

## Ep #84: Your Business Questions Answered (Part 2)



### Full Episode Transcript

With Your Host

**Becca Pike**

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Hello, hello, hello. What's up friends? Man, I love talking to you guys. I love it. This is episode number 84. I am your host Becca Pike, and it is time for your weekly dose of Hell Yes Coaching. 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 friends, what's up? So, at the end of last episode, I decided to make a sequel. Welcome to Q&A Part Two. Couple quick announcements. Number one, we have made Three More even more accessible. It is now on a payment plan. You can pay in full \$3,000, or you can pay \$296 per month to be in the Three More group. It's never been more accessible. It's never been more cool. It's never been more amazing. It's never been more all the things that you need in your life. So I would highly suggest getting in there.

Announcement number two, we have a brand new masterclass coming up guys. This is a masterclass just for coaches. Okay. I often get asked Becca, why do you have this energy about you? Why do you have this energy – I don't know what people say. What do they say? Like magnetizing, like, confident. I get called confident a lot. I get called like authoritative.

One person told me, "Becca, it's like you just came into the coaching industry and just fucking kicked the door down and said, I'm fucking here. Then everyone turned to look at you, and they all are listening to you now." So whatever that energy is, I'm making a masterclass on it. We are calling it Bold Authority. I think the official name is Bold Authority: Strategies to Become a Magnetic Leader in Your Coaching Niche. So this is just for coaches.

Guys, this is not a mindset class. I am going in on real strategy. I am a huge believer in mindset, by the way, but this one in particular is a strategy based class on how I take up space in the coaching world. How do I get people to listen to what I'm saying? How do I get people to turn heads?

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How do I get them to actually see me as an expert? We hear that all the time. Position yourself as an expert. What does that actually fucking mean? Well, I finally wrote it out. I figured it out. I pinpointed exactly what I do.

I am delivering that to you guys on January 23<sup>rd</sup> and January 24<sup>th</sup>. So be on the lookout. I'm going to be talking about it a lot on my Instagram @1becapike. If you're not on the emailing list to stay up to date with all the things, you should totally get on that. Go to [hellyescoachingonline.com](http://hellyescoachingonline.com), and you can sign up for the emails there.

Okay, are you guys ready to dance? Ready to get this Q&A underway? Number one question. What is your process for hiring, onboarding, etc.? I'm interested to know if you set your hires up as independent contractors or employees. I'm scaling in the next few months, and I'm looking for a building. So all the things to make the process successful. Then she put a little emoji with like her laughing and sweating at the same time.

I love that emoji. I think that's the funniest emoji. All the time I use the emoji where it's like, I'm laughing but I'm sweating. It's like nervous laugh. So appropriate for so many texts.

Okay, number one. The truth is my massage therapists are all contractors. My front desk to my massage office are all employees. My VA is a contractor, and John who runs Three More is a contractor. So here's why I chose contractors for my massage therapists because I know who's asking this question, and I know that that's what you're looking for. My practitioners, my massage therapists, they are contractors for many reasons.

But number one, I don't want them to focus on basically anything besides massage. I want them to be the best that they can possibly be at massage. I want them to be well rested and ready for their next massage. When you have an employee and they're clocked in from nine to five, and they're getting paid from nine to five, it often happens that the employer says when there's not a massage on the table what can I have this person do? And they start giving them busy work.

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Well, if you don't have a massage, you can take out the trash, you can clean the office, you can restock the inventory. That's not what I wanted for my LMTs. I wanted them—If they did not have a massage on the books, I wanted them to clock out. I wanted them to sit down, have a cup of coffee in the break room, go out, get something to eat, recharge their systems.

Massage therapy is a very physical labor job. I specifically very well remember being a massage therapist being exhausted to the bones. I'm on my like fourth client of the day, and I'm starving. I've got another one back to back, and I don't know how I'm going to do it. I don't want any of that in my office. We pride ourselves on quality. Because of that I want my contractors to clock in when they're massaging. They have one task, and it is to massage. It's not to scrub toilets. It's not to restock inventory. It's not to sweep off the leaves of the front porch. Right.

