

## Ep #93: Red Flags in the Interview Process



### Full Episode Transcript

With Your Host

**Becca Pike**

## Ep #93: Red Flags in the Interview Process

Hello friends, welcome to episode 93. Today, I'm gonna give you guys red flags to look out for when you are interviewing. A lot of you guys have employees, a lot of you guys will have employees. At this point in my life, I've done precisely like 30 billion interviews. That's a fact. Interviewing and hiring is expensive if you aren't trained in what to look for.

So as many of you know guys, the cost of hiring the wrong candidate, it's high. It's very high. Not to mention like the energy and the time commitment that goes into hiring someone only for them to leave or to quit or to get fired or for you to realize two weeks in that it's just not the right person for you. It's a very expensive process if you don't know how to go about it. That's exactly how I went about it. Just not knowing what the hell I was doing and throwing spaghetti against the wall.

So today, I am laying a lot of that to rest. I'm going to tell you guys everything that I learned and especially the red flags to look for in the interviews. I'm your host Becca Pike, and this is 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.

Hello, my friends. How are we? I am recording this on Valentine's Day. You know what's crazy? No matter how successful you get, no matter how much money you have, no matter how many goals you hit, your ass can still get a UTI. I woke up last night. So Superbowl Sunday was this past Sunday. So when I'm recording this right now, it's Tuesday, right? Superbowl Sunday. I went, I watched Riri, I did the things, I routed for the teams that I knew nothing about. I ate the food. I drank the drinks. I didn't even really drink the drinks. I drank one and a half glasses of red wine. Okay.

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Super Bowl Sunday. Totally fine. Totally cool. No symptoms, nothing happening whatsoever. I got home. I went to bed at like 10:30 that night. At two in the morning, I woke up with the worst pain. You guys know. You know what I'm talking about. You guys, anybody in here like susceptible to UTIs?

I ended up talking to my doctor, and he was like some women just have really short urethras. Those short urethras, like no matter what you do, no matter how clean you are, you're just way more susceptible. I'm like my urethra must be the teeniest urethra that's ever been because I've been dealing with these my whole life.

So I get home, 10:30 in bed, 2:00 I wake up in the worst pain ever. It went from like zero to a thousand. Like literally zero on Super Bowl night. I wake up I'm on level 1,588. That's how bad it was. Like if any of you have ever had a really bad UTI, I'm not talking like I need to tinkle more, and it burns a little. I'm talking like you got full body goosebumps on the toilet, and you're crying, and your body is shaking and your bladder is spasming. That's where I was when I woke up.

So I was like how did this happen so fast? So I'm me, and I'm very conservative with when I take antibiotics and when I don't. So I was like I'm just going to heal this, which I have healed many UTIs without antibiotics before. I have to be basically on my deathbed to get an antibiotic. But I do love antibiotics when I'm on my deathbed, but I think that they're overused, over consumed. We're going to have a real problem with our bacteria in the near future when it's all like not susceptible to any antibiotics.

But here's where I'm at. I'm like I'm not going to do an antibiotic. I'm going to cure it myself. So I got my D-mannose powder. I get my cranberry. I drank two gallons of water before 2:00 p.m. that day. Two gallons. Do you know how much water that is? Two gallons. It was crazy.

So I went to bed last night. This was like night one. Went to bed last night, fell asleep from like 10, woke up at 2:00. Guys it was even worse. I woke up at 2:00. It was like the worst pain I've ever had. The worst. So I just kind

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of toughed it out until I got my kid to school. I went straight to the urgent treatment center, and he was like I don't think you can tell because, as you guys know when you take medicine for a UTI, it turns your pee a different color. It's like dark, dark orange. It's from the medicine right?

So he's like I don't know if you have noticed this because your pee is so dark orange, but there's like a lot of blood in your urine. I was like oh that doesn't sound like that's a good thing. He was like I'm gonna put you on these antibiotics. I was like gah, I don't know. I don't know. I'm very conservative with my antibiotics. He was like, "Becca, this is already in your kidneys. Like you need to take an antibiotic." I was like well, is there anything else we can do?

