

Ep #21: Being Humble Doesn't Create Change



Full Episode Transcript

With Your Host

Becca Pike

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Hey guys. I spit this episode out raw and unfiltered and full of Becca Pike emotion. I think everyone and their sister should listen. It's time that we get super small and real about money and playing small. Today on episode 21 I'm going to tell you why acting humble on money is not only not cute but literally the problem with a lot of society's shortcomings. And why it's literally your duty to get over your shit and get wealthy once and for all. Welcome to *The Hell Yes Entrepreneur*. I am your host Becca Pike, and your Wednesday dose of Hell Yes Coaching is here.

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.

What's up guys? I am feeling fierce today. You guys are about to get a little piece of fire Becca. Listen, we need to have a heart to heart about money, dollars, moolah, bank, cheddar, diamonds on my neck, diamonds on my grill, grill. Okay.

Lately I have been—for lack of better words—lightly triggered by the amount of entrepreneurs who are playing it small, not going after their big money goals, and trying to hide their desire for money in order to look humble. This shit makes me crazy. I feel like I'm going to cuss a lot in this so hide your kids. Becca is coming out.

Listen to me. Money, it's taboo. I get it. People make it complicated. It's talked about and it's hushed more than anything on the planet besides maybe sex. We are taught so much shame about wanting it and what it means if you have it. Media has placed BS in our heads about rich people being assholes. So we literally accept this brainwashing as children from our parents and our teachers and from movies and from music, right, never to question it again. The problem here is not only is it getting in the way of you reaching your own personal best self, but it's literally sucking from society.

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The thoughts you have about money is 100% affecting your footprint on this world and the global issues that we face. There is such a massive disconnect happening between people wanting change in the world that we live in and also simultaneously pretending that money is the root of all evil. Guys if you want change, you have to make money. If you want freedom and choice and a loud voice, you must make money. If you want to make an impact, make money.

We live in a world that requires money to have power. I hate that it's true. I hate even saying it, but this is the game that we play in, and it is the harsh truth. No matter what you're passionate about changing or what seats of government you want replaced or what old rich white guy that you can't stand or complaining about them, it just gets us nowhere. We must take power by creating wealth.

If you are a person that believes that all power is in the wrong hands but yet you're not willing to do the work to put the money in the right hands, aka yours or your community, then I'm sorry to tell you that your opinion just isn't as loud or as efficient as it needs to be. You must be willing to put in the hours to make the money, to make the change, to be heard.

Humans have tried everything. We have marched in the streets. We have signed the petitions. We have rallied. We have gathered on lawns. We have boycotted. We have shouted. And we have said really mean things to people on social media. But guys, this is only a dent in the change that we can make if we had a financial and powerful foundation to lock our heels into.

I want to scream to the rooftops. If we are playing small, if we are shying away from money, if we are pretending money is evil, or if we are romanticizing our struggle then we are not helping our world to our highest potential. You trying to look humble isn't helping. You following up with a disclaimer on your goals for wealth is not helping. You doing anything besides going full force, full speed ahead, 1,000 miles per hour sprint at wealth is not helping.

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So we must cut the shit with playing small. Our children's futures are at stake. Our lives are at stake. Our economy and our healthcare system and the longevity of racism and sexism and homophobia, sex trafficking. It is all at stake. Why aren't we fucking all out sprinting towards financial takeover instead of just trolling people with our opinions on social media?

When Black Lives Matter was at the height of news footage right after George Floyd's death, I received two different emails from two different emails from two different people who were upset with me for not using my platform to speak on this topic. For not bringing awareness is what they said. They said that with my type of following, I am a prime candidate to discuss these issues.

So first and foremost, to be fair, I agree that awareness is key and social media is a really quick way to spread awareness. Actually, although they didn't realize it, I had been doing awareness. I had been sending out email blasts to my business communities and the thousands of people that were on my list. But to be honest with you, I wanted to write back to those people and say there is so much more to be done than sending out an email or talking about it on social media. Why aren't you thinking bigger than this, way bigger than announcing my own opinion, right?

So when I say bigger, I mean actually figuring out how to make a change. Figuring out how to contract more Black family owned businesses, start funneling money into the Black community, create lobbies in congress. Fully support Black people and people of color in a way that allows them to create their own future. Why weren't they asking this of me? That was the real problem in my head? Why weren't they asking this? This bigger question.

Then it occurred to me. They weren't emailing me to shame me for not doing these big things because they had never thought of these things as possibilities. Because their brains didn't even go there because their money trauma was in the way because they didn't have that money to have that much power. In their minds, posting on social media was the answer. That's what was available to them. Instead of saying, "Hey, have you used

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your wealth to donate higher and create systems to put power into the Black community?" They were instead saying, "Have you posted on your reels?"

