes from just having the capacity to handle, like to not be the people pleaser and to not obsessively worry about good enough thoughts.

Mark Pike: You know, I don't deal with social media comments, but it seems to me like most videos, yeah, you might have a thousand hateful comments, but on top of that are 5,000 positive ones.

Becca Pike: Oh yeah, for sure.

Mark Pike: And so like, this is the same thing happens if you just have a brick and mortar business as well. You are going to, the more successful you become, the more widely you're known, you're going to become hated by people. Literally for no reason. Some of them might seem justified, but there's a lot of people that are just like, I don't like you because you're doing well.

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But I just really focus on all the positive comments and they just smash any negative ones that come across my view. And so then at that point, the only way that I view a negative comment, whether it be from an old staff member or from a client is, is their feedback actually helpful? Is it something that we should adjust or change in the business to make it better? And if the answer is no, and the majority of time the answer is no, it's just criticism, it's not anything helpful at all, then I ignore it because there's 5,000 positive comments for every 10 negative.

And to me, it's just a no brainer that I should be paying attention to the good ones. Like I shouldn't be, if I'm standing in a beautiful field of flowers and there's one piece of dog shit in it, I shouldn't just be staring at the dog shit. I should be looking around and smelling the flowers.

Becca Pike: But it's so easy to stare at the dog shit. Like I can almost put myself back into being a waitress, working my ass off, killing myself to get by. And seeing someone being successful or unapologetically being themselves and it's working for them or holding a lot of responsibility, like the top boss of whatever corporation I'm working for.

Like I just remember thinking like, must be nice. Like I remember kind of having those comments in my mind that I'm now on the receiving end of, and not just in reels, but like I've dealt with quite a bit of people that just don't like me, but they can't really give me a reason why. And it's just like, you're successful and you talk about it.

Mark Pike: And I think there's something to be said too about the more that you are yourself, okay? The more that you are uniquely you, the more that other people are going to dislike that. Because you're no longer this ambiguous sort of I'm a little bit of everything figure. You are, no, this is the stuff that I like. This is the person that I am.

And so of course that's going to clash with other people's views about life. They were raised differently. They have different values. They have



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different ideas about what's right and what's wrong. And so the more you are yourself, the more you're going to have push back from others. But on the same token, the more that you're going to have people that really fall in love with you. People that really are like, hell yeah, that's my person right there. I want to be like them or I already have some qualities like them and I can really appreciate those qualities.

Becca Pike: Yeah, absolutely. And I was just saying last night, ruffling feathers on social media just to ruffle feathers, I think is so stupid. But if you're ruffling feathers because you're simply showing who you are authentically and how you choose to live. And like that type of ruffling feathers just because you're being authentic is what can bother people. But it's also what makes people fall in love.

And it is what pulls you apart from the echo chamber of social media because everyone is trying to stay so safe, so safe, so safe. I think that's the only way to use this tool at this point. You know, I spent years and years using this tool of Instagram and staying really safe. And it didn't work. And these last two reels that went completely viral, I really did go into it with this mindset of like, I'm just going to say what I actually think.

Like what I really actually think. And let me tell you, people were pissed. But like I also - people loved it. And it was just this is this is the unedited. I'm not following like a formula. I'm not trying to get likes. I'm literally just saying the way that I think about parenting and money and business and having a lot of money.

And it was very polarizing and it worked for exactly what I was trying to do. But also remembering these numbers are vanity metrics. Followers don't mean shit if you don't know what to do with them. I would rather have 200 loyal followers than 200,000 lukewarm followers, right? And this is why the company was making a half a million year with less than 200 people on the email list because you want people that are really loyal and you want



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people that are actually going to buy. You want your audience to buy. You don't want your audience to just follow along.

So while I'm totally excited that we've reached almost 11,000 followers, it's a big deal for me and I'm proud of that. But it's also like I understand that this doesn't mean anything unless we are converting in my mind.

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For the first time ever, Hell Yes Live is coming to Kentucky at the luxury Manchester Hotel. This is the biggest and best business conference Kentucky has seen. Tickets are \$497 right now. On April 18th 2025, prices are going up to \$697.

And my friends, the prices keep going up from there so you want to lock it in right now. Hell Yes Live is an event that I put on around the country for years now. It is not your grandpa's business conference, okay? It's not just like a sit-down-and-take-notes event.

Hell Yes Live is a complete identity transformation. It is 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 will get in most year-long coaching containers. We are not playing around over here.

Millionaires have been made on repeat in this Hell Yes Live room. You will leave with the absolute unfuckwithable energy, ready to walk through fire in your company and not just with the excitement, but with the actual exact strategy to grow and propel your business to see a 100% increase this year.

A lot of my students are reporting 400%, 500%, 600%, and 700%, yes, I said 400%, 500%, 600% and 700% increases annually as they are coming

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to these events over and over every single year. Success is literally baked in at Hell Yes Live.

This event takes place July 15th through the 17th. You can purchase your VIP ticket that will give you an extra full-day experience with me added to the end on July 18th, including individualized coaching, a miniature professional photoshoot and much more.