Long story short, I'm on my antibiotics. I'm home today, y'all. Whoa, I don't even know why I went down that rabbit hole. But I know someone listening to this is like yes, I deal with UTIs as well. I got them so much that I started looking up like I should get diagnosed with interstitial cystitis. Like is that a possibility? Right, because I'm getting these so often. But I never went for that diagnosis. Anyway, aren't you guys glad to hear so much about my urethra and my vagina and my bladder and my kidneys? It is a party down there. So fun. Okay.

Before we get to the lesson today, today we're going to be talking about interviews and red flags that come up during interviews. But before we do, a quick announcement. Get your pencils and pens out because this is a big one. I have a brand new training that is on presale right now. This new course is called hiring and interviewing 101. It is everything that you could ever want in hiring and interviewing training guys. This is the best.

My husband and I, Mark, Mark and I have wasted a lot of time and money on our mistakes with hiring. Okay, I want to be straight up. Like totally throwing spaghetti against the wall, just making it up as I went my first few years. Because of that, we have gotten hurt, and we have hurt other people along the way. Not because we wanted to, but because we just didn't really know any better.

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We didn't know what roles we were putting people in. We didn't calculate if we were ready financially to hire someone. We didn't know our boundaries yet. We didn't know how to hire the right person, or like we just would hire the wrong people. We would spend money and time training them only for them to quit or leave or be let go like two weeks later.

Guys, the entire hiring process is the most expensive part of running a business. If you have a high turnover rate or you spend too much time in indecision with your hires, then this is the most expensive thing on the planet. I honestly look at it two ways. The number one most expensive problem in business is hiring and training the wrong person. The second most expensive problem is taking too long to hire because of fear or indecision about how to actually do it.

So Mark and I sat down together, and we created this 10 video course. You guys get to have both sides of our brains. Mark is much more like numbers oriented, legal, details. He's very organized. He's really great at articulating exactly how to do things step by step. Then I'm a little bit more spazzy, more motivated, more excited, more all over the place. I'm much riskier. I'm more of that entrepreneurial brain. So in this training, you get such a full circle of advice and discussion with both of us leading it.

So in this course, you're going to learn several things. Number one, how do you know that it's time to delegate? Like how do you know financially, emotionally if your company can hold a new employee or contractor? How do you know what to pay? How do you know what hours to work them? That's actually much more important question than you might think.

Also, we did an entire video just on this one question. We dedicated a whole video to this one question because we get it so much, which is basically, in summary, like I'm scared to be responsible for someone else's paycheck. Right?

So like how can I give them enough hours? How do I know that I have enough hours? How do I know I can give them enough work to fulfill their financial needs? Like that question gets its whole video. We go into 1099s

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versus W2s, charging percentages versus salary versus commission versus like room rentals. As well as back end stuff like legal stuff that you need to know before you begin hiring and interviewing.

We dive deep into how to actually find great candidates, how to hold interviews efficiently so that it's not consuming your whole life, how to run and host an interview as well so that you know how to weed out and decide on your candidates to choose which one fits your business the best. My very favorite part of the training is hiring mindset. So these are the beliefs and the thoughts that you have to learn and study in order to lead people, lead yourself, and create a culture for your company.

So guys, the vibe of this training too is really fun. It's just me and Mark. We're sitting in my living room, and we're chatting with you. It's very conversational. Like you can listen to this like it's a podcast. There's no boring slides that you have to refer back to. We're not reading off of a script. It's just you and me and my husband, and we're sitting down, and we're discussing strategies and mindsets and specific to do's when it comes to hiring and interviewing.

So this course is for business owners, both brick and mortar and online. So whether you have never hired and you know you're going to in the future, or you have hired a few people but you don't have a bunch of experience, or maybe you've been hiring for years and years, but your company culture just isn't where you want it to be and you feel like your hiring process could use a refresh.

This course starts on March 6<sup>th</sup>. Interviewing and Hiring 101 will be a five day long training from March 6<sup>th</sup> to March 10<sup>th</sup>. The cost of this program is \$1,111, but we are having a pre-sale right now from February 22 to February 24. This is a 48 hour pre-sale. You can get access to this course for \$888. If you're listening to this episode in real time, then you are so lucky right now. Go grab your ticket for the pre-sale price \$888.

