



EP. 115

## **Ripped And Rich With The Sculpted Vegan Kim Constable AKA The Million Dollar Mentor: Bringing You Tips To "Muscle Up" Your PMU, Lash, Or Microblading Beauty Business**

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### **Sheila Bella:**

Imagine being like 12% body fat and having million dollars in the bank. Ripped and rich. Guess what? Today's guest, that's not something she imagines. That is her reality. On today's episode of Pretty Rich Podcast, I have the one and only Kim Constable, otherwise known as The Sculpted Vegan, aka the Million Dollar Mentor. And she is going to walk us through all of the things pretty rich. Here we go.

Welcome to Pretty Rich Podcast, where you're totally the heroine of your own story. I'm your host, Sheila Bella, and I built a seven-figure PMU beauty biz and a seven-figure online biz without a degree, without a fancy website, or a sugar daddy. And if you and I hang out on here long enough, you're going to start to believe that you can do it, too. How about that for a side effect of listening to this podcast? Because you really can.

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I know you think I don't know you, I have no idea who you are, but I do. I really, really do because I am you. I was you. And I believe we are all on the same journey together. My perfect job didn't exist, so I created it. The job I wanted wasn't hiring me, wanted nothing to do with me, so I skipped the line and hired myself as CEO, just like you can. So, consider me your secret beauty biz BFF in case you need to reminded on a weekly basis that power is never just handed to you. You have to take it. Are you ready, beauty boss? Let's jump in.

What's up, Pretty Rich fam? It's Sheila Bella, and today I have probably one of my favorite episodes I've ever done, probably one of my favorite guests ever, so you cannot miss this one. And you guys know I don't say that on every episode, so you guys know I really mean it. My guest today is the one and only Kim Constable, **The Sculpted Vegan**. And she is sculpted, and she is vegan, and she is quite wealthy and successful. Not only that, you guys, she is a wonderful human being. I think she's misunderstood a lot on social media, and so I'm excited for you guys to hear this interview because I felt like I got a true sense of who she really is.

But before that, I just wanted to give you guys a little bit of a life update. I think I told you guys before that I am in the process of house hunting. I'm finally buying a home. And you guys are like, "Sheila, you've been making millions of dollars for several years. What is going on? Don't you already own your home?" No, I don't own my home. I've been renting for several years. Yes, my business has been making ... It's a seven-figure company. It's technically a seven-figure company, and it has been since 2013 or '14. But, the reason why I never bought a home or haven't yet until now is because *everything* that I made I put back into the business.

That's actually the upside to not having your money tied up in a home is that you can have more liquidity in your cashflow to do whatever you want with it. And I thought it was a better decision to roll it back into the business. Because every time I put money into the business, I make it back. I opened another location. I hired more people. I created more content. I put that money into Facebook ads. I created another stream of income, which is my online coaching.

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And for those of you who are just joining me on this show, who have no idea who I am, my name is Sheila Bella. I am a permanent makeup artist. That's how I started. I built a seven-figure permanent makeup business from nothing. I decided that I needed to diversify my income because I didn't feel secure just having this one stream of income from my brick and mortar. So a few years ago, about two and a half years ago, I decided to open up another sector of my business and move into the online space. So now, I have an online business as well as a brick and mortar business, which is great. Which is great. Thank God I did that. Why? Because **COVID** happened, and I am in Los Angeles where my business has been closed basically since March, and it is now October. October!

My tattoo shop, my cosmetic tattoo shop has been closed since March. We were allowed to open in June for about two weeks. Then, Newsom, Governor Newsom, shut us down again. But, the reason why I didn't go into full-on panic mode is because I had another way to sustain my employees, to feed my family, and pay the bills, which was my online business. So what did I do? When COVID hit, I doubled down on my online business, and we've had a record year. We've had a record year. So now, I can officially say that I have built two seven-figure businesses in the beauty industry, one brick and mortar and one online.

Guys, when COVID happened, it was the darkest time of my career. March 2020, severely depressed for sure. Of course I was in panic mode. Listen, my salon *shut down*. The world was **ending**, in my opinion. My event, the Pretty Ambitious Summit, was postponed. We couldn't do it. And it was postponed the day before, the day before it was supposed to happen. I had 400 attendees. I had sold out this event that I worked on so hard for a year. I had 400 attendees, and some of them had already flown to Los Angeles, and I had attendees from different parts of the world.