This is the opportunity of the year, business owners. I hope to be toasting champagne with you on the Manchester Hotel rooftop restaurant the evening of our welcome reception on July 15th. Email us the words Hell Yes Live ticket at [contact@hellyescoachingonline.com](mailto:contact@hellyescoachingonline.com) to secure your ticket, or find it in my Linktree on Instagram @1beccapike.

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Mark Pike: Because whenever you're making these posts, you're not making them with the intention of I'm going to be polarizing. To me, it's even weird that these posts are polarizing. Like you're just talking about concepts of raising children that you think is going to make them the best version that we can. That will contribute to society, have good values, that aren't hurting other people, etc, etc.

So I'm curious why you would turn off the comments. It seems to me like leaving the comments on is only going to help this post reach more people. So, and I understand that it sucks because a lot of, there's a lot of negative comments that come through. But again, for every negative comment that comes through, there's 10 people that are going to agree with it. And it seems like by turning off the comments, you're actually holding it back from them.

Becca Pike: Yeah. And you can coach me on this if you want. But my thought was just the energy of it. When I open my Instagram to go to do work and all I see is all of the likes and all of the follows and all of the shares of the reels, that feels clean energetically.

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When I open it up and it's people hating each other. And not just me, they're in the comments fighting each other hardcore. Some of these threads are hundreds of comments long of hate and hate and hate and hate. And when I open up my Instagram to go to work, it would be like you trying to get through a picket line of protesters throwing shit at you and throwing shit at each other just to get into work. And that's what it felt like. Like it just energetically felt gross.

I don't know that I need or want followers that bad. Like I it did occur to me that it would slow it down. But it also occurred to me that reel alone already has given me 4,000 new people and I'm like, that's great. Turn it off.

Mark Pike: Right. And the way that I would view it is basically it sounds like you're putting up a boundary of this is how far I want to go. And past this, I don't want to go any further. But if you do want to go any further, then you need to be figuring out some sort of system or way to allow these comments to exist because imagine, let's just say hypothetically, every post you made was this successful. What about a post that's even more successful? Because people are doing that. Like we know that exists. Obviously they're not doing it by turning off the comments.

Becca Pike: Oh, there's tons out there that have no comments on them.

Mark Pike: Okay.

Becca Pike: Yeah, that are getting millions of views. I think of this one girl, is it Amanda Francis? She's like super well known for coaching money. And her comments are turned off all the time and she's got millions and millions of views. So I don't know. The fact there's other metrics that make it go viral. It's not just the comment section.

Mark Pike: Yeah. Sure. Absolutely.

Becca Pike: Thousands of shares and saves. The saves alone trip up the algorithm in a way that's really good. And it's being saved a lot. It's being

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shared a lot. It's being liked a lot. And people are coming to it and following me and that is a lot. So it's a big part of it.

Mark Pike: No, I think it makes sense.

Becca Pike: Maybe I'll turn it back on.

Mark Pike: But I even think of that person you referenced, like she's basically saying, here's my boundary.

Becca Pike: Yeah.

Mark Pike: I don't need to do more. Like I think about my boundaries all the time in business, which is this trade off between how much time and stress am I willing to trade for helping others or financial success. And constantly checking myself. Like, am I overdoing it right now? And if so, is there a tradeoff I can make right now where I can lose, quote, lose some money, the way I think of it is spend some money so that I am not so stressed, so that I've got some time back. You know, and I'm just kind of constantly checking myself because that's where my threshold is at that point.

Becca Pike: Yeah.

Mark Pike: Like, am I becoming a shittier person for my kids or wife? Like, to me, that's not okay. There is no trade-off there. Like I've already made enough money. I don't need to do that. At that point, I'm hurting my core values.

Becca Pike: Yeah, absolutely. Yeah, and I guess that is the threshold. Like, of course I'm new to these going viral, right? I have never had anything go this viral and I've had two in the last 20 days. And so it has brought a massive influx. However, I don't have evidence yet that these are turning into the loyal diehards.

Mark Pike: Yeah.

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Becca Pike: You know, my loyal diehards are my people that are in my mastermind, the people that are in my circle, the people that are in Millionaire in my Pocket. By the way, I haven't even told my podcast about Millionaire in my Pocket. Oh my God. Those are my diehard people. Those are my lovers. Those are the people that are coming to Hell Yes Live.

Like that's who I'm thinking about. You know, and if these new followers want to become diehard loyal people, that's great. And there's going to be nurture time. Some of them that are coming on right now are going to have to consume my content for a year to get nurtured enough to reach out and that's great too.

But yeah, I guess I'm just I'm happy about it, but I'm not like overly impressed that this is going to drastically change my company in any way. I just feel very level headed about it and if I don't want that energy, I just turn it off.

Mark Pike: Yeah, I like that. I respect that.

Becca Pike: Yeah, for sure.

Mark Pike: Fuck you comments.

Becca Pike: Fuck you comments. So I said the term normal people hotels in this reel.

Mark Pike: Oh.