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If you're just hearing this and the presale is already over, you're not alone. Most of my students hear about my courses after the pre-sale is over, and they still come in. I encourage you to come grab a ticket and come on in.

So just as a recap, Interviewing and Hiring 101 starts March 6<sup>th</sup>. It will be a five-day long training. The cost of this program is \$1,111. If you are listening to this between February 22<sup>nd</sup> and 24<sup>th</sup>, and you sign up you get the pre-sale price of \$888. You can sign up at [courses.hellyescoachingonline.com/hiring-101](https://courses.hellyescoachingonline.com/hiring-101), or you can go to my Instagram link @1beccapike. We begin on March 6<sup>th</sup>, and I cannot wait to see you there.

All right, my friends, let's talk about red flags in the interview process. So when I started interviewing people at Massage Strong, I was very willy nilly about it. I didn't have a process. I didn't have an employee handbook. I didn't have protocols, nothing like that. I just completely went off of my intuition. I remember just bringing people into the interview just thinking to myself like I'm gonna know by the time they leave whether or not I want to hire them.

The problem with that is that I often would hire people that felt more like friends. I would hire people based on who I wanted to spend the most time with. That doesn't necessarily mean the best workers. I was basically just hiring my friends. Like I said in the beginning, it was a rough road for a little while. I went through a few hires and a few trainings and kind of got my ass handed to me in a lot of ways.

There were times that I would hire someone and spend a whole week training them, teaching them everything I know about massage, showing them how I do my deep tissue techniques, showing them how I stretch people out, showing them how I have the highest retention in Lexington, Kentucky. Then they would leave literally like right after the training.

Like a week later, they would leave, and they would go start their own business, or they would go work somewhere else. Or there would be situations in which I would stop and I would train them for a couple of

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weeks and then realize oh no, this person doesn't feel like a right fit. Or this person doesn't feel like they belong here. Or they felt that way and would just quit.

It's all a reflection of how I was running my company. It's always a reflection of how the CEO is running their company. Everything that your employees do, everything that they say, it's all a reflection of your own boundaries and your own training. I take full responsibility for all of those early days. It hurt me and it hurt other people because I didn't know what I was doing. It cost me a lot of money and it cost me a lot of time and it cost them a lot of time.

So here's what I have learned along the way though. We have hired honestly like probably 100, maybe 150 people total between Massage Strong and Hell Yes Coaching and people that just work around my house, nannies and house cleaners and all the people, assistants. I can tell you my top like six red flags. Okay.

So these are just what has come up for me. This doesn't necessarily mean that it has to be a red flag for you. As I go through these, I want you to remember that when you are hiring, your gut is going to know. You're gonna know. Like you're going to know if it's a problem or not.

So, the first one, the first red flag that I want to talk about is when someone comes to you and they interview with you, and they do not have transportation. Now, this might seem obvious, but people can be very charming. They can be very charming.

They can come in, and they can tell you about how they don't have a car, and they don't have a bus ticket. They don't have any type of transportation. No bicycle, but they promise they will be at work on time every day. That they've been catching rides for years and years, and it has never been a problem. Guys, it's a fucking problem. I promise. It's a problem.

If your candidate doesn't have transportation. First of all, it's just too easy. It's too low of a hanging fruit for something to become problematic. Especially if you have someone that needs to get into your office. They

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need to see clients or they need to be sitting at the reception desk. If they don't have great transportation, it's just too easy of a low hanging fruit to grab. O

On top of that, what I noticed about people that didn't have transportation would often even use that excuse when they did have transportation. It's just too easy not to come into work if your boss already knows that you don't have a car. Okay? So red flag number one, they don't have transportation.

Now for some of you, you're interviewing someone that is going to be working from home. So obviously, this is not the same. I feel like the equivalent to this would be like if they're working from home, and they don't have Wi-fi. They're like no, I promise. It's totally fine. I always go to the coffee shops. I always go places, but it's just too low of a hanging fruit.

