

Ep #12: The Secret to Achieving the Impossible



Full Episode Transcript

With Your Host

Becca Pike

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Hey guys. What is up? Welcome to episode 12 of *The Hell Yes Entrepreneur* podcast. I'm your host Becca Pike, and today we are discussing doing the impossible. This will include reaching massive goals, changing up your business even when it's scary, trusting yourself, and so much more. Let's begin.

Hey, guys. I'm Becca Pike and welcome to *The Hell Yes Entrepreneur* podcast, the number one show for entrepreneurs looking to create their first six-figure year. If you've got the drive and you know how to hustle but you're not sure where to channel your energy, we've got the answers. Let's dive into today's show.

Hello my friends. I am feeling very fiery today. I've been cutting back on my caffeine drastically, but today I've had a cup of coffee. I feel like I could stop recording this episode and go run hill sprints for the next two hours. Is it just me or is it crazy that caffeine is legal, and it's so widely accepted? Most of us have such a tolerance for it that we don't even know what it's like to not have it in our bodies.

What's funny in America is like we're all on anxiety medicine when really, we're just so over caffeinated. There should be a commercial that's like, "Feeling anxious? Worrying about things that aren't actually problematic? There's a new drug for you. It's called not drinking so much damn coffee."

But for real, if someone at a party were to give me a new secret drug and they were like, "Hey, this is illegal, but it's an upper. It's going to make you feel like you can just run through a brick wall." I took it and it had the same effects as caffeine, or let's just say it is caffeine, I'd be like wow. That's a pretty powerful drug. None of us look at it that way. Everyone turns their nose up to cocaine and Adderall abuse while literally drowning their fourth cup of coffee before noon, and no one bats an eye. It's bonkers. Am I right or is it just me? Okay. Anyways. Let's just chalk this up to things that Becca thinks about.

So let's just jump right into today's episode, shall we? At the beginning of 2021, at the time of this recording by the way it's July 2021. So at the

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beginning of 2021, I set a revenue goal that felt impossible. It was big and scary, and it was going to be doubling my 2020 revenue.

So I remember being in the car on a road trip with my family scribbling on a notebook paper about this specific goal. I started writing out all of these hypothetical ways in which I could grow the company by 100%. I was figuring out what needed to happen and how it needed to look. No matter which way I cut it, it just seemed impossible.

After going through pages of my notebook and ripping out the ideas and starting over, I remember the most legit piece of advice I've ever heard. That I don't need to know how I'm going to reach that goal. I just need to start believing that it's possible and my brain and the universe would come together in this beautiful relationship, and they would make that shit happen. Right?

Also instead of writing my business plan on my whiteboard for the next year, when I returned home, I wrote just the number. I made it colorful and pretty, and that was it. Then I went to work. I started the process of selling myself on why it's possible.

I've you've listened long enough to me on this podcast or on Instagram then you know that I do these things called inspo walks. It's short for inspirational walks. I take out all of the input. I remove my headphones, podcast, music, and I just walk in silence. The first 10/15 minutes I'm just like kicking sticks and crawling out of my skin because I really want someone to talk to me. After I get through the first 10 or 15 minutes, I drop into a very creative version of myself. I think anyone is capable of doing this if you're able to take away stimulus and just be by yourself for a moment, something that so many people don't do anymore.

When I'm on an official inspo walk, I have rules about it. The rules are that I can't make any excuses. If I'm going on an inspo walk, the idea is that I'm going to inspire myself or sell myself on something that feels impossible. So while on this walk, let's say that it's a 30 minute walk. For those 30 minutes, I may not have any excuses. I may not have any reasons why it

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won't work. There is no negativity allowed, okay. It is nothing but wholehearted gut instinct truth about what is possible in the universe. Nothing but evidence for why it works, right?

It's hard to do this sometimes. Sometimes our brain loves to go to the why it's not possible, and I do not allow it on my inspo walks. I'm like okay. I can do anything for 30 minutes. I can full on believe in something for 30 minutes. I'm going to see what it feels like when I come out of this walk.

So sometimes when I'm not believing in myself or an idea, I go on these walks every day until I do. Sometimes I can come up with a scary idea. I can go on one walk and come back completely sold. It kind of just depends on the bigness and the grandness of the idea or the goal that I'm having. This particular revenue goal, it took me like 20 walks.

So today it's about halfway through the year, and my business is set and projected to make roughly \$200,000 more than that original scary ass goal. Not because I hustled but because I sold myself on the possibility, and money always follows.

Here's what I know for sure for myself. I guarantee it's the same for you. The reason that you don't know if a goal is possible or the reason that you don't trust yourself to make big scary changes in your life or your business is because you just haven't properly sold yourself on the reasons that it's possible. In fact, not only have you not carved out the time to sell yourself on it, you've probably done the opposite. Your brain has tried to protect you your whole life. So the majority of selling yourself is on all of the reasons why it won't work, and all the reasons to stay small and safe.

