

## Ep 19: The One Thing You Need to Build a Successful Business



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With Your Host

**Becca Pike**

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Welcome back, guys. This is Becca Pike, episode 19 of *The Hell Yes Entrepreneur*. I have some fun news for you today, as well as a nice healthy dose of kick in the pants. Let's go.

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.

Hey, guys. I've got some fun news. I am pregnant. I'm just kidding, I'm not, that was a lie, ha! I am done having children, forever, but every time I say that I've got news, I just have to say that I am pregnant and I don't know why. I just like fucking with people.

So, this is the real news. As you guys know, I own *Hell Yes Coaching* and when I envision *Hell Yes Coaching* in five to 10 years, I picture it being the top dog in all coaching websites and communities, and the way to get to top dog status is to give top dog quality. We all know this, I hope we all know this. I'm always looking to over deliver to you guys, I'm always trying to figure out how my services can just be a no-brainer and are worth every penny type of investment, every single time.

I spend a lot of time thinking about what I offer and how to make it cleaner and simpler, so that you guys can get results faster and even better than you already do. For months I have been asking myself three questions: How can my clients get more results and faster than they already do. Number two, how can we create an environment where success is even more accessible to the everyday person. Number three, how can we make the *Three More* program a no brainer investment, even if it means leaving money on the table for the company. Right?

So my friends, we are here to proudly announce that we have delivered on that. *Three More* is no longer an eight-week class. *Three More* is now a

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lifetime access program, for the same price. This means that when you join, you get lifetime access to the entire video library that teaches my step by step process to gaining three more clients and customers, no matter what your industry is, this also includes bonus videos. You get lifetime access to weekly group coaching calls via Zoom, you get lifetime access to the Facebook community of all the *Three More* students for continual coaching and high level thinking and just being surrounded by those types of colleagues, including our top earners, the ones who are in the *Thirty More* program.

If you're not part of the *Three More* lifetime membership, it's time you that find out what the *Three More* gossip is about. It's time for you to learn how to sell your service and book yourself out. Sales are the foundation of every single business in every industry.

So go to [www.threemoreclients.com](http://www.threemoreclients.com) and sign up now. So that you can come to our Tuesday calls with me and so you can start getting coached. Whatever day it is that you're listening to this, it doesn't matter, this coming Tuesday at 1:30, we meet and I will be there and we will be coaching. You want to jump in on this, you don't want to miss it. If you're not capable of coming to the Tuesday at 1:30 calls, these are recorded so that you can watch them later.

Alright guys, so for the lesson today, I know I say this a lot and I'm going to continue to say it. I'm going to say it over and over again. I'm going to say it so much, that it's going to be ingrained in your brains so deeply, and it is going to skyrocket your business, alright? You don't need a fancy website, business cards, all the bells and whistles to start your business.

I want to be super clear on something that I'm very passionate about. Because as a business coach who has literally coached hundreds of business owners, the main bottleneck in starting and having a successful business is this exact reason. Entrepreneurs are hiding behind their backend work and not selling.

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When I say backend, I mean everything that is not customer facing, everything that goes on in the background. The building of the websites. The building and the foundation of the processes and the systems, the marketing, the design work. All of that is backend. The frontend is selling and everything that you are doing with your customer and with your client and the quality of service you're providing. So guys, in order to have a business, you must have customers, it is the foundation before anything else. Without customers, you have nothing.

If you start building the backend business infrastructure first, you teeter the line of cash flow problems, pigeonholing your business before you know your audience, wasting time on marketing, wasting time on learning on how to message what you offer, because you don't know your clientele on a deep level. Because you haven't experienced enough clientele to draw conclusions on what is needed, so how could you know how to describe your clients and their problems and build rapport through marketing, if you've only had two clients or five or zero.

So guys, get out there and get yourself booked up, get clients, get customers. This is the only way to learn and it has to be done first. There will be mistakes made, it's the only way to learn, okay? You've got to override that part of your brain that says you're not ready, that's the part of your brain that is keeping you safe. It has a specific job and it's doing it, but you don't need to be safe, this isn't a life-threatening situation, even if your brain is perceiving it to be one. This is just trial and error, okay?

You guys know that you can't watch an NBA player play basketball on TV for 100 hours, and then strap up your shoes and expect to go out on the court and play like him. You have to practice with your body, to develop the skill and the agility and the muscle memory and the quick problem-solving reflexes. All of that.