When your boss knows that you don't have Wi-fi, it's too easy to be like, well, my Wi-fi was down. I couldn't help you. Sorry, couldn't come to work today. So don't have transportation, don't have any of those, like very basic things that help your candidates get to work and do their work is important.

Okay, alongside transportation, let's go ahead and talk about red flag number two. When your candidate lives far away but they promise that the commute doesn't bother them. Guys, 100% of the people that I have hired that lived far away, and 100% of them told me that it wasn't a problem, and 100% of them quit within a month.

I don't think that they were lying. I think that they just didn't actually know that it was a problem. I think that they had the best intentions, and they want it to come into work. They started doing it. Around day two, they were like the fuck am I doing? Right? So of everybody that I've ever hired, I have realized that proximity is really important.

Not only that, but when I've hired someone that lives really close, they're so much more likely to drop in. They'd drop in, and they'll pick up a shift if someone's out sick. Or they'll run back and grab their lunch from work. They don't have to leave. If their kid's coming home and doesn't have a

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key, they'll run home and give their teenager the key and run back to work. Proximity is so beautiful.

But the people that live far away, it's not only their commute. It's also like something happens. Let's say that they're driving an hour. I had a few people that would drive in from Louisville, Kentucky into Lexington, Kentucky to work. Something would happen where they would turn to Lexington, but their home base was in Louisville. All their friends were in Louisville, all the food that they knew was in Louisville. They would come to Lexington, and the only place that they knew was Massage Strong.

So what I noticed is a lot of people didn't have the motivation to create a community here in Lexington, or to find where their favorite food spots were, or to find a little gym membership that they could go to on their lunch break. So what happened is it felt very isolating for them to come to Lexington just for work and then to not really have a support system or an environment that they love and feel comfortable with outside of the office. Even if it was just like a couple miles of proximity around the office.

Something else is that the people that would come from Louisville, like let's say that I had four people on their schedule to get massages. They would drive in from Louisville. If two people canceled, all of a sudden their drive wasn't worth it. It wasn't worth the time. I think that that builds up and compounds and resentment can happen.

Whereas with somebody lives five minutes away, and they come in to give them massage and that massage cancels. They can just go home, right? Like they can just pop back home and relax, and it's not as big of a deal as someone who drives really far for a no show. When people don't have cars, don't have transportation, don't have wi-fi, or they don't live within proximity, they live really far away and they have a commute, but they promise they can make the drive, these are both red flags.

Now this next one, I think is a very obvious one so I'm not going to spend a lot of time on it. But when someone comes in and they talk poorly of their last job or their last boss or their last coworkers or even their last clients,

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this is a huge red flag. Guys, I am so, so diligent about keeping the culture at Massage Strong and at Hell Yes Coaching very positive and peachy.

Now, I don't have like robots walking around pretending that they're happy all the time, but I truly believe that if you have five amazing workers, and you drop one complainer in there or one gossip queen in there, it can literally ruin the whole bunch. You guys know the saying with the apple. One bad apple can fuck it up or something like that. That is the same.

It's crazy guys. Like I will never forget I had this one guy. We had these seven workers that worked at one of our locations, and they were amazing. They loved working for Massage Strong. They felt like their pay was fantastic. They loved how many breaks they got. They loved that we provided free snacks for them. They loved the encouragement that they received on their daily little videos and texts. They loved Massage Strong.

We hired this guy, and we noticed that he was not as happy. But he wasn't as happy about anything really. He wasn't happy about fucking anything. It was like he was just genuinely a complainer. I knew it and my husband knew it. This was in the beginning, but we didn't do anything about it. We kept thinking well, like we're gonna keep training him. We're gonna keep talking to him. We're going to make sure that communication is open. We're going to make sure he understands that we're not okay with this. It'll be fine.

But it was the craziest. It was like a science experiment. I watched little by little as the people in the office around him, only the people that were around when he was on shift, only the people that were in the waiting room with him every single day, only those afternoon shift people started not liking their job as much. When they would come to us, they would say things that were very echoed of things that he had said in the past, things that they had never said in their five years of working with us.