Listen to me, folks. If you want to have the most epic fucking wildly courageous most colorful and beautiful human experience that you can imagine while on this earth, you must learn the art of selling yourself. If you want more out of this life, you must sell yourself first. If you're scared to commit to a coach or to yourself or to your business or to an idea or to a goal. If you're scared to move to that beautiful place you've always wanted

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to live or to change jobs or careers or to fall in love or to leave a toxic marriage, it's because you're not sold.

Listen. It is no one else's responsibility to sell you on these things. Only you. If you've watched every marriage you've ever known fall apart, you have likely sold yourself on why marriages don't work. Have you looked for evidence on why it does work as ferociously as the evidence you've looked for as to why it doesn't? Have you gone out of your way to choose and to decide to believe in something you've never seen for yourself? Maybe yes, maybe no. But I guarantee that the built in beliefs that have never been brought to the surface to question are directly affecting the trajectory of your life.

If you have quit every diet and gym routine you've ever started, you've likely sold yourself on why working out is not for you. If you have played small in your business by not hiring the coach or by not starting the podcast or not investing in the things your business needs or the staffing your business needs, you have likely sold yourself on all the reasons that staying small are working for you.

Here's what's up guys. I'm not here to say that you have to grow or that you have to increase your revenue, or you have to grow. Or that you have to increase your revenue, or you have to believe in happy marriages forever or happiness or wealth or health or the life that you want. I'm just saying that what you believe right in this moment or any opinion you have of yourself is the product of all the tiny sales pitches you've given yourself throughout life. Every opinion you have is a combination of evidence you've looked for in your life.

This is why starting a business can take almost no thought. You can have that chihuahua energy or that hustle, hustle, hustle grind. Starting a business is just like doing, doing, doing. Growing a business, scaling a business requires much deeper quiet thought work. It will rock your fucking belief boat like a deep sea storm.

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One of the things I didn't see coming was the massive shift that my business required going from like 100, 200K to now inching my way really close to a million. In the beginning, it was all about the actions I was taking. It was all about how many emails can I send out and what am I doing and saying on social media to grow the following.

Now it's all about where are my beliefs. What do I think is possible that has never been taught to me? How much time have I spent alone and journaling, or for me inspo walking? Because getting to 100K in my company was in my wheelhouse of what is possible. Hard, but possible.

Getting into the million dollar area, my friends, requires a belief that I wasn't born with. A reason to have all of the excuses as to why it's not possible for me. It's a belief I have to instill in myself through repetitive self-work. It requires creating evidence and holding onto it like a mother trucker, even when no one else is around.

Here's a quick example. As I have grown my brand, I have stayed diligent to keep the quality of my services top notch, right? I hear all these stories about people that grow too fast, and the quality of their service goes down. Right? So I have a mastermind of entrepreneurs that work directly with me. It's called Thirty More. I have created a goal for myself that all of my Thirty More clients double their business revenue this year. I want 100% results for this 100% annual growth for 100% of the clients in this group. It's a big ass scary goal for myself, and it has required a lot of thought work on my end.

So yesterday I went on my 150th inspo walk specifically to sell myself on why it's possible that every single client of mine is going to double their business this year. I went through each client, and only thought about their absolute strengths and why my strengths will combine with theirs to create massive growth. I've pinpointed times in my life, lessons I've learned along the way that would specifically and uniquely skyrocket their growth.

I've thought of why their industry is needed and respected. And I chose to find evidence of other companies in their industries who are booming, and

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why my clients are so much like those companies or even better. I thought about my client's numbers, and I decided how many clients they will need to double their revenue. I sold myself on why it's so easily possible for them and for me to hold this container for them. I sold myself on why I'm the very best leader for them and why my past and my mistakes and my education and my personality is the perfect growth opportunity for them.

So after doing this walk, I came home and had moved the needle even closer to the full belief in possibility that 100% of my clients will get 100% results. Because you know what happens when I believe it's possible? I show up differently. I coach differently. I inspire differently. I am a better example to them. That is what true leadership is, my friends. Believing the impossible for not only yourself but for those around you and bringing that tribe up with you.

So just remember this. Every opinion that you have about yourself, about what is possible, about what's possible for you, for your industry, for your clients, for your staff. Every opinion and belief that you have was created by the tiny sales pitches you've been giving yourself or that you've been allowing into your brain. Belief is not something we are just born with. Belief is a skill. It's an axe that has to be sharpened. It is a practice.

My belief practice has more than quadrupled. It has 10x'd in the last year. Because my belief has 10x'd, everything else has fallen in place. When I believe that I am capable of reaching whatever goal I set out to, I become empowered. When I'm empowered, I start putting out more quality work. I start putting out more effort. I start putting out more into the world on a deeper level. You can do this too.

That is it for me today my friends. I hope you have sold yourself on the possibilities in this life. If you haven't, touch base with us here at Hell Yes Coaching. We got you. Have a great week, and I will see you here next week on *The Hell Yes Entrepreneur* podcast.

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