

# Ep #107: Catching Up with Becca Pike and Vikki Louise



## Full Episode Transcript

With Your Host

**Maisie Hill**

**The Maisie Hill Experience** with Maisie Hill

## Ep #107: Catching Up with Becca Pike and Vikki Louise

I've got a really fun episode for you all today. You're going to get to hear me talking to my good friends and colleagues, Becca Pike and Vikki Louise. We just wanted to get together and have a really honest conversation about our work, how we go about things and you're just going to get to kind of listen in on the kind of stuff that we talk about, so enjoy it.

If you want to do things differently but need some help making it happen then tune in for your weekly dose of coaching from me, Maisie Hill, Master Life Coach and author of *Period Power*. Welcome to *The Maisie Hill Experience*.

Becca: Hey. How are you ladies doing?

Maisie: Great. I've got to say, I've been pretty emotional in the buildup to doing this. I've already teared up several times. Just through thinking about what I want to talk about, like had some very healing conversations. We haven't even started yet.

Becca: That's funny. I came in totally different. I was like I'm going to come into this podcast and just fuck around. What do you want to talk about Maisie? What has been coming up in your mind as a subject for this?

Maisie: Are we going? Is this it? It feels like this is it.

Becca: Yeah, we've been going since you took your pants off. So. Vikki, you missed it. I was trying to talk to her about something really important. We were talking about the bunnies that I'm taking care of, and she started taking her clothes off.

Vikki: That's exactly how I hoped this call would start.

Maisie: There's a few things that I've been thinking about kind of like in really thinking about the growth that I've had as a business owner, as a CEO, as a coach, but also thinking about what I'm expanding into because I really feel like I'm transitioning at the moment. It's been a very intentional year for me. I've created some worksheets for this event that I'm doing,

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well, when we're recording, next week. It will have happened when this comes out, but I was answering them for myself and just like testing the worksheet out.

I was writing down all my wins for the year. I was like holy shit. I got so much done this year, and I was resting for a lot of it. Shoutout to Vikki, I took part in her 15 hour workweek. We started at the beginning of the year. Through spring and summer, I did a lot of resting, a lot of taking care of myself, processing emotions. Like I was going through this huge identity shift where I was kind of really in the thick of that like I fully realized what was going on. I was navigating that.

Now I'm at the other end of it. So now it's like ready to go. Here's the things that have been coming up for me because this year I have like purposefully sought out outside influence. Like I've looked for mentors. I know I've had conversations with both of you throughout the year about like very purposefully finding people who work in different ways, use different frameworks and methods, and just kind of soaking up all the goodness.

On several occasions I've been asked by the people I've been working with, why did you choose an online membership? Because I would say, and this won't be true for everyone who's autistic. I'm autistic for anyone who doesn't know. But I would say it's the most challenging business model to have as someone who's autistic. Everyone else I've spoken to who's autistic is like oh my God, you have a team? You work with other people, and you have this huge number of people in the membership and like everything that comes with that.

It's just been interesting to have that reflected back to me from other people. I have just been thinking oh yeah, I could easily do one on one, right? That would be very easy. It would require less of me. I love doing one on one. I think at this stage it would probably be more profitable as well just because there's far less involved. But I remember like when I created the membership, I had over 300 people in my waitlists for one on one who

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were either wanting to work with me as a practitioner or a coach. So I was just like –

Becca: First of all, that's fucking crazy. Can we just take a moment to soak that into our bodies? I've had waitlists of like 15/20 before, but like I thought that was huge. Holy shit.

Maisie: Yeah. I just suddenly realized at that point wait, my business model has to evolve in order to help these people. Like I really wanted that. I kind of felt that in me that things are shifting. I tried an online. That went well, but I just got loads of feedback saying we need more time with this material to really implement it and all of that. So that's where the membership came from, but I had looked at the waitlist because I had questions on there. I looked at the issues that people had and created the membership based on that. Because I was just thinking how can I help these 300 or so people?

Then that has meant, I'm trying to think when it was. Like maybe three months into having the membership realizing oh no, I don't want to just help people with their menstrual cycle and fertility and all the things that I've done for like 15 years at that point. I want to coach people. I implemented that instantly as soon as I realized, and it became a coaching membership. So, for me, my why is one on one is easy, but it doesn't require much of me, and that's boring for me personally. I like challenges and I like hard work. Also it prevents me from creating the kind of impact that I want to in terms of people that I can help.

Becca: Yeah. Yeah. That's like the whole reason behind scaling, right? Just out of curiosity too, like how much has it impacted you what other people think about your autism and whether or not you should be running a membership? Because I try to be really careful, autistic, or not, like what other people's thoughts are or their stereotypes are. They could say the same thing about a mom of four or someone who runs another company or someone with as many hobbies as me.

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Like so many people come to me and try to put their thoughts into my brain. I just try to remember like oh, they're their own people with their own thoughts and their own stereotypes and their own concerns. It's so important to stay guarded on that.