So eventually it came out. They were like yes well he – I'm going to call him Martin. Martin is the one that told us this, this, and this. Martin's right. I think that maybe Martin is saying something correct. Maybe I do not want to

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work here anymore, right? We watched as all these beautiful apples spoiled because one Martin came into the picture and started complaining about everything.

So if you can detect this in the interview at all, this, to me, is just a no brainer, absolutely not. You can't work for us. I want people that work for me that like to appreciate how much we put out there. They appreciate how much effort and energy we put into worker happiness. We put a lot into it, to be honest, because I honestly think that worker retention is the most important part of building a business.

Having people that enjoy working for you, having people that enjoy their jobs, it just trickles down to the clients. So we put a lot of effort into making sure our workers, I say workers because we have contractors and employees. But we put a lot of effort into making sure our workers are happy. So we would hate to negate all of that effort with one person who's just a complainy-pants.

All right, red flag number four. In the interview, I always ask how do you feel about the pay? Then I listen very fucking carefully. Because if they don't love the pay or if they have a hint that they are settling for this pay, then my friend they have an expiration date. I promise. One hundo percento.

If someone comes on board, and they decide that they want to work for you, and they don't like the pay, but they decide to anyway, you can imagine that they are still looking for another job because they're human, and they want to get paid what they want to get paid. So as a rule of thumb, I always try to be the best pain person in the industry.

At Massage Strong, we have a lot of candidates that want to work for us because of the branding that we have created and because of what we say that we are and because of the standards that we hold, but also I pay really well. There's a lot of room for raises and room for growth. So because I pay really well, people want to work for me, but also I have more standards. Because I pay well, I can ask more. Because I pay well, I can expect more. I'm very clear with them upfront.

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So when I say the pay, I have in the past had a few people that didn't like it. I remember thinking like what are you even talking about? It's like the best pay for six hours around. Like you can't find better paid than this. The only better pay you can get is if you start your own business, right. But I've had people in the past say I don't like to pay. In the very beginning, I would hire them anyway. It was very obvious that they were still looking for another job, if not to just leave and start their own business.

When someone comes in, and they feel like they're winning the jackpot by your pay. They're like holy shit. I can't believe that I got an interview at Massage Strong. I heard that they paid \$43 an hour. I can't believe that I'm gonna be able to maybe work there. Like I can't wait to interview. That's the type of person that is going to create an amazing culture of gratitude, thankfulness, happiness, cheerfulness, and that's the person that's going to be around for a while. That's what you want.

Okay, this next one. When a candidate comes in, and you notice that they've had several short stints at several jobs. So if you look back at their last history, and they stayed at job number one for three months, and job number two for three months, and job number three for five months, you don't want to be job number four. You just don't.

I was talking about this on social media the other day, and someone had messaged and said well hey that's really unfair because that is what my resume looks like right now because I had to jump from this job to that job. Then I got sick, and I had to jump from this job to that job. Then I had to jump back over here.

Here's my unfiltered thoughts. Can it be true that a really amazing worker has a situation in their life in which they have to jump from job to job? Yeah, I guess. You move around, or some really big life things happen that are unexpected, and you have to leave. But to me, it's like I've always just kept a job. I've always kept jobs that have always shown up. I've always been very committed to the jobs. Like I'm not going to go out for an interview if I don't think I'm going to be there for at least a year.

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Even before I owned businesses, I worked at other jobs. I was a very devoted employee. I showed up on time, and I was like a good employee. I fucking hated working for somebody else, but I did. So my brain, the way that my brain sees it is like that's the only option. So I've worked with several other co-workers that would come in, and they'd stay for two months. Then they would go to a different place and go there for two months and hop around.

To me, it's just if that's what's going on in your life, cool. But I don't want to hire that, and I'm not going to apologize for that. I want you guys to be the same way. Like you don't have to hire someone just because you like them and they seem great, but there's a red flag in your stomach whenever you see their job history. You don't have to hire that. I would even say not to.

