

**Ep #207: The High Standards We Live By
with Mark Pike**



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With Your Host

Becca Pike

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

Ep #207: The High Standards We Live By with Mark Pike

Guess who's back? Mark Pike. Episode 207. Let's fucking 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: Now, first of all, this guy, I don't know if you follow him. What's his name? Juddly?

Mark Pike: Juddlienhard.

Becca Pike: Juddlien. Judlienhard. J U D D L I E N Hard. If you're listening to this, Juddlien, Juddly?

Mark Pike: I think it's Juddlienhard.

Becca Pike: Anyway, I like your content. Don't know how to say your name. I apologize. Anyway, he's super fit. No BS, right? Look at him. He don't take shit from anyone. This is just a conversation on standards, okay? And not just conversation on standards, but who are you going to root for?

So this is what he said. He said, "Everybody on here passionately sticking up for average. But the car you drive, the phone you hold, the artificial climate of your home, the book you love, the poem that holds you up in hard times, the freedom to speak your stupid truths, are all there for you because somebody wasn't average. If only you had passion for other things, just imagine that world."

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And I fucking love that. And we've talked about this a lot, but I feel the pendulum is swinging back. The pendulum is swinging. We went crazy on celebrating victimhood for so fucking long. And listen, you guys, I can be a victim, I can get it. I can understand needing support and needing help and needing the things that you need when life is tough.

But I think the pendulum went way too fucking far on celebrating victimhood and there was this war on happy people. There was this war on successful people. There's this war on people that are thriving. And I think going back to that conversation about my reels blowing up, I think it was because I was standing up and saying, "Hey, I feel I'm thriving." And people were like, "Fuck you."

And so I love any content like this that says, "Hey, just because someone was willing to have really crazy standards or really go for it or really show out. That's why you have the phone you have. That's why you have the TV you have, that's why you have the poems that you read, that's why you have the architecture buildings that you live in." So I just loved it.

Mark Pike: What he's saying is that our standards do matter. That it's actually a good quality to try hard, to work hard, to want to be more. And I think that the people who have a conflict with this concept is that it messes with their own self-concept. Well, they're thinking, "Well, I've been trying real hard. I've been doing my best. Yeah, I'm only watching five hours of Netflix a day, but I'm doing my best." And that's not what these people are saying.

We're not saying you suck. We're saying there is great value in trying to push yourself and trying to raise your standards and saying that, "Yeah, I'm already at a good place, but I want to see what I'm really capable of. And I want to see who I can really help. I want to see how me as an individual can affect the people around me in a positive way and not just lean on others to help us, to help me, and to make everything okay. I want to be the one that helps other people make everything okay."

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Becca Pike: Yeah.

Mark Pike: And I think that people, they overlook that piece. They're like, "Oh, well that person is just go, go, go, go, go." But a lot of them have a gratitude engine behind it as well.

Becca Pike: Yeah, absolutely. The people that, I can't talk for everybody, but most people that are in the best shape of their lives, that are having really high standards for the way they raise their kids, for the way they run their business, for the way that they talk to their spouse, most people are rooted in gratitude. Their achievements come from that gratitude. Now, are there people that are rooted in complete not enoughness? Yes, but I think that they have a stopping point with greatness and I don't think they break that ceiling to get to true greatness without the gratitude piece.

But why do you think we have such high standards? There's no doubt when you walk into our house, the way that we keep our house clean, the way that we run the ship with the kids, the standards that we put and instill into them, our work ethic, our fitness ethic. How did we find each other? Did we have these standards when we met?

Mark Pike: We had some of those standards when we met. We were definitely both hard workers.

Becca Pike: Oh, for sure.

Mark Pike: We both believed in the fact that, and this was just a reality, that no one else was going to take care of us. And so we had to take care of ourselves. Now, that didn't mean that we didn't have support from friends and family members, but at the end of the day, we knew that if we wanted anything, we had to go work for it, contribute to society, and then get a reward so that we could go buy it or take time off, whatever the case may be.