Maisie: Totally. I was coaching one of my one on one clients about this the other day, and I was just like she's had a really incredible year as well. We were just reflecting on all of that together, and she was saying I was just like just be careful the that's that other people offer because they're going to have their own opinions about it. If you're not careful, you'll take that on as a belief system and as a thought rather than your truth and what you think about things.

So sometimes like my dad will say you don't need to work this hard. Because he thinks that in order to do this, I'm exhausting myself, and I'm working all the hours and all of these things. So I think you can't expect people who don't have the skills that we have and operate in the way that we do to understand and accept how we do things.

Becca: Yeah, 100%. I get told all the time. Like people will come up to me, people that I haven't seen in a while, and we're just saying hi for the first time. They've been me on social media and they know about the companies and all that and the kids. They're like you must be so busy. This guy the other day said to me, he was like you're probably the busiest person I've ever known.

I thought that's interesting because we haven't seen each other in like two years, and I literally putter around my house and eat Christmas cookies half the time. I work maybe 15 hours a week, and I'm honestly kind of bored. Like if you want to hang out, we could do that. So many people are always like you're so busy. You must not be able to hang out. I'm like please fucking invite me to something.

Vikki: I'm so available.

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Becca: I'm available. Take me.

Maisie: That's what I love about both of you. You'll pretty much always pick up the phone because –

Becca: Everyone else is too afraid to call us. They think we're so busy. So when you guys call us, I'm like oh, thank god. A human.

Vikki: Wait, I have to jump on something that's come up a few times here, which is the idea of hard work and the idea that hard work equals long work. So firstly, I think we throw around the word hard just like we throw around the word busy, right? It's like what does hard really mean? Because I always think like I work from my bed or my home or wherever the fuck I want, to be honest, and I use my brain.

I do like what Maisie is saying. I like to be challenged. I like to require my brain to problem solve or to think differently or to create something that hasn't been created or to see a backdoor to something. Like I love that side of things. I think we think that is hard, but like what Maisie saying with her being autistic and having this business model, you will actually enjoy a challenge. So what presents your brain is a challenge and what people might be like that's hard work. Is it hard work, or is it a challenge? Then we get to choose if we want to be challenged.

Maisie: I agree with your definition of like what I feel is hard work. It's like stretching my brain, requiring me to think in different ways, requiring me to be able to coach myself and kind of expand into more, which is what I'm doing at the moment as I kind of navigate the next phase of where the business is going.

So when it comes to the challenge, there's definitely been bits, and you both know because you've coached me through many things. There's definitely bits that feel hard at the time when you're in it, but it is a challenge. I wouldn't be in this game if I didn't like the challenge, and I didn't want to meet the challenge. You meet a challenge the first time, and

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you're just like I don't know how to deal with this. I've never encountered this before. What am I going to do, right?

Then you figure it out, and you realize oh, I have these resources. Whether they're internal ones inside of me or they're external ones around me with my team, my peers, including you, and then you do it again, and you've got that first time to kind of use to learn from. Then by the time you're doing it like the third time, it's just like oh, this is just what we do. So it's just like you kind of expand and stretch, and then that becomes the new normal. That doesn't have to involve hustling and pressure and all of those things, and I think a lot of people think that it does.

Becca: Yeah. My 13 year old just got this journal at the store the other day, and it like prompts her with questions for her to ask herself. She's very into it. One of the questions that she told was what's the hardest thing you've ever been through in your life? It's so funny because I've been through some hard shit. I've talked about this openly on my podcast. Like I've been through some things.

Yet my first initial thought was oh, it was scaling my coaching business. Like that was one of the hardest things I've ever been through. You guys saw me go through it. You all watched it happen. Vikki was there to literally catch me the day that I received that coaching.

Maisie: I watched you turn green on the video.

Becca: Just a little back story context, I had built a business up to about a half a million dollars in the coaching industry where I had hired a bunch of coaches to work under me as contractors to coach people one on one for my company. I had a coaching certification program called Zero to Coach. I was making a good amount of money to a normal person, would consider it a really good amount of money, and I had hired several people on my team. I had received coaching about how this was going to be really hard to scale, and I could simplify.

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Basically in one day I made the decision to let go of everybody on my team and completely change the structure and get rid of all my own one on one coaching clients and get rid of all my Zero to Coach clients and refund everybody. Anyways, it was a very intense day and following few months after that. I completely changed my entire company.

So interestingly enough, this year has been my repeat revenue year. So I took all of the revenue that I was making with all of those different offers, and I was like how can I just make this scalable? How can I do it in a way that if a hundred people influxes into my company overnight, a hundred new students, it won't take anymore work from me, right?

By the way guys, just side note, I keep having a hard time following along on this conversation. I'm like what is wrong with me this morning? In my head I'm like what is happening? I'm like drifting away. I just remembered that I took a massive edible really late last night right before I went to sleep. I'm like oh, I think it's still digesting in my stomach.

