



EP. 106

Serious Beauty Bosses Who Want To Make 100K A Month Doing PMU, Lashes, Or Waxing Need To Implement This One Key Element

podcast notes at: www.sheilabella.com/106make100k

Sheila Bella:

You're listening to the Pretty Rich podcast where you are totally the heroine of your own story. I'm your host, Sheila Bella and I built a seven figure PMU biz without a degree, without a fancy website or a sugar daddy. And if you and I hang out here long enough, you're going to start to believe that you can do it too, because you really can. I know you think I don't know you, but I do. I really, really do because I am you. And I believe we're all on the same journey together. My perfect job didn't exist so I created it. The job I wanted wasn't hiring me so I skipped the line and hired myself as CEO just like you can. Consider me your secret beauty biz BFF. In case you need to be reminded that power is never given to you, you just have to take it. Are you ready, beauty boss? Let's jump in.

Hey sister friends, what's going on? It's Sheila Bella. Okay, super excited for today's episode because I am sharing a **YouTube episode** that I did actually that circles around the *one thing you need to know* or you need to do or stop doing. Okay, this one element. This one element that I'm going to teach you

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that could potentially **make you a 100K a month**. And this is based on my own experience. This is something that I've implemented in my life and I really believe that if you take it seriously, it could potentially change everything for you. It could change the trajectory of growth that you are on. This is the audio version of that YouTube episode. If you want to watch the video, just go on youtube.com/sheilabella, duh. But here it is in case you wanted to consume this content and enjoy this information on the go. Here we go.

There is one thing you need to know about how to launch a million dollar beauty business. Just one. And if you want to know what this key thing is, you need to keep watching.

I'm Sheila Bella and if you're new to my channel, I help beauty entrepreneurs make big in their salon studios and online. I built a seven figure beauty brand within three years and now it is my passion to help others succeed. Before we get started, can you do me a favor? Can you hit that subscribe button please? Yeah. Yeah, that'd be great. And while you're at it, you should turn on the bell too for notifications so you never miss another video and we can keep hanging out right here on YouTube. All right.

Why did you click on this video anyway? **Because you're ready**. You're ready to launch a million dollar beauty business. And maybe you have a notebook with you maybe or maybe you're taking mental notes. Okay. That's good. But *you need to throw out your notes*. If you find yourself collecting, no not collecting, hoarding information more than you apply them, you're not going to make it. If you want to build a successful beauty business, all the information in the world isn't going to help you if you don't stop to implement what you learn. And I think a lot of people collect information until they're quote unquote, ready.

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The big secret is everybody I've spoken to that's been successful and said that they've *never* felt ready. You will never feel like you have all of the information that you need. Even while you're building the dang thing. You have blind spots, even while. Action breeds clarity. As you move, you're going to start to figure it out **so stop planning the launch of your product**. Stop planning your online course. Stop planning *starting* your beauty business. There will be no amount of notes you can take in your journal, from a podcast, a book or a course that will bring about the victory in your life that I know that you're searching for. Until you *convert* that piece of paper into *action* in your body and into the world, it's *nothing*.

A lot of people think that they did *something* for their business today because they read something or they watched a video like this one, or they listened to a podcast. Yes you did. But did you implement? Has it ever occurred to you that maybe you just like to read? Maybe you just like to watch videos. The amount of conferences that you attend, whether virtual or in person *doesn't determine your growth*. Maybe you just like to attend events. Researching businesses, reading the literature, taking notes, doesn't make your business. You can take all of the notes in the world, read every Seth Godin book and still not have a successful business because you didn't actually *do* anything to make it happen. But you took notes.

If you want to really start a business, then you need to have a literal and sometimes **drastic change** in your everyday life and routine. Some people are professional class takers, avid readers and information collectors. But you want to be a professional business owner. You want to be a leader. You want to have your own business. You want to succeed. You want to be an entrepreneur. Then be Nike and **just do it**. You have to get started. No more reading without moving. No more watching without implementing. No more writing without action. And no more waiting until you're ready.