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But for me, I think it really went in stages. And I think this I've gone to see this with other "successful" people that I follow or certainly other people that are very driven is they go through sort of these different phases of what's driving them. So in the beginning, for a lot of us, it is we're being driven by we grew up really poor, we got to see what that was like, we got to see how stressed our parents were, and we didn't want to go through that same experience again.

And so we thought, well, we're going to work hard so that we can get out of that. And so I think for a lot of people, that's the beginning driver. I'm doing it so that my kids don't have the same experience that I have. And so that maybe I don't have the same marriage that my parents had, et cetera, et cetera.

But I think that eventually you get to another phase and that phase is much more about contribution as a whole and becoming the best version of yourself because you start to recognize that the better you are off, the more that you can handle, the more that you can do, the better everyone around you is, that includes your kids and your wife and your family members and strangers. And for me, that's become the main driver now.

Becca Pike: What's the main thing that comes up for you that people are you operate like that?

Mark Pike: What? In just in terms of cleaning our house and stuff like that?

Becca Pike: Yeah, I think that you and I both could sit down and write out a page of things where someone walks into our life, gets a peek into it and it's just, whoa.

Mark Pike: Yeah, I think probably one that gets people a lot is our home life. We had a big kids party at our house, there was 25 to 30 people here. And whenever everyone left, one of the nephews was still around. He's 16 now.

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And we were like, "All right, let's clean up." And we cleaned up the house in about 15 minutes.

Becca Pike: And not just me and you, the whole army.

Mark Pike: Everyone, yes, that's right.

Becca Pike: Wait, all we had to say was "Let's clean up" and everyone knew their place.

Mark Pike: Correct. And even the nephew, we're like, "Hey, you're here, help us."

Becca Pike: Yeah.

Mark Pike: Yeah, that's right. Because that's a value. It's a value of you don't just leave shit for other people, you help out. If someone's cleaning up after a party that you were at, even if you weren't there, if you're there now, you're going to help out. You're not just going to sit around while everyone else is doing the work. Anyway, he just had commented on, "Oh wow, it's amazing how quickly your house looks there was never a party at all."

Becca Pike: Yeah.

Mark Pike: And the reason that is because we clean up every single day. We don't let the shit pile up. We do it every single day and in the summertime, we do it twice a day usually.

Becca Pike: Yeah.

Mark Pike: There's an afternoon cleanup and then there's an evening cleanup. And that seems it's just in the home, but that's actually a value that goes into the rest of life, which is we don't want to let shit build up. It's way harder. If you've ever washed dishes after leaving them for days and days, it's a horrible experience.

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Becca Pike: Right. And I think I we had I had someone tell me one time it's got to be exhausting keeping your house clean. I don't have that much energy. And I just thought, huh, what a way to look at it because I feel ours is the less energy. When we do clean up twice a day, I mean, the cleanup twice a day is less than six minutes, I bet.

Mark Pike: Yeah.

Becca Pike: Less than five. Less than five. It's just boom, it's cleaned.

Mark Pike: Yep.

Becca Pike: And then if you just do that, then it just stays clean versus the way that I used to live for a long time when I was a teenager and an early adult, which was I'll wait two weeks to clean up and then it's a whole afternoon situation.

Mark Pike: And that one you can just see it in all different areas of life. It's the same with exercise. It's way easier to exercise for 30 minutes a day than it is to exercise once a week for three hours.

Becca Pike: Or to exercise 30 minutes a day as opposed to every three years deciding you got to lose all the weight you gain in the three years and then you do it again in three years.

Mark Pike: Yes, that's right. So anytime you can spread out the work, it's going to be better. And so I would say that's a big one that people tend to notice because our home just sort of stays tidy, if that makes sense. And then our children's bedtime routine and then just sort of their general schedule.