Maisie: Okay. So the things I want to say here is because one, I'm having trouble, not because of an edible, but I just think there's so many layers to this conversation. Between the three of us, there's all sorts of places we want to go off. So I think there's that. Also I remember thinking that if we're recording at this time, which is morning for Becca, then she won't have had anything to drink.

Becca: I'll have the shakes.

Maisie: Not because she's an alcoholic for anyone new to Becca, but because I remember you did a podcast. I can't remember who it was. It was with Melanie Childers or something like that where you both had to drink before you started recording.

Becca: Yeah, I've been doing that. It's called beers with Becca. I've been interviewing people, but they have to have had at least two drinks before we get on the mic. Same for me.



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Maisie: Man, you wouldn't be able to get a word out of me. I would be slurring my words so, so much.

Becca: That's the fun part.

Vikki: Yeah, you say that like it's a problem. Becca's like that's why. That's all we want.

Becca: That's like when people are like I don't want to drink coffee. It makes me jittery. I'm like yeah. That's what I want. I want to feel like I just did a line.

Maisie: But I want to come back to what you just said about your revenue and repeating the revenue.

Becca: Yeah, so I did.

Maisie: Like that's no joke. Like repeating the revenue after completely doing away with offers that were doing well. They were helping your clients. They were bringing in revenue. That was all good. You basically stripped all these things away.

Becca: I started all over. Yeah.

Maisie: Yeah because that's like incredible.

Vikki: Yeah.

Becca: Thank you. It's like I didn't want to do it because I was so drawn to the idea of just doubling my business every year, and I had already done that, right? Like my first year was \$100,000. My next year was \$250,000. My next year was \$550,000. That's when I decided to scale when I was making \$550,000. So to make \$550,000 again the year after that, I wasn't into it. I didn't want to. I wanted to double. Like it was exciting to me.

I was like well, I've done \$550,000. I could do at least a million next year if I just stay on the path that I'm on, but the path that I'm on is messy. It

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requires a lot of overhead and a lot of staff and a lot of management. So stripping it away and learning how to do the \$550,000 again, I think I'm going to land somewhere around \$650,000. But to do that again but through a totally different avenue, totally different offers, I felt like a baby in the beginning.

I didn't know how to sell such scalable offers. At the time, my Three More and 30 More were just such a small piece of my revenue. Like Three More that year I think had brought in like \$85,000 total. So I scaled it from \$85,000 to like \$650,000. It was crazy.

Vikki: Wow.

Maisie: That is ridiculous.

Vikki: That is ridiculous.

Becca: It is.

Vikki: So I scaled out of one to one very fast and then went straight into mastermind and then went straight into a program all within like basically a year. It was super fast, and I didn't have a huge audience. I had like probably like 300 people on my email list tops. It was so tiny. My audience everywhere was tiny, but I was like, again, looking for the challenge, looking for the growth, looking for the next. Like wanting to, kind of like what Maisie said, like wanting to be able to serve everyone instead of just like building the waitlist.

Looking back, I mean I then spent nine months failing, to be honest. I spent nine months not making a lot of money. I spent nine months basically in the red in my business. So I'd gone from not just high revenue. I'd gone from £9K to £270K, but also hugely profitable. I had no expenses to like actually over six figures in expenses. Doing just like one £3,000 course. I think I had like a £50K launch, which is great, but then I really didn't know how to sell it. I was just like swimming and drowning and being smacked by the waves and being pushed aside from side to side.

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I mean you guys both know. Then I was pregnant and all this fun stuff, but it's like I don't know. Now, looking back, I think one of the big core things that I teach on is the value of failing. I think it's one thing to say it from like a place of like failing is valuable, but I just never fail. I never fail goals. It's been so different to say it from like no, no, no. I failed for like nine months then closed my business for two months because I wasn't well, and then came back, and that's when I had my £250K month.

It's like just to have gone through that experience. I feel like when we speak about the universe, or like the business or everything working with us in alignment for what we want to teach or be the example of, that's it for me. Like I'm so all into fail. Like I'm in a launch right now, and my whole attitude of failing is so gentle and calm, and my nervous system feels great about it. It's like I just don't want anyone listening who's failing or afraid of failing or feels like that's it. Like –

Becca: I completely agree. I think it's really cliché to be like you've got to fail. Like everyone says that, right? It's on all the memes. It's all the quotes but no. Like you really have to eat dirt so many times. Like, everyone wants to look at the businesses and be like well, they're doing it. I'm sure it was a little rough, but they're doing it. No, like we ate dirt.

Now I feel like I'm just ready to fail. Like, I'm not worried or concerned. Like this is probably going to fail, this is probably going to fail, but one of these 10 things is going to be successful and the willingness to do that. I want to touch something you said also Vikki, which is that you had a small audience. I think so many people equate like success with I need to grow my audience. I need to grow my audience.

Yes, I think we need to always be working on growing our audience and spreading our message. But the year that I made a half a million dollars, I had 200 people on my emailing list, right. I think I had like maybe 1200 Instagram followers. Of those 1200, I swear it was 900 of them were just there to watch me post pictures of my kids. They weren't business owners,

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and they weren't the audience that I needed or wanted to grow my business.