In business, I see people watching other business owners and then modeling them by creating the deep infrastructure, without knowing what

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kind of infrastructure they actually need. It's like hiring contractors and pouring concrete to create a basketball court before you know if you can even play.

Here are some top reasons from why people aren't getting out there to sell first and they are spending a ton of time on the backend. An unnecessary amount of time on the backend.

Number one, they want to bulletproof their business, and it makes sense, at first glance everyone wants to do that. You want to build a business with backend things, so it's less likely to fail. Except, you can't bulletproof something you don't deeply understand which only comes through customer experience, reviews and feedback.

It's like trying to guard a castle, but you don't know all the entry points. You're like, "Wait, there's a storm door on the first floor? I have no soldiers guarding that storm door, I didn't even know it was there. Actually, I didn't even walk the property before I hired all these guards. I just hoped that, you know, it would be fine."

That's the story I hear in my head whenever my clients are like, "I've spent a hundred hours building a website and deciding on the perfect messaging, in a way that would resonate with them." Except they don't know what they want to hear or what resonates with them because I don't know my audience that well, because I've never really had an audience, so I just lost 100 hours of my life, basically. The audience comes first, before we can know what the audience is looking for.

Number two, people are afraid of failing, aren't we all? One time, when I was a kid in fifth grade, our teacher had us do an experiment. We were supposed to go home and create a container in which an egg could be dropped off of the school roof and not break.

She wanted us to come up with some sort of cushioned parachute pillow device where we could place an egg, drop it off the school fucking roof and

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it not break. Listen, even as a 10-year-old, I was like, “This bitch wants me to do what?” But all the other kids were excited, they also probably had parents that did school projects with them, you know?

So I got home and start crafting this box that has tissue paper, package bubbles and a parachute. The whole time I was thinking, “This egg is going to fucking break. No question about it.” But I didn’t want it to, I didn’t want to fail. So, I stayed up adding more infrastructure, but not testing it. Because if I tested it, it would fail or it might fail, and then I would know that I’d be the kid with the broken egg.

So, guys this is what I see people do in business, I see it every day. I have clients who will pay to get certified in their industry or to take a bunch of continuing education, in order to feel ready. Then they will hire a coach, then they will read these books, then they will create the website, then they will get another certification, or continue education, then they will hire another coach, and then they will go to a seminar, and then they’ll read seven books, and then they will join the masterminds, and then they’ll tweak their website.

They are just adding fluff after fluff after fluff as a way to buffer themselves from having to go out and actually do it. If you don’t get a coach that’s going to tell you to knock it off and push you out the door to get clients, you may find yourself just in this situation for years. Always teetering the line of your business not bringing in the amount of customers and money that you want.

A lot of you went through our coaching certification program *Zero to Coach*. In the last few weeks, I put the whole thing on hold. I’m not allowing anyone into it, and this program made our company good money, I’m going to be honest. It’s a good ass program. It had a good reputation and I even had some pushback from clients like, “Why the hell are you docking Zero to Coach? It’s such a good program.”

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The true answer is, well, many things, but one of the top reasons is because I felt like we created a program that allowed people to buffer. It allowed people to go and get another certification. Perfectly capable coaches were putting selling on hold, so they could add more credentials and I was watching it happen and I was like, "Wait a minute, this is not what I'm about." Because they were feeling like the credentials were making them more ready. Not following the fact that they were already ready.

People that came through, not everyone, but some of them. People that came through to get certified were coaches that should have already just been going out and getting clients and starting. But they didn't want to start yet, so they were going to get another certification.

They weren't willing to just get messy with it and throw spaghetti at the wall and push themselves to learn. Instead they were using it as a way to make their craft feel like it was better, more quality or more ready to put out to the public. Again, not all of them, but a lot of them and it weighed on me.

Because what I teach is doing scary things and doing the things that you don't want to do. I kind of had an epiphany, I was like, "Okay, this is like the 30th person that came through here, that was already ready to get clients." This program was built to help you get the very basics in order to go out and be a coach in 12 weeks.

A lot of people that were coming through were already coaches and they were just wanting another buffer and I saw it happening. I felt like *Zero to Coach* was allowing a large wall for coaches to hide behind for 12 weeks.

So right now, if you call us, we won't let you go through *Zero to Coach*, even though it makes us more money than *Three More*, because we want you to just start. We want you to just go out and get clients. We might bring it back, we might not, we might have a new screening process for how we bring it back.