Whenever we say, "Hey, it's time to get ready for bed," it's at the same time every day. They know exactly what to do. There's no fighting or arguing about it because that's not allowed. And whenever you just so many parents have a rule that their kids aren't allowed to cuss.

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Becca Pike: Or run out in traffic.

Mark Pike: Or run out in traffic. That's a great example. The kids don't argue about it. They just don't do it because you've set a standard that this isn't okay. And you can do the exact same thing in any other part of your life. Our kids, it's crazy. We'll go to birthday parties and let them know they're not going to be eating cake and ice cream.

Becca Pike: Now guys, just so you know, before we sound psycho, let me just say that our kids get treats. Quite a lot of treats. However, there are times where maybe they've already had a treat today and we're going to somewhere and we know there's going to be cake and ice cream. We also have a gluten allergy and so if we aren't prepared with a cupcake that is gluten-free that we usually take to parties just in case, then there are times, there are certain times where we have to say, "We're going to this party, hey, you're not going to eat cake and ice cream today."

Mark Pike: At the end of the day, these are just standards. I'm just pointing them out in our family life because those tend to be areas that stick out a little bit, but those are just standards that we have and they actually create more joy and happiness down the road.

Becca Pike: Yeah, because there's no fighting. There's just not - I'll have friends that are so in awe with this bedtime thing because it really is eight o'clock, "Hey, go get ready for bed." They know those magic words. Those magic words mean pee, brush your teeth, brush your hair, get in your pajamas, get in your bed. And then you can call for us when you're ready.

We're not going to follow you around and ask you to do all these things. You're going to go do them and then you're going to alert us when it's time for us to tuck you in and say good night. And we've been operating this for so long and we have not allowed any arguing in it for so long that it's a very quick, speedy, easy thing and the kids aren't battling us.

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When someone says, "Gosh, you guys are so strict." It's like yeah, but the strictness, it allows more happiness and joy versus when I know that I could be in a situation where every night is a battle, every night there's tears, every night there's back and forth, every night someone ends up yelling. That to me sticks with a child more than oh no, my parents made me go to bed and it was a really swift easy situation because I knew what I was supposed to do and there was no wiggle room.

Mark Pike: Yeah, and a lot of times with any standard, you can see how this can easily be transferred over into business operations as well. Which is you have to put in the work upfront even though it's a little bit uncomfortable. It makes a business that you can end up running and loving and enjoying just your family life.

If you put the work in upfront, yes, in the beginning, it's a little bit hard. You got to have some uncomfortable conversations, but they're so much smaller than letting it build up, build up, build up, build up until you snap and you either talk to an employee or a coworker a way that you shouldn't or a kid the way that you shouldn't or a spouse the way that you shouldn't.

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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.

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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.

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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 to secure your ticket, or find it in my Linktree on Instagram @1beccapike.

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Becca Pike: Yeah, I was going to bring that up next. Our standards in marriage. What do you think our standards in marriage are? I have a few that come to my mind. Number one, and I think a lot of people follow this, but we don't talk shit about each other to our friends.

Mark Pike: Yeah, that's a big one.

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Becca Pike: Have you ever been in a situation where you're with a girlfriend and she's just harping on her husband the whole time and it leaves a bad taste in your mouth? We're a team. And if anyone talks shit about you, I would be pissed. So why would I go and do that to you? To my therapist, I talk mad shit about you.

Mark Pike: Your therapist is just your best friend.

Becca Pike: My therapist gets everything.

Mark Pike: Yeah, I totally agree with that statement. That's one that early on I wasn't okay with.

Becca Pike: Yeah.

Mark Pike: And just because of what you said, I don't think it makes any sense to tear down your significant other because whenever you become married, you become one and it's basically talking shit about yourself.

Becca Pike: Yeah, you're a team, you're a unit now.