It's not about how many people are eyeballing your message. It's so much more about how well you're spreading your message. Because I remember thinking I've got 250 people on this emailing list, but if 5% of them bought from me, I would hit my goals. Right? 5%. Like, that's nothing.

Maisie: It's so funny how people think oh, it's not that many people. It's like yeah, but if you had a room filled with 250 people who all want to hear from you, you'd be pretty fucking stoked.

Becca: Yeah, if you're giving a speech to 250 people, you would be stoked. But we send these emails out all nonchalant, or we don't send them out. We're like I don't know why it's not working. It's like no. Stand in your power. You're about to speak to 250 people every single time you hit send. Don't try to spend your energy putting more people in the room. Spend your energy learning how to speak to the people that are in the room. Learn how to sell. Learn how to market.

Maisie: Yeah, I think a lot of people look at my audience size and following and all of that and use that against themselves or they can they count themselves out because they think they don't have that.

Becca: Yeah, you have good audience size. It's amazing. You apparently wrote a book that people love.

Maisie: But that's interesting because also like people equate like the book to the things that create results. I don't think I was aware of this as it was happening, but I didn't make my book the reason for my success, either of the books. I saw myself as separate to the books.

Becca: Yeah. Well, and I think that that brings up a good point. I think it's really easy for anyone to look at anyone else when they're comparing and say well, this is why they're successful. This is why they're happy. This is why they have what they have. Something that I've come across often is I

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teach about growing a humongous business and making a ton of money is amazing, but it doesn't mean shit if you're not happy. Like you can be rich and miserable, right? You can be rich and so busy that you can't even go take a hike with your kids. Right? Like you are missing out completely on life.

I've had people say to me before like you don't take yourself too seriously. You just show up and you seem really happy. That must be so nice because when you make that much money, you don't have to worry as much. They kind of equate my happiness to oh, you've already made it. That's why you're happy.

It's like no, I was happy when I was living in my car. Like, I was happy when I was trying to figure out how to buy groceries. Like I was happy when I was going to work as a waitress to eat because I didn't have enough food in my cupboards. I was happy then. Right?

I remember thinking holy shit, I could go to work today, and I could make \$45. I'm gonna be making it rain. I'm gonna go have a cocktail at the bar next door after. I'm gonna be able to buy groceries. Like I was so happy. That has carried on. Like yes, there is more money now, and it's really fun to buy shit. But at the same time, like this has always been me.

It's so easy for people to be like oh well, you're telling me that I should embrace my happiness or that I should embrace the not give a fuck energy or the more creative side of me or the not so serious side or the playful side, but I haven't made that much money yet. So I can't. I can't relax yet. It's like no. That's backwards.

Vikki: Yeah, I hear this all the time with people around time, right? Like the idea that like oh, I'll create space for rest once I've made money. Or I'll stop working, or stop hustling once I've made money, or I'll stop working in the evenings and weekends once I've made money. Or I leave my job and go full time. Like once I've made money is though – I mean I fell for this, I'll be

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honest, as well in the past. That's why I know it so well. But it's just like that goalpost keeps moving.

Unless you can be happy where you are now, unless you can create time and space where you are now, there is always going to be a reason. Because the truth is, we're afraid to have space because we're afraid to sat with our own unhappiness.

Becca: Well, the interesting thing about the science behind that and the way that dopamine works, right. Like dopamine is our reward molecule. So it was put into us as an evolutionary thing for us to gain more resources. Like in order to keep our species alive, we needed to feel driven to go get more resources. Whether that was food for us, food for our partner food for our offspring, or whatever. A dopamine would happen, and it would make us want more.

But now we live in a world that is so fast paced and so achievement driven that that dopamine hit has gotten completely out of control, right. So like the funny thing about dopamine is the higher you climb, the more dopamine that's released, the further down you drop after.

So there's always a reflective drop to whatever rise of dopamine you have. So like if you have a huge amount of dopamine, like you have a huge reward like having a baby or hitting a \$250k month, or gaining 20,000 followers overnight, huge dopamine hit. Unfortunately, the reflective side of that is that it's going to drop further than it ever has, further than your normal, standard, natural setpoint.

So this is what people are feeling whenever they're feeling like postpartum depression is a dopamine issue. Right? So is what they've called, I think we used to call it – What did we used to call it? Vulnerability hangover. Remember when you go and you give a speech to 1,000 people in a room and you feel amazing about yourself, but then you feel like shit after. So that is you have the dopamine, the reward center is firing, but then

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afterwards, you're gonna go into this like hangover slump. I feel this all the time.

So what's interesting is the higher we climb, the further we fall. This is the feeling of the carrot dangling in front of our nose, right? This is the feeling of literally like okay, I hit a \$250,000 month. That was amazing. You would think that I would be set, I would be happy, I would take a load off, I would relax. But unfortunately, the dopamine drops back down. It's like now I have to hit a \$500,000 month in order to feel that same amount of reward. Right?