So that's why I have contractors. It's easier in the sense of timing it out. Like they're getting paid when they're bringing money in. We're splitting the percentage. I'm going to go into a little bit more into percentages later on in the next few questions. So I hope that that is helpful.

Also, quick note, I'm a huge believer in paying your contractors either an hourly rate or a percentage. Please, please, for the love of God do not room rent or booth rent. This is the worst business model of all time for many different reasons.

But just for a quick instance, I know a lot of massage therapists who have a building, and then they room rent. They let someone come in and pay, I don't know, \$500 a month to rent that space. Then they run their own business out of that. It's a terrible business model. \$500 you could make in five massages if you split it 50/50 with percentage wise. Like as the business owner, you're really cutting yourself short and not making much money at all through room rental.

And you are completely capped out after a certain amount of spaces have been rented. There is a ceiling, and you don't get to necessarily qualify or have much authority and how they run their business and the hours they

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run their business and to what quality they run their business. It can damage your own brand if you are renting a room next to them.

So small tangent if you have any questions about room renting, well, you can ask me to do another Q&A for podcasting eventually so. Or you can join the Thirty More mastermind. I'll teach you exactly how to do it. Next question. When do you know that you're ready to add a service or grow or when you should like hold steady and not add any more services at this time?

Okay, a couple different thoughts. The more offers that you add, the more watered down your expertise becomes okay. So like the person that's asking this question owns a med spa. So she specializes in injections, lip filler, Botox, all the things that make us really, really not look as old as we are. It's amazing.

So, number one, ask yourself would you rather go to a med spa who specializes in lip filler? They only hire the best lip filler injectors in the area. They only market lip fillers. They educate on different shapes and brands of lip filler, right. Like they are the top notch lip fillers. People travel from out of freaking state to go to these people because their Instagram is flooded with lips, and this is their expertise.

Or would you rather go to the med spa who's like we specialize in lip filler, Botox, manicures, pedicures, hair, facial, makeup, massage, Brazilian waxing, eyebrow threading, shoe polishing, and we'll cook you an omelet. So we don't want to become the gas station or like the one stop shop for offers.

Okay, but we often do this. So many business owners do this. So many business owners will add offers when it's just because of like our own worries and concerns that people aren't buying, or we don't have what they need. So we keep throwing more and more offers on top. Like it makes us look cheaper and more desperate and less of an expert.

So I'm not saying you have to have one offer or even two, but I think every business on the planet should have a signature expertise. So we got to

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stay really simple, right? Like we want to keep it to as few offers as possible while we master them. Right. So like in brick and mortar, you want to be known for a few things. Well I mean in online as well. You want to be known for a few things.

But like if you think about Massage Strong, we are known for deep tissue massage. That is it. That is deep tissue massage. This is where you go if you want deep tissue massage. Some people might say athletic massage. Three More, this is where you go to acquire clients. Thirty More, this is all about scaling. When you think about Becca Pike, you're thinking Three More or Thirty More or you're thinking Massage Strong. That's it.

So each offer though, especially in brick and mortar, requires new employees and new branding and like a new page on the website. Which is fine, and you can do it, but what if you spent that exact same energy like learning how to really target market or spending that energy on like the original offers that you already have?

So ask yourself like if the service you had now was absolutely killing it, like whatever service you have killing it. Like making way more money than you could imagine. Would you want to add services on top of that? Would you want to go through the trouble?

If the answer is no, then this is a little hint that your brain is like trying to add a service to change how you feel about your original services. It's not coming from a place of power or abundance, it's coming from a place of lack. Like this original offer is lacking. Therefore, I'm going to try to change the circumstance. I'm gonna try to add another offer instead of like changing how I actually market it.

Most of the time, we add services because of like this inner personal turmoil. So it could be something like people pleasing, like a few of my clients asked for the service that I don't have. So I'm gonna go out. I'm gonna bend over backwards, I'm going to do whatever I can to offer it, and I'm going to expect that they're gonna buy it. Then if they don't, I'm gonna be pissed. I'm going to eventually resent them because they told me they were

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going to buy it and then they didn't, and I slapped it all together all willy nilly, and no one is purchasing it. I don't know why. Right?