Mark Pike: Correct. And I don't want to make other people think negative things about you. If anything, if I'm talking to you to other people, I'm talking about how great you are.

Becca Pike: Well, and this is the person too that helps you the most. Now, of course, there's different dynamics to every marriage, but I could speak for most marriages, this is the person that is the person you go to when shit goes down. This is also the person that's helping you pay all your bills. This is the person that's helping you raise your kids. This is the person that's taking your children to soccer practice and soccer games and putting moral codes into them for you. This is the person that you get to watch Netflix with every night. This is your person. Let's not tear them down.

Mark Pike: What other standards in marriage?

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Becca Pike: We have a lot of sex.

Mark Pike: That's a good one. I like that standard.

Becca Pike: We have a lot of sex. I appreciate. And it's kind of a standard. To take the sexiness out of it, because we've been married for what? 12 years?

Mark Pike: 12 yeah, we'll go with 12.

Becca Pike: Something that. 12 years, 11 years? We're not in the honeymoon phase anymore. You've seen my body so many times. I can't imagine it's actually, I don't know. You still seem to...

Mark Pike: Oh, I enjoy it every time you can. Yeah.

Becca Pike: But we're not in the honeymoon phase anymore and it would be really easy for someone in our situation with four kids and all these businesses to be, "We don't have time. We don't have the bandwidth. We don't, whatever." We don't. We schedule it. We put it in. I have an internal clock that is always going off. Has it been two days? Has it been three days? That's max. Mark will shrivel up into a raisin and die a horrible death if we don't do this soon. It's a standard.

Mark Pike: Yeah, that's fair. I agree. That is a standard. It's interesting because again, just trying to relate everything a little bit back to business, it has been an evolution. So in the beginning of your relationship, your standards, they work and as time goes on, those standards sort of start to become less important and they go by the wayside.

And so you have to I think one of the biggest standards has to be that I'm not going to just stop or settle with the way things are right now. I can still be grateful for the way things are in my business, in my marriage, but at the same time know that there's a higher level to get to. And by continually educating myself, striving to be better, noticing whenever there was a bad

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argument. For me, if I have a conversation now where I hurt you, to me, that's something that I need to improve on. Because I know...

Becca Pike: Same to me.

Mark Pike: Yeah, I know for a fact that there is a place where I can have extremely difficult conversations with anyone and not get upset and not make it personal where now I'm trying to hurt them. Does that make sense?

Becca Pike: Yeah.

Mark Pike: Yeah. And so to me, that's a standard.

Becca Pike: I love this conversation though because I think that it's easy to think that to become successful in whatever area, in whatever way you want to use the word successful. Maybe it means to be in shape. Maybe it means to have money. Maybe it means to have a happy marriage relationship home. But to be successful in an area, some people are just wired that way and really it's not your goals that show through, it's your habits. It's your habits that make you who you are.

And everyone is capable of changing their habits, every person. There is no some people can and some people can't. So it's if you want to have a really healthy whatever, you got to have the standards in place built by the habits and that's something you can change. You can walk away today and say, "I'm never going to talk shit about my husband again outside of therapy and closed safe spaces that allow me to do that." When my kids scream in my face again...

Mark Pike: I know, that's a great standard.

Becca Pike: Who are you letting your kids scream in your face? Get out of here. Stop that.

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Mark Pike: Yeah. Or if I catch the kids talking to you inappropriately, that's a standard I have. They are not allowed to do that, especially if I'm watching.

Becca Pike: Oh, it's so hot when you take up for me. Whenever the kids are getting sassy with me and you step in, I'm like, "That's right. That's right. That's my man." I love it.

Mark Pike: Yeah, one of the - just going back to marriage stuff, one of the best exercises I ever did was I wrote down three of the things that bothered me the most in our relationship. And it could be something that annoys you or something that keeps coming up over and over or something that in my case that was frustrating me. And then I took one of them and I chose to let it go. I did you just take one of them and you say, "I'm now going to not make this a problem anymore because my marriage is more important than me thinking this is wrong or me thinking that I'm right in this area." You know, it takes some time.