This goes for coffee. This goes for drugs. In the drug world, we call it addiction, right? But in the business world, we just call it growing our goals. But if you don't have control of this or you don't understand it, then you end up in this place of like needing more, wanting more.

To be honest, I believe this is like the Robin Williams scenario, which is you keep getting rewarded. You keep making people laugh, but you need more in order to have that high again. The higher you climb, the further you fall. You end up being someone that literally there is nothing on the earthly world that can make you feel that high again because you've hit so many highs. Is this making sense?

Maisie: It does make sense, but I think this is why being intentional and making decisions about what you're doing in your business.

Becca: How so?

Maisie: So prior to this year, I spent a lot of time working on the back end of the business. Just like improving things for our clients, taking care of systems and processes, building a new membership site. Like the list of things that we did was huge. They were non-growth years. Like the plan wasn't to grow or to scale the business. That happened anyway. But the focus wasn't on marketing and growing. It was on improving things as a

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business and as a team and for our clients. The growth happened anyway, right?

Becca: Yeah.

Maisie: It's all ridiculous. When I looked at the numbers for like the last four years in my business is like fucking yell. To me, it's just insane. Like the numbers are insane because for most of my life, well, all of my life really until the last few years, I made like 20 to 30k a year. Many years like 12k a year. I always dreamt of making 50. Like that was like...

Becca: This was us too. Me and my husband are the same boat.

Maisie: Then to start expanding into more than that, and considering that. I remember like the first time I thought well no, I can take my business to a million. At the time when I wasn't paying myself anything from the membership, by the way. That was like when everything was going back into the business.

This year, I had my first 50k months, which for me was just like so meaningful because it was the amount that I dreamt of making in a year. To make out in a month for the business just was amazing. But I think this is where, to go back to your point about the dopamine and the reward and things like that.

I think when you're being intentional about what is it that we're doing in the business, it creates like this grounded embodiment where you're not always chasing numbers. When you're doing it that way, you're not making the numbers mean things about you. It's just like there's a detachment from them.

Becca: There is a hack to this dopamine reward situation. So I don't want anyone to listen to this and think well, I'm fucked. Because every time I hit a high, I'm just gonna go really low. Here's the thing. We are wired to have dopamine, no matter what. Dopamine is a phenomenal resource that we can use to stay motivated.



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But if we allow ourselves to only feel the dopamine at the end reward then this can literally like ruin us as humans, right. So if you are in business only to get the money at the end, you're going to have a quick hit of dopamine. Then you're going to come down from that dopamine, and you're going to spend the rest of the next 12 months just will powering your way to the end of the year to see that number again, and then you're gonna have a quick hit of dopamine, and then you're going to drop.

Same thing for like if you're a marathon runner, but you don't run marathons because you love running. You run marathons to get the trophy at the end. Then you're going to have a grueling several months of training where you are forced to use willpower and just sheer motivation. Then you're going to get the trophy, you're gonna feel good about yourself, and then it's going to drop, and you're going to have to do it all over again.

So what we do is learn to train your body to have dopamine hits throughout training by falling in love with the journey, not the reward. So, again, this is like that cliché like the journey is everything. It's not about the ending. This is the science behind it. So like if we learn to fall in love with serving people, and we trick our brains into finding evidence for why we love this constantly, all the time, we will start triggering dopamine in ourselves. This is a pretty good speech for being on an edible by the way.

Then we can override the reward system. It's something that I'm working on as well, which is how can I learn to fall in love with the day to day. The day to day marketing, the day to day social media, the day to day stuff that I wouldn't say that I love, and not thinking at all about the reward at the end.

Maisie: So this is what I'm doing at the moment. So I recently, and you might have been in on this coaching session, Becca. I don't think you were Vikki, but I know we've spoken about it. Is that when I set the goal of making a million in a year, that was just such a ridiculous number to me that I didn't think beyond that. But then I was like well, of course I'm going to make a million in a year when it reached that kind of stage of inevitability in my brain.

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For a while I was like oh, I've never thought beyond that. It was just so funny. I was like oh just like that was the ceiling. That was the limit. Don't get me wrong. It's a beautiful limit to reach. If I stayed where we are now or million, like all good. Like that would be, it's a beautiful business to be doing. Love my clients, love my team, love the work that we do.

I've been trying to like find the motivation to scale beyond that and to help more people and to think about because the numbers don't motivate me particularly. They're just a way of setting a goal and something for me to grow and expand into.

Like you said, it's not making a million in a year. It's like what value do I have to put out in the world? Who do I have to become? How do we have to operate as a team? How do we have to serve our clients? Like all of those things. Like that's the juice for me. Then it's like the number at the end of the year is like the cherry on top of the cake. It's not the whole of the cake.

Becca: Yeah. To me it's like the if I want to double my revenue this year, I don't need to change anything about my offers. Like I just need to change how I show up or how much I fall in love with showing up. So like I've gotten into making really dumb Instagram reels, right? I've gotten into doing podcast episodes where I've loosened my white knuckle grip on who I am, and the way that I present myself, right? People fall in love with me more as I fall in love with me more and as I become like less strict boundaries about how I show up.