Or like it might come from a place of my filler isn't selling well. So I'm going to offer eyebrow tinting as a buffer because I don't really feel like problem solving for why my filler isn't selling well. Then I'll have two things that aren't selling well because I never fixed the foundational issue, which was the selling.

Instead of problem solving and saying okay, what's actually happening here? Is this a retention rate? Right? Like, I need to go back and look at my numbers. If it's a retention rate, where are we losing them? Are we losing them after they come in? Are we losing them because we don't have the administrative like superpower to keep them on the books? Right? Like, I know I get a lot of new clients, but they aren't coming back. Where are they dropping off?

Or is it more of like an acquiring new clients issue? Like how are my ads doing? Are they running well? Am I showing up on social media enough? What is the copy like in my email? Are people opening my emails, but they're not clicking? Are they opening my emails, they're clicking, but they're not doing anything once they get to my sales page? Then it's my sales page is a problem, right?

Are people clicking on my ads, but they're not following through to the make an appointment page? Maybe the make an appointment page has an issue, tight? Or is it more of an issue with labor? Like, we need to bring on an admin or a reception, because we often miss calls when people are trying to call in to make an appointment because we're busy with our appointments and we don't have a receptionist, right?

Or is it our social media engagement is down? Is it that we're not doing enough videos? Right? Is it actually a mindset thing? Is it a fear of success? Are we holding ourselves back? Like I know it sounds tedious, right, but keeping only a few offers and learning how the fuck to sell them, that's the answer.

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Because if you keep slapping on new offers, you're never gonna get good at figuring out why things aren't flying off the shelf. If you don't know how to sell one offer super well, I promise that you won't know how to sell three offers super well. So then you'll have two offers that are mediocre, and both are just sucking down overhead.

Last but not least, just remember that demand doesn't come from people wanting a service and finding you. Like demand comes from you molding people's brains to want your service. You're in charge of demand. It's not them. It's not a wait and see game. Marketing is powerful. If you learn to do it well, you can influence people to be knocking your door down to work with you, which is what you want. Not just a continual adding of random offers hoping one lands with the people.

I know that you have a med spa in like a suburb of Lexington here. I don't think that there's a lot of med spas in that town. Correct me if I'm wrong, but I'm pretty sure that there's not a lot of med spas out there. So your audience in that town might not be super well trained to aesthetics appointments.

But you have such a strong power right now to bring it to that town, to say I'm going to educate them on why they want lip filler. I'm going to educate them on Botox and the safety of it. I'm going to educate them on the mindset behind feeling younger again. Like you get to mold their brains and bring people to you. It's such a powerful place to be. You're not at the helm of them deciding whether or not they want to come to you. You get to mold their brains.

So back to what you said, which is when do you know you're ready to add services or grow? I would say that you're ready to add services when the services that you already have are fucking killing it, and you just want to. You want to add services.

Okay, this is a question from Valerie. It says, "How to create more demand but for brick and mortar businesses where third party payers, private insur-

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ance, seems to influence potential clients decision making. The most common objection we get is oh, I just found out my insurance company doesn't cover your service.” Then in parentheses it's athletic therapy. “So I have to go to physio since it's covered, and this happens before they get in the doors and try our service. I'm blown away how many people let insurance companies dictate who or which service they should receive to help them with their pain.”

So, here's the real answer. I'm just not bothered by it at all. People all the time ask Massage Strong if they take insurance, and we say, “No, we're cash only.” They leave, and that's okay. We're not in business to convince or strategize or prove to them why they should stay.

So sidenote, your marketing will draw in people you want or draw in people you don't want depending on how you're presenting your marketing, right? So if your marketing is often talking about discounts or deals or just half off services or whatever, you're gonna have more people call in asking for those types of Groupons and deals and like do you take insurance.

You're going to draw in the people that don't want to pay cash. You're going to draw in the people that want to use their insurance. If you often talk in an energy of like apologizing for not taking insurance, you're going to actually draw in more people that are interested in whether or not you take insurance.