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What's the PMU sister friends? No, seriously. Do you want new clients all the time? Do you want to end the worry and anxiety over where your next client is going to come from? How awesome would it be to have a steady, I'm talking steady, flow of leads and calls to your business, inquiring about your services? I'm inviting you to stop stressing and start living with my new online course NCC, which stands for New Clients Consistently. Here you will learn how to guarantee how about one client that loved you so much is going to turn into 10 more. There's a formula to this and it works. It works so well. This course is going to teach you how to create new clients of the current ones that you do have. If you have a PMU lash or any beauty business that's struggling, you've got to check this out.

This is everything. This is the *secret* right here. It's a new era. You got to shake things up because if what you're doing isn't working, stop doing it. Your pattern isn't working so you need to get a new one and this is the ultimate pattern interrupt. Stop what you're doing. You got to go to sheilabella.com/NCC. Let's get you those new clients consistently. And I'll see you inside.

At this point, you've planned and planned and planned some more. Tell me, **are you any closer** to having a successful business today? You have the information now what are you doing with it? Get out there. Get out there. What is your *first* step? That's my question for you today? What is the smallest step you can take today that will get you started? Yeah. Starting is scary. Even the smallest steps are scary. It could be something as simple as going on social media and telling everyone that you're starting a business.

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Hey, I'm *publicly declaring* that I'm starting my business today. Talk about **accountability** because people are going to ask you. No one has all the answers, including me, and you won't either. You're going to face challenges and you're going to have to figure things out as you go. And sometimes you're going to want to give up. You're going to think, ugh. If only I'd studied some more. If only I had read one more book or gone to one more lecture, then I would know. **No**, you wouldn't because there are new challenges at every step of the game. And as those challenges come, do some research. Do some research, but figure it out as you go. Drop your notebook. And I know what I want you to pick up instead is your calendar. Start scheduling your action items. Because to me, if it's not in the calendar, then it's not real.

That is a key predictor for successful people. To me, I look at their *calendar*. How many things do you have scheduled that will actually help move the needle in your business? Or is it just all in here? And sometimes if it's in your calendar, you might wake up that morning and not feel like doing it. Happens to me all the time, but you can't let your feelings abort your destiny. ***Don't let fear control you.*** If you're already making strides in your business and you're looking for ways to up your social media game, then you have to check out my free training called the Seven Figure Instagram Formula, where I share my best tips and tricks on how I built a seven figure beauty business all through Instagram. Again, it's a free training. Free training! If you're interested in seriously putting in the work and succeeding on Instagram, then check this out. Just go to sheilabella.com/sevenfigureformula.

That's it for today's episode of Pretty Rich podcast. If there was anything in this episode that has impacted you in any small or big way, I want to know. You can reach me @RealSheilaBella on Instagram. And by the way, if we are not text buddies yet, that needs to change. You can text my name, Sheila, S-H-E-I-L-A to 31996 and we'll be connected. I really love hanging with you

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guys on here. And one last thing before we wrap it up, I got to include my kids, #MomFirst. Here are Beau and Gray to close things out.

Beau:

Hi, my name is Beau and I'm five years old.

Sheila Bella:

Can you tell everybody what our family motto is?

Beau:

I can do hard things.

Sheila Bella:

I can do hard things. Now fill in the blanks. Hard is.

Beau:

Fun.

Sheila Bella:

Easy is.

Beau:

Boring.

Sheila Bella:

Good job, buddy. I love you so much.

Beau:

I love you to best, mom. Infinity.

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Sheila Bella:

Gray, say, "Share with your friends."

Gray:

Share with friends.

Sheila Bella:

Please review my mommy on iTunes.

Gray:

Review mama iTunes.

Sheila Bella:

Thanks for listening.

Gray:

Thanks for listening.

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