So to me, it's like you don't change anything about your offer. You just completely fall in love with new avenues of reaching people and speaking to people and the way that you present yourself to them and speak to them.

Vikki: So I'm going to even go on a different curveball here on what really motivates me and pulls me because like both of you, there was a time when the idea of making the money that we make was just ridiculous. So I

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feel I have already hit beyond what I thought was possible for me. So now it's just like all fun.

But for me, when I think about what really motivates me, what really drives me, what lights the spark up in my eyes, and my whole body changes and I feel my posture change. It's like for me it's like changing how we do things. It's recognizing like it's not just about the people that pay me or the money that I make. That's amazing. But it's really about, for me, people knowing that like there's nothing wrong with them if they can't make a pretty plan, follow a pretty plan, and get scheduled a week ahead of time.

For me, it's about working men and working mothers being like oh I don't have to sacrifice success. How can I be more successful because of the different roles that I have or whatever it is? Like for me, it's like really shaking up institutions.

Like Maisie, you heard a lot of this from me when I was pregnant, but I had a rough pregnancy. That's when I rebranded as the feminist time coach because I was like this is fucking wrong. Like I can't imagine that Vikki that was successful on paper working in finance being told to stop working and stay in bed when she had to get the tube into an office where she couldn't tell her manager that she was pregnant because she didn't know what was going to happen because she was bleeding. Like just all of this stuff.

Like it's not about the revenue in my business at all for me. It's about changing how we live and how we work and how we spend our time and just like creating that freedom and not just doing it my way because I love the 15 hour work week, and I love fucking time. But for someone else, they're like no, no.

What's revolutionary for me is the idea that I can grow a business and never have to hire another person. I don't want to ever do that. I don't want to manage people, but I want to—Like whatever it is for people, I just think like the word revolution. For me, that's like my jam. That's what I'm here to do. The money is amazing. But to be honest, I never think like how much

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money do I want to make next year? I'm like yeah, I want to work towards a million because that's the number that I hear a lot, but it just doesn't even enter my mind.

I'm just like okay what shit are we going to stir up? What rules are we going to break? What freedom are we going to create? Like who's coming? You don't need to do it my way. Do it your way, but we're definitely not doing it the way we've been told to do it. Can we agree?

Maisie: So much.

Becca: Can I just say that I'm in love with you guys. I love you all. I feel like when I met you two it was like ah. I was like oh, these are my women. Like these are them. I felt that way the minute I met you, Vikki. I remember us sitting at that infinity pool. Remember? Where were we? What country were we in?

Vikki: Cabo, Mexico.

Becca: Oh, Cabo. Yeah. What country were we in? That's right. We were in Cabo. We were in that beautiful restaurant. We're meeting each other for the first time, and you weren't wearing a bra? I was like yes. My people. Thank god.

Maisie: I remember that. I remember talking because I was taking part virtually. I couldn't go. I remember the bra conversation, not with you Becca, but with you Vikki. So yeah, we were all there in that moment.

Vikki: Yes.

Becca: Burn the bras. Then Maisie, with you, it was like instant. Well, you used to be a massage therapist just like I did and the whole nine yards but.

Maisie: Both of you I like built a friendship with online or without meeting in person. That's what's like really interesting me about the close friendships I

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have now. Most of them were built online and through voice notes and things like that.

Becca: But also we have seen each other in our most vulnerable. Like we have been coaching each other and loving on each other this whole time. It's not like an artificial friendship where it's like how are you today? I'm doing well. How are you? This is what we've got going on that's good. If anything, we get on the phone, and we're like it's fucking over. Or remember that time, Vikki, when I told you that you were pregnant?

Vikki: Yes.

Becca: You didn't know.

Vikki: I was like I'm just really annoyed that I'm not pregnant because I've been feeling pregnant. Then you're like but have you taken a test? I was like what? Yeah, Beck's was the first person to know I was pregnant. Actually she wasn't because Maisie was like I knew you were pregnant when I told her.

Becca: I still get the win Maisie. You didn't speak up.

Vikki: I was like seven weeks before I found out. I was like I'm just travel sick. That's what it is.

Maisie: Something that I really value about our friendships is how you're both willing to call me out on stuff. Like I've definitely had moments with both of you where I've wanted to hang up the phone because you've asked me something or you've said something, and I've just felt all my defensiveness come up. But we also know as coaches that anytime that defensiveness is getting fired, like there's usually some real juiciness there. I just really respect and admire both of your willingness to like risk the relationship.

It's not really risking the relationship, but because what really risks the relationship is like going along and oh and not showing up authentically and

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with love. I think both of you do just offer me so much love, which includes calling me out when I'm saying something. You're both like yeah, I don't believe that.