Becca Pike: Who knew that would be so fucking triggering? You know, I talked like we parent differently. I grew up really poor, you know, but here's how we, we don't really tell our kids that we're wealthy or we don't let them think necessarily that they're wealthy. We don't own the cars or the homes we could afford right now. We take them to normal people hotels on vacation. We only provide them with the clothes that they need. Right?

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Blah. And then I go on to talk about how my lower class values and middle class values made me who I am and how I want them to be that and blah.

I'd say out of the 2,000 comments that I've had, 1,999 of them have been about normal people hotels. And people are like, what the fuck does that even mean? You piece of shit. You spoiled fucking brat. As if they don't say rich people hotels, as if they don't say rich people this, rich people that. And I'm calling it normal. You know? I don't know. It was just so funny. If I knew that was such a trigger word, I would have put that in every reel for the last five years.

Mark Pike: Oh man, that's funny. Remember the good old motel days? That's how that's how we did it growing up.

Becca Pike: Yeah, and they were all calling me super spoiled and I thought, did you not read the rest of the comment where like I have been on food stamps and welfare and wick and assisted government housing in order like I just got to this place. They were like calling me trust fund babies. That's why I was telling you last night that it's hard to even listen to the comments because they just don't make any sense. Like they're not reading the whole comment. They're just pissed at like one little piece that I said.

So anyway, it's fine with me. But yeah, I haven't even told you guys on the podcast about Millionaire in My Pocket. So I've been trying to figure out ways to make my coaching even more frictionless for you. And if you saw in my emails and on social media, we rolled out Millionaire in My Pocket.

And so you guys, this is only \$99 a month and I am dropping trainings, full blown trainings that are under 10 minutes into your pocket on the Telegram app. So this isn't like a podcast. If I'm being honest with you, my podcast is where I'm just getting on here and I'm just talking a bunch of shit. I've got people on here, we're hanging out. You get to know me on here, but I'm not necessarily doing full blown trainings.

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And I understand as a business owner that you don't have time to sit down and watch a seven hour course all the time. And you want to stay connected to your coach, you want to stay connected to what's going on, but you just don't have the capacity to sit down and get on a Zoom call every other week and I love that about you. And so I made Millionaire in My Pocket. You guys can join for \$99 a month right now. It is cancel anytime and you are going to get a minimum of eight trainings a month that is two trainings a week.

And already you guys, I have dropped in there some serious gold. It has only been open for less than a week and we have had a huge influx of people come in more than we expected, which I'm so thankful for. The first training was on the emotional capacity required to make big, big money and hold big responsibility. This conversation alone, you guys, has 3Xed my income and it's not strategy, it's a mental shift. It's something that I've been talking with my coach about. And that audio was under nine minutes.

The next audio that I just released a few days ago is your resistance to hiring help that you need because of your past hiring traumas is your biggest bottleneck. Okay, so that person that you trained for like three weeks and then they left you, they can't haunt you anymore. Okay? They can't.

So I'm going to talk to you on that audio about how to allow yourself to evolve and how to upgrade your standards with delegation and how to make hiring and managing simple again and to let go of a lot of that past crap that has kept you where you are.

Mark Pike: Yeah, it seems like just that hiring one, I haven't listened to it, but just that concept would be worth it.

Becca Pike: Oh yeah, we had, I mean, as soon as I dropped it, there was a comment in there that was like, this hit me so hard. And it was from Jerry who worked with me for so long.



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Mark Pike: Oh yeah, remember her?

Becca Pike: Remember Jerry?

Mark Pike: Yeah.

Becca Pike: Yeah, she's back. Hi Jerry, I love you. But she was like, this hit me so hard because I literally tore down my business model because I was so just upset and jaded with the hiring process. And so I changed what I wanted in life, like what I wanted for my business because I couldn't get the capacity I needed to hire again.

Mark Pike: It almost becomes like boyfriend girlfriend breaking up syndrome. You know? You end up having these bad relationships and then you think to yourself, well, I'm not going to date anymore. You know, I'm take I'm just going to take a break.

Becca Pike: Isn't everything turned into old boyfriend girlfriend breaking up trauma?

Mark Pike: Yeah, that's right.

Becca Pike: Everything in our life.

Mark Pike: Yeah. You know, one of the mantras I live by is the past does not equal the future. And what that means is that...

Becca Pike: I just talked about that.

Mark Pike: Oh nice. Nice, that's awesome. And what that means is that just because something happened before with someone, an employee in this case, doesn't mean that it's going to happen again.

Becca Pike: No.

Mark Pike: And if anything, every time you go through it, you're a different person and the next person you deal with will be handled differently by you.

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And every time you're going to get a little bit better and better. And eventually you can actually get to a place where you'll even have a key person on your team, like a manager who's been with you for years and you think, oh my gosh, if they left, everything would fall apart. But you can actually get to a place where it's like, if they left, that would be great. I'm happy for them and the next person I get's going to be even better.

Becca Pike: And they always are.

Mark Pike: That's amazing. But you have to be there. You have to have that mindset in order to find that person and make that happen.

Becca Pike: And that's a wrap. I love you guys. Have a great rest of your week and I will see you right here next Wednesday.

Mark Pike: Bye.

Becca Pike: 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 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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