That, my friends, is the problem here. We aren't thinking big enough about how to create change because we are fucking blinded on our own trauma and judgements on why we can't have money and why we shouldn't talk about money and why we need to be humble. We are delegating our power out and away from us by not creating wealth. It takes money to lobby in congress. It takes money to be heard. It takes money to contract only Black owned businesses and hire Black lawyers and Black CPAs and do everything that we can to funnel power to them in any possible way that we can.

We must think bigger when it comes to money, guys. We must stop playing small. We must stop being embarrassed at our own drive to go after wealth. We must stop talking about wealth as if it's taboo. We must stop hating on wealth people unless we are willing to make the sacrifices that create actual change in our own wealth.

Throughout my life I have known so many women who can't leave their abusive toxic relationships because they rely on the douchebag's finances. They don't even have the freedom to make their own choices about where they live and who raises their children. They can't seek safety and they make stories in their head about why it's okay because they can't leave, creating generational trauma. We need wealth in more women's hands to give more women more choices and more freedom.

I know parents who are dying for better educations for their children, and they attend all of the PTA meetings in hopes to make a change. But they get nowhere because they lack power. Power is in money, guys, whether you like it or not. If money doesn't excite you because you're just not interested in material things or change or whatever then good for you but get interested in this. Find what sparks you. Find what money can do and run towards it shamelessly.

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I spent my early 20s romanticizing how cool it was to struggle. The crew I hung out with; we all did this. We smoked cigarettes and we talked shit about rich people, and we stayed up all night drinking and making art and smoking weed. We thought we were the shit. We had the most political opinions, and yet we made the least difference in our society. Why? Because there was no way in hell we were trying to get rich. We despised the rich. We romanticized the struggle. We had no power and we hated those who did.

But this type of judgement is the worst kind. It is the type of power who gets their identity and their worthiness through complaining. The artist struggle of being broke and being misunderstood, it's not cute. It was not romantic. If you're in this place, I urge you to drop the story of struggle being beautiful and start making a difference to those around you. Do you know what's beautiful? Not struggling. You know what's even more beautiful than that? Helping those around you who are struggling.

Guys the amount of money you are capable of making is within your power. If you show me your mindset, I will show you your pocketbook. Those who believe that they can make money will. Those that have a horrible relationship with money won't. Most people are embarrassed to admit that they even want it for God sakes. How would that type of mindset take the action required to accumulate a large amount of it? They wouldn't.

Healing your traumas and the beliefs you were given about wealth is the only way to access it. If you already do know where your traumas came from, but you don't know how to get over them, we go over this in-depth in three more, which is now lifetime access. Our community is growing super quickly. If you're not in there, I urge you to join and grow that wealth of yours immediately. Double your business, double your sales, double your success. Then when you do that, double it again.

Guys we can't give from an empty pocketbook. We can't make change without the tools. We can't get the tools without awareness. It is our civil duty to go after wealth. It is our duty to get over ourselves when it comes to worrying about what other people are going to think if we desire wealth. Do

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you know how many people have said to me, "Hey Becca, you talk a lot about wealth on your social media. You know there's more to life than money, right?"

Which by the way is the dumbest fucking question ever. As if money takes away from the pleasure of life. As if someone striving for wealth all of a sudden can't enjoy a sunset or a Saturday in their garden or a campfire with their kids, right? As if you have to choose between wanting wealth and appearing humble.

I think of myself as one of the most humble people I know. Yet people always have their own thoughts about you and me and about anyone who is going after their wealth. Because they just have their own money traumas and own money beliefs and that is in. In order to create great wealth and change in the world, you have to be able to override that part of your brain that wants their approval.

Because spoiler alert, no matter what you're doing you're going to have people that don't approve. There is no way to more quickly find out who your real friends are then when you start announcing your biggest, scariest, most controversial goals out there. It is the perfect filtering system. Yes, this may scare you. If you want change in the world or you want change in your home or your community or in your family, my friend you can either have excuses or you can have wealth, but you can't have both.

I urge you with the top possible urgency to look at the reasons you think you can't make money. Or the reasons you think it's not okay to go after money. Or the shame or whatever you've been taught or whatever you believe that is holding you back from going all in. Because the more you hold yourself back, the more others suffer, especially if you're one of the good guys. If you're one of the bad guys, then you should not listen to this and keep romanticizing brokenness.

Guys, listen, I am not perfect. I am not preaching. I'm talking with a lot of emotion right now, but I've done things in my past that suck. I've made mistakes. I've played small. I've made excuses. I've not spoken up when I

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should have. I have over spoken. I have fucked up. But I know this. No matter how much it makes us cringe, we have to all agree where power comes from in western culture so that we know where we are going and what we're going and how to get there. So that we can make the most change possible.

That is it for me today folks. I will see you here next week on *The Hell Yes Entrepreneur*. If you have not already, I would love for you to subscribe, rate this podcast. It is really awesome in the podcast community. It's one of the only ways that we can see and accredited is through your voice on our reviews. I would love it if you did that for us. Have a great day. See you guys next week. Bye.

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