Becca: I've always felt like it was in service to be that way. I've always wanted that and crave that from other people, like honesty. In a way that is like benefiting the other person. I was out on a walk with my brick and mortar company's manager. She was telling me. She was like I watched you the other day at the front desk. This girl was we were having an issue, and I was very blunt. I was very calm. I was very collected. I was very professional, but I was very to the point and very blunt about what needed to happen in order for her to do well in the company.

She was saying, my manager was on a walk with me, and she was saying I wish that I had that in me, that honesty. That I'm going to tell you how it is. I'm going to do it in a way that is nice, but I'm not going to sugarcoat anything. I started thinking about it.

I was like well, I think the only reason that I feel comfortable doing that is because I feel in service to other people. I feel like if I don't say anything. If I can see this big problem in their life that they're complaining about and it's trickling into their family, and I can see what it is, and I don't say anything, like that is so out of integrity of me. Instead of just being like this is what needs to happen in order for you to feel this way or X, Y, and Z.

I've always been that way since I was a kid I think. Like even as a teenager, I wanted to give advice to my friends when I could see holes that they couldn't see. Now back then I think I did it with so much less tact. I've spent many years trying to not come across as like a jerk, to be honest.

But I think there's a lot of us out there like this. I think that this is who the coaching industry ends up targeting. These are the people that are like I've given my advice my whole life, or I've seen holes that other people can't see. Or just a perspective change. Like I've just helped people change their perspective on things my whole life, and it feels in service to me to do it.

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Maisie: Yeah. I think that's been like a lot of my growth for sure. It was something that I went into master coach training with the intention of is like cleaning up any thoughts I had that held me back from saying the things that I wanted to say. I've like had such a huge shift with that.

But it's really helped me well to stop thinking about myself so much and to think more about my clients, for a start, but also to think about like what's in service of my community? So like when I'm going through our Facebook group and looking at the discussions and just the kind of the overall vibe and the focus that's happening in there.

There's some things that I'm just like all right we need to tighten that up a bit. Like recently, I noticed a bunch of people were starting off their posts saying has anyone else had the experience? I was just like I don't think that's the most powerful place to post from. Like how does it feel in your body when you do that? It's understandable because you're ultimately just trying to seek comfort in numbers amongst other people who've had that experience, but how would it be for you to just stand in that and say this is what's going on, here's my understanding, and then we get to work and coach on it.

I could let things like that just go. But over time, it accumulates. It's like it becomes contagious, and everyone else starts posting the same. Then kind of the culture in the community starts to change. I don't want that, right. I have to think about not me and not even my individual clients, and just think about everyone as a community and why we're all there. Just think like I have to do what's required, what the community requires of me.

There's stuff that's uncomfortable and that is challenging for me sometimes. Far, far less than it used to be, but occasionally like it just requires something off me. So I say that because I think for some people, it's an easy thing to do. For me, it's been something I've had to work on. It doesn't mean it's easy all the time, but I know I have to. This is what this work requires of me.

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Becca: It's a big responsibility. I think a lot of people think being a community leader is like – Like they're like oh, Three More has a couple hundred people in it. You just like take their money, you give them these videos, and then you have a Facebook group.

It's like no, like we're constantly thinking about what is best for the community, what posts are sending the wrong message. If someone's coming in for the first time and they're scrolling down the newsfeed, what is the idea that they're getting? Right? Like what are they seeing? What are they thinking about this? Like what is best for the whole? What's not just going to be a comforting place where people can come and complain? Like it is a constant struggle of teaching people how to show up in the community in a way that is going to benefit them for their success and not just showing up? willy nilly.

Maisie: Yeah, but it's also I feel like helping people to do that is the coaching that they need. Because like probably whatever they're posting about that they want, how they've posted and framed it is the same as what they want coaching on.

Vikki: Wait, explain that to me.

Maisie: So someone comes in, and they post about a topic they want coaching on.

Vikki: Yeah.

Maisie: But if they're doing it in this kind of complaining way or unresourceful way or like seeking comfort or advice then that's also how they're approaching the thing that's going on in their life.

Vikki: All right, totally.

Maisie: So I always want to start off on coaching someone on how they've posted.



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Vikki: Yes.

Maisie: Because that will be probably the same coaching they need for what they've posted about.

Vikki: Yes, I love that. Yeah. Also, I just have to say, and not to get personal, but while you were speaking about this, I was also thinking about my relationship. Having a baby around and like what is required of us in terms of communication and honesty and being willing to hold space for each other to not always say the right thing, or even close to the right thing, and to – I'd be curious to know what you guys think, but for me, my relationship with Gid is like it's so great not because of like when we're so in love and everything's amazing, but because of when we're facing challenges.

You guys probably know the past few months have been a bit of a struggle for me mentally and everything. It's like when I'm in that place, how we respond and how we take care of each other when always on the surface it doesn't look like we're taking care of each other. Right? Like if I'm not being my best self in the relationship or even to myself, or if I'm just feeling very negative, and like how we're able to communicate at that time I think is actually the most beautiful part of our relationship. So, yeah, I think that in relationships and friendships.