But when someone comes in, and you can tell that they have stayed at jobs for a while, that's a green light. Now when I say a while, I teach my students in my mastermind and my one on one students. When it comes to hiring and managing people, they don't have to stay with you forever to be considered an amazing employee.

Like, to me, I want to know, and I even say this in the interview, will you be here for at least a year? Like one year. Like that, to me, is you have served your time. It paid off to hire you, to train you, to put money into you. One year is enough for me. After that, it's bonus points. We have people at Massage Strong that are two, three, four, five, seven, eight.

I think we have someone that's seven years in. She's from the very beginning, like day on. Shout out to Rosa, killing it. But we have people that have been there for years and years and years, and I'm obsessed with that. I hope that they never ever, ever leave. But if they do, there is no sadness because man they have served their time.

All right, and last but not least. This is the last red flag that I look at and look for. But when a candidate comes in, and they don't have the availability that you need, or they lack a lot of availability. Okay. So at Massage Strong, we would hire massage therapists if they came in and

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they're like I only want to work on Saturdays. This is like my side, side, side gig. I learned the hard way that when I hired someone for one day a week, they never really got the hang of the systems. The software systems, where the sheets go, how to get them washed, how to drop their cash in the cash box. It was like retraining them every Saturday because they couldn't remember exactly how to do the processes.

Number two, they never really fit in. They never really fit in with the culture, with the groups. They never got like a peer group going because peer groups happen in work from proximity, from being with each other, from wanting to stab your eyeballs out in the break room because you want to go home so bad. That is where camaraderie happens, right.

So I stopped hiring people that can only work one day a week. Now we have a rule that if you are a contractor that wants to come work for us, you have to work at least three days a week. Because I honestly believe it benefits the worker. It benefits them to fit in. It benefits them to have peer groups. It benefits them to not have to relearn how we do everything every single week.

Then, of course, with that you want them to have the availability that you need. So you've got to sit down and ask yourself like what do I need? Do I need Monday, Wednesday, and Friday evenings from four to nine? Like that is 100% what you need then you don't sway from that.

In the very beginning, I remember needing Monday, Wednesday, Friday, four to nine. Then this girl came in and she was amazing, but she could only work Tuesday/Thursdays. I was like ah, come on board. I like you. But it was a big waste of time and money because I couldn't get her booked out very well. I didn't really need that availability. I already had other workers working at that time. It was kind of a time suck for her and for me, but it was just a lack of boundaries on my part. I could have done better by just sticking to my guns.

Now we're very open. We're like listen. We need Monday, Wednesday, Friday, four to nine. If you can't do that, we're just going to move on. Now

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with that being said, some of you guys aren't in a position to be that abrupt. Like you need a worker, and you need a worker now. We get to be a little bit more flexible because we have a continuation of people interviewing and hiring with us. We never turn our interviewing ads off. They just go all the time. They're like evergreen at this point. So we get to have a little bit more say so than when we started.

But overall guys, the interviewing and hiring process, it's such an important part of business. As you shift from entrepreneur to CEO, your role shifts. As an entrepreneur, you're still trying to do the service. You're trying to like do all of the admin work. You're trying to manage. You're trying to grow the business.

But when you shift to CEO work, your job is basically hiring and managing people and training and learning how to grow that side of the company. That is beautiful. That is wonderful. Guys, as you go out and you interview, just know that there are definite red flags. There are definite green lights. There's also a gray area where you get to decide what feels good and what feels right to you. Okay.

So as you go out into the world to hire and manage people, I hope you don't do what I did and just guess at everything you're doing and throw spaghetti against the wall and just try things. Get training on how to hire. Get training on how to interview. You don't want to waste your time doing this. You don't want to spend weeks and weeks and weeks trying to hire a candidate. You can hire one candidate in one week flat okay. Just super quick hire and make the right hire when you know exactly what you're looking for.

All right, I want to thank you guys again for listening in. Please remember March 6<sup>th</sup>, we are doing Interviewing and Hiring 101. That is a five day course. You can find it on my Instagram link tree @1beccapike, or you can DM me, and we will get you all set up for that. I hope to see you guys here next Wednesday on *The Hell Yes Entrepreneur* podcast. Have a great day.

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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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