The marketing we use at Massage Strong is very much like hey, we're the best in Lexington. We are the most skilled. We are the top dogs. If you want to get out of pain, this is where you come, and we are priced like it. Okay. Period. Not even a thought. When someone calls in, and they're like do you take insurance? We say no, this is the cost for what it costs to come in, right. They either say okay sign me up, or they say okay bye.

But the people that were looking for the discount are looking for their insurance to pay for it, they were never going to be the people that were going to buy from us for a long, extended period of time. So I'm okay losing them.

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Because there's so many other people that want to pay cash and want to get the best, right. That's where I'm focusing.

So all the energy that is thinking about the people that want insurance to cover whatever, that's wasted. When you could be thinking about the people out there that want your quality service, and they just haven't found you yet, right? Like, go after them. Spend your time and energy on them. Those are your people.

The more that we talk in our marketing to people that care so much about their body and their mobility and athleticism, and the more that we educate them on the importance of athletic therapy, the more that we draw in the people who it's really important to them. So important that they're willing to throw down thousands of dollars over the course of years in cash because they are so interested in the service that you're providing. They're so interested in your expertise. They're willing to pay whatever they need to have the body they want.

So my best advice to you is stop thinking about the people who want insurance just altogether. Like it shouldn't even cross your mind. Your receptionist should answer those calls, tell them no. It doesn't even cross your desk. It doesn't even cross your mind who doesn't want your service. What crosses your mind is all the people that want your service, right, and be bold and clear and loud in your marketing about how your prices reflect your expertise and just completely own it.

When you think about it that way, it's really easy to see like looking back at the original question how lack minded it is to just be like no, there's all these people that don't want to buy because they want insurance to cover it. What do I do? How do I convince them? You don't. You don't convince them. You move on, and you keep making badass offers to people that it's worth it.

Okay, last question of the day. This girl says, "Here's my current burning issue." This is Roxanne. My burning issue. It's burning her ass. She's got to

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know. Okay. "I have enough demand to support a full time employee. Starting employees is a bit expensive, and I have spent all of my money on building my business up to this point. How do I ensure I have enough money in the account to actually pay said employee while I transition to this new world?"

Okay, I would ask yourself like first of all, this is just what I do. I ask myself how much am I going to pay this person per week? Then I multiply that by four to six weeks. So let's say I know I'm about to pay this person \$2,000 a week, and that's a pretty good paycheck, right? Two, four, six, eight. Let's say I'm going to pay them \$1,000 a week. So I'm gonna pay this person \$1,000 a week, and that's \$4,000 a month. So set that aside and use that as their pay for their first four weeks.

During that four weeks, be sure that they are profitable in your business, and that their work is adding money to the business. Because I know who's asking this question, I'm pretty sure you're hiring a contractor which is awesome because they don't get paid unless they make you money.

Also, side note, it's really easy to think about the money that it requires to hire someone, but a lot of times we forget to think about the money that they're bringing in. Right? Like they're bringing in a lot more money than they're taking out. That's why it works. That's business. That's math.

So try to lay down the worry and the concern and like your brain trying to keep you safe by saying this person is going to cost so much money to bring in. Because what happens every time I coach someone to hire another person, to hire a contractor, within a few weeks they're always like oh my gosh. Why didn't I do this sooner? Like I've got so much more money in the account. I've got so much more time freedom. So happy that I did this. So there's always that. Always the flip side to remember when it comes to growing the business.

Okay. That is it for me today my friends. Y'all, I'm so excited. We are gearing up to go to Austin like real soon. Real soon. I can't wait to see my Thirty More students. I can't wait to hug every single one of them. I can't wait to

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have a glass of wine. I can't wait to relax. I can't wait to chat. I can't wait to like roll my sleeves up and just dig into their business. Y'all I cannot fucking wait.

If you're listening to this and you're interested in the next round of Thirty More, we're going to be opening up payment plans for the next round coming up very soon. So stay tuned. Talk to you guys soon. 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.

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