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I still want to help coaches become coaches, but right now we're just telling people you just need to get started. Just get in *Three More*, start getting clients. The only and the best way to understand how this is about to go down and how to get better is to get into the mud, get into the arena, and just go for it.

You don't need the certification. I feel the same way about every industry. Maybe for your industry, whatever it is, it's not a certification. Maybe you're buffering with 20 podcasts per week or 20 books a month or hiring five business coaches.

Here's what's up. I'm not telling you to stop reading and learning, but I am asking you to think about what energy you're coming from when you're doing it. Is it a genuine passion for learning? Or is it maybe this book will be the answer I need to get my business going? Maybe there's something in this coach that I can learn that will push me out the door finally. Those are two very different energies. So, about the egg, yeah, everyone's' broke. That was a dumb fucking experiment. I'm still jaded.

You guys, when I started *Massage Strong*, I was just a girl with a massage table and a pencil calendar. For a long time I only took cash and check because I didn't know how to run a credit card. I had no website, until I was so booked up that no one could get on my schedule for months, for real. I had no software that was like a calendar or reminder system, nothing like that.

I had no business cards. When someone asked for a business card or my contact info, I shamelessly just typed my number into their phone. No fancy blogs, no ads, no cute Instagram, no Canvas, no Podcasts, nothing. I literally made signs on Google Draw and I hung them on my door to make announcements.

Guys, even with all that, I built a brick and mortar from the ground and I built it fast. It took no time to get that engine purring. Why? Because my



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focus was on two things. Getting clients and quality service. Get clients, quality service. Get clients, quality service.

Those clients are now going to go out and tell their friends how quality it was. And I'm going to continue to get better at my craft because I'm practicing on all of these people. The more practice that I get, the more quality it is, and the more quality it is, the more clients I get. Two things: quality and customers.

I went to events and I set up booths and I ran promotions with other local stores. I stood at the farmers market and I helped people understand how massage could help eradicate their three decades of low back pain. I educated, I served. I did everything I could to get clients in the door and give them quality service.

I wasn't trying to keep up with the Joneses on the fancy branding and gadgets. And yes, now, *Massage Strong* has all the fancy gadgets. Now it does, but it didn't for so long. Same with *Hell Yes* coaching, no ads, no podcasts, no cute Canvas. Just a girl telling people she could help them with their business. Literally, that's what I did. If anyone brought up business, I told them I could help.

Because I focused on building clients first, it was so easy to articulate and to create messaging for ads and copy, when it was time to actually do those "fancier" things and to create programs, because I knew what my audience needed most. I knew them, I had so many of them. The cash flow wasn't inhibiting me, because I wasn't trying to keep up with the Joneses. I wasn't trying to have the most expensive looking brand from the jump.

I chose to live like no one else, so that I could later live like no one else. You get what I'm throwing down? Don't try to keep up with the Joneses and try to be fancy. Live like no one else, you know?

I love that Tony Robbins was making hundreds of thousands of dollars before he ever got rid of his Junker car. He used to go to his standup

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speaking events in his Junker ass car, because he was investing in his business. He was taking his money and investing it back in. He wasn't worried about the way he looked when he pulled up to the event. He was worried about how he was perceived in the event through the quality of his work.

I see people come into the entrepreneur world with X amount of dollars in their pocket and they blow it on a website, or business cards, or some bullshit they don't need, in order to look a certain way. Then when it's gone, they panic.

What do you do when you panic? When you panic, you start thinking it's not working, you start thinking it's failing, you start getting Chihuahua energy, you start making dumb moves, right? Versus if you kept the cash, chose not to try to look so fancy and just decided to educate yourself first on getting clients. Just education on clients, client building and client acquisition and then you'd add to that cash as you gained more clients and that cash flow wouldn't be as much of a problem as what we see.

So, my friends, just take a minute. Look at where your energy is flowing. If your books aren't at least 80% maxed out, it's time to refocus on sales. With this caveat, you must still be capable of delivering quality service, not fancy, but quality. And if you're still capable of delivering quality, but you're not 80% maxed out, it's time to just buckle down and just put yourself out there and officially and finally learn how to sell.

That is it for me today folks, I will see you here next week. Don't forget to sign up for *Three More* at [www.threemoreclients.com](http://www.threemoreclients.com) where we will teach you how to gain three more clients over and over and over again for the rest of your life. Alright, have a good week. Bye guys.

Hey, thanks for taking the time to listen to today's episode. If you're looking to get more clarity and momentum for your business, visit

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