Maisie: Yeah, I think I was actually thinking about that on my drive in today because I was just thinking I've been spending the last few days thinking about the next year and what I'm going to be working on and all of those things. I was just thinking like what are the places that I could get tripped up and these things not happen? For sure, for me it's always not communicating explicitly with other people, whether that's contractors have hired, people who are on the team, Paul, Nelson, anyone else that falls into my support team.

But I do think that's like something really beautiful. People are tend to think that oh if you're this focused on your business, or like this is your vision for

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your life and you really care about your work and all these things that that's going to take away from your relationship and make it suffer. Like you can't have both, basically. I'm like oh no, it's the same, right? Because in order for me to succeed in my business, that requires me to have explicit and open communication with Paul. So like anytime I improve my business, I'm also improving my relationship with Paul. Anytime I improve my relationship with Paul, it improves my business. Like there's a –

Vikki: Can we just all, because I know Beck's, you agree there. Like this is what came up all the time this week, but I'm so sick of this narrative of these areas of our lives have to compete, and showing up in one takes away from the other where they literally compliment and grow together. I think there's probably lots of people not doing more or making decisions for what they want in their career or their business life or even their romantic life if they're already successful in business based off of this fear that it's going to take away.

If it's time dependent, then we have a fixed amount of time. If it's energy dependent, we have a fixed amount of energy instead of like no. What you develop in one area literally serves all of them. Like could that be what you're seeing?

Maisie: Yeah.

Becca: We're so much more molded by the media than we think we are. I think that narrative comes straight from Hollywood. I think it comes straight from every fucking movie of every mom that is successful. That her marriage is crumbling because she doesn't know how to balance it, and her husband leaves her for someone that's like really airy fairy and doesn't have a lot of responsibilities.

Any man that is in Hollywood that is super successful, he always rolls up in a luxury car with his luxury watch, and he's a dick. He's like disassociated from his children. It's just pounded into us. Like what was the last movie you saw where a woman was making millions of dollars. She was driving

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her kids to school every fucking day. She was making pancakes in the morning. She was home, she was present. The husband was making a shit ton of money. He was home. He was present.

Like we're just so inundated with this opinion, this stereotype, and we take it for truth. Whether we agree that we do or not, whether we believe it, it goes into our minds. This is why diet is so important. When I say diet, I mean everything you consume. It's not just about the food you're consuming. What music are you listening to? What movies are you watching? Because all that shit is going into your back brain files, and it's making itself a comfy little place on the couch back there. It is sitting there for the rest of your fucking life. It's going to sneak up and attack you when you least expect it.

Maisie: Totally. Also, we've all worked with Maggie Reyes, have we not? So shoutout to Maggie Reyes, the best relationship coach because we are three of her clients. So have to just shoutout to Maggie.

Becca: I think a lot of people don't want to learn that much. Like here's the thing. If someone wants to start a business, they're like okay, I'm going to go buy a business book. I'm going to take these business courses. I'm going to go to these business conferences. Totally normal, right. If someone's like I want to get in shape, I'm gonna buy a personal trainer. I'm going to get a home gym. Everyone's like cool, sounds normal.

It seems like no one's really normalized yet like I want my relationship to be amazing. I'm going to purchase a relationship course or a coach. I'm going to go, and I'm going to go to a seminar. When I talk to people about my relationship coach, we have a marriage coach now, and he's phenomenal. His name's Will. Like we work with him three days a week. Anytime I say this people are like oh, are you and Mark okay?

Maisie: Yeah, it's like crisis mode.

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Becca: You guys have a marriage coach? Like oh no. Is it because you work so much?

Vikki: Because you're so busy.

Becca: Is it because you're so busy? I'm like yes, that's what it is. We're going down the train because all I care about is money.

Maisie: Or like you're emasculating him because you're making so much money and you're so successful.

Becca: Yes. She's a CEO so she must be really –

Maisie: A real bitch at home.

Becca: A real bitch at home. Then you cut to my house and it's just me like baking cookies with him and the kids, and he's making all the decisions.

Vikki: You touched on something there that I think is huge which is the idea that we have to wait for a problem to arise in order to invest or take action. I just think we get to do it from this place of no, I just want better.

Maisie: Yeah, and even doing it in advance.

Vikki: Yeah. I hired Maggie six months into marriage.

Maisie: Yeah, better than hiring her when you're on the brink of divorce.

Becca: Exactly. Thanks for bringing me a pile of shit. This is how people come to me in their businesses. They're like you're my last resort. It's going bankrupt. Fix it. I'm like cool. Could you have just hired me when it was going uphill? That would be great. That is time for us today. So let's do this again. How does that sound?

Maisie: This was so much fun.

Becca: I'm going to make sure you guys are all linked up in the show notes. If you guys decide to use this on your podcast as well, we'll link everything

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so that everyone can be found. Thank you so much Vikki Louise and Maisie Hill. I love you all forever and always, and I'll probably talk to you guys in like 10 minutes after the show. So I'll see you then.

Maisie: All right, cool. Thank you.

Vikki: Thank you. Bye.

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