Becca Pike: What was it?

Mark Pike: No, I think I've already told you before.

Becca Pike: Did it ruin me?

Mark Pike: No. It's something small. It's always small things. We get so upset and this goes into our businesses too. We keep getting upset about small things that don't really matter because we have some sort of old rule that was created in our life that we weren't even privy to. And so I would just get really frustrated if I was being asked a bunch of questions in a row.

Where are you going? What are you doing? Who are you talking to? Why did you make this decision? These things. And my old clockwork was I don't have to justify myself. I don't need to explain what I'm doing, I'm just providing the solution or whatever the case may be. I realized though that I

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was becoming frustrated by that regularly and if that's happening, that's going to negatively affect the rest of my relationship.

And basically what I'm saying to myself is, "Well, I deserve this or I'm right in this area, so I deserve to be frustrated." That doesn't help if I want my wife to be happy and my kids to have a good life. And so anyway, I let it go and it was amazing because all of a sudden I became a better person to the people around me. And it made me realize I can do this with other things. And so now I really try to pay attention to things that are bothering me regularly and now taking it on myself to change them. It's not other people's fault, it's mine. And it's really a revolutionary exercise, I think.

Becca Pike: And thank God because you're more surrounded by women than any man I know. And asking questions is a very feminine conversation trait. It's how we communicate. We're constantly asking questions and crying and trying to figure stuff out and that's how we communicate. And not only do you have three daughters, you have a wife, and I would say 99% of your staff members are female.

Mark Pike: Yeah. All of them.

Becca Pike: And so you are surrounded by questions.

Mark Pike: Absolutely.

Becca Pike: So did it work? When you let it go?

Mark Pike: Yeah, oh 100%.

Becca Pike: You just don't feel anything?

Mark Pike: Oh, I wouldn't...

Becca Pike: Like frustration wise?

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Mark Pike: Yes. Like I wouldn't say that it never comes up again, but yes, it's been really good and what's really interesting is I was able to notice the change in you all by me not...

Becca Pike: What? Did we ask less questions?

Mark Pike: No, you didn't ask less questions. You all just thought I was a more pleasant person. You know? And it's like, yeah.

Becca Pike: Less frustrated with you.

Mark Pike: Yeah, and what's really interesting is you can be a pleasant person to other people and they will respond in kind. And you can do that while still maintaining strong boundaries, being a good leader, all of these things. And just again, going back into business, what are the three things that are annoying you the most? What's one that you could take and decide that it doesn't bother you anymore?

Becca Pike: You guys, just let it go. Let it go. Let it go. You can't come around here no more. Is that the...

Mark Pike: Pretty good.

Becca Pike: All right guys, if you have not bought your Hell Yes Live tickets, we are coming up on Hell Yes Live Lexington, Kentucky. We have sold more tickets than I ever thought possible. It is going to be the biggest event. I mean, I think our last biggest event, we're up by 800% from that event. So you don't want to miss Hell Yes Live. We are coming to Lexington, Kentucky mid-July and I've got some crazy good speakers lined up, really phenomenal keynote speakers. I'm going to be there. I'm going to be all up in there. So I cannot wait to see you there.

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to go, to keep you thinking on the right track so that you don't have to spend six, seven hours a month in Zoom meetings in order to have a phenomenal business coach. Millionaire in My Pocket is open for registration right now. Hell Yes Live tickets are open for registration.

If you know that you want to just go all the way in with me, then the Scale to Seven Mastermind is the place to be and that is also open right now. We are starting in July, but we are already almost maxed out for the July round and we have people already signed up for the 2026 January and July round. So be sure that you are getting in where you need to be getting in and where you want to be getting in. Do you want to have a sign off?

Mark Pike: See ya.

Becca Pike: Bye.

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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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