I was being criticized on social media for not canceling this event sooner. I was also being praised by some people for continuing on with the event despite the shutdown. I had my mentors tell me that continuing on with this event is career

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suicide. Then, I had some other mentors that I was doing the right thing. Keep going. I mean, I was in just a whirlwind of emotions and opinions. And I couldn't even hear myself think. Because not only was the livelihood of all of my salon employees threatened, we were also in the middle of a pandemic. And my reputation in the industry that I've worked so hard to build was now in jeopardy, or I thought it was in severe jeopardy. Plus, I had a bunch of people asking me for refunds and for answers immediately, and I just didn't have those answers right now because I didn't know what was going on with the world.

That was around March 12th, March 12th, 13th, 14th. Yeah, those were the dates that my event was supposed to happen. I just remember it was pouring rain in Los Angeles. And I was crying on and off at the same time. The sky was crying. I was crying. I just felt so hopeless. Then, I don't know what got into me. Sometimes I just need to cry. This was a long cry, though, I have to say. I think two weeks later, I knew I had to be Sheila Bella again. I'm like, "What am I going to do? I'm going to let this thing win? No." So, I decided to figure out way. Figure out a way, not an excuse.

I asked myself, "How is this challenge actually an opportunity?" Because perception is everything. Perception is a choice. I had to figure out where the opportunity here was in this pandemic. So, I found a need, and I met it. I realized that now we had millions of beauty entrepreneurs out of work, and now all of them want to move in the online space. Now everybody needs to make money online. So, I quickly came up with a new masterclass, which was called my Online Course Workshop. I decided, listen, I've had success in this online space as a beauty entrepreneur, and now I can teach other beauty entrepreneurs who now have to fend for their livelihoods, who have zero online business experience, probably not super techy at all. And someone had to show them the way.

Long story short, that first surge of buyers from Online Course Workshop I made \$50,000. I made this course dirt cheap, you guys. I made it dirt cheap because I wanted to make sure that I was giving value. I also saw it as my contribution to the industry that I fell in love with that I'm committed to serving. And with that \$50,000,

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what did I do? I paid for a business coach. Rolled it back in. It wasn't a bright and shiny coach. Wasn't a bright and shiny coach that made you feel good or anything like that, but it was an effective coach. This coach taught me how to quadruple that \$50,000 a month. And from what I learned from that coach, now my online business makes \$200,000 a month.

Why do I tell you that? I tell you that because *I want you to know that I struggle, too.* Like I said, the beginning of March was the darkest time of my career. And also, I wanted to show you why I believe in business coaching so much, because it works. I don't tell you guys, "Invest in my coaching. Invest in my coaching," if I don't also invest in coaching. When presented with an opportunity for my business, I find a way to take it. Because I see my business kind of like as another child, where I would do anything in my power to make sure my other child "goes to college."

The single most important investment I have made for myself and in my business was hiring a business coach. I've hired several coaches, but this one in particular, ugh, is the perfect one for the perfect time. **I realized that watching and reading free tips on the internet or googling how to scale during a global pandemic was not enough.** If I wanted to have stability, if I wanted to turn my already fine and six-figure online business into a seven-figure, multiple seven-figure online business, I knew that me googling tips on the internet is not enough if my goals are going to be as big as that. And frankly, I didn't want to wait. I wanted a concierge how-to service for like, "Here. Here is the formula, Sheila Bella. Here's the formula. Go ahead and implement." And that's exactly what I did.

I also realized that I wasn't focusing enough on sales. No wonder I wasn't making as much as I wanted to. This year alone, I have spent about \$30,000 in mentorship for myself. But because of that, my gross revenue on a monthly basis is now \$200,000. I'm telling you that because you guys are like, "\$30,000 in business coaching just for somebody to tell you what to do?" Yes. Yes. *Because it works.*

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Would you trade 30 grand for 200 grand? Of course you would. And to be honest with you, it was an easy decision. Why? Because as my team member Jasmine always says ... She says it in the morning on our team meetings. She said, "**Scared money makes no money.**" Your business isn't going to grow if you're too afraid to invest in it. I see business coaching as like a college tuition. It's the tuition you pay for the sales education you never got, especially if you're in the beauty industry because they don't teach you that in cosmetology school. They don't teach you that in your permanent makeup training, not to this depth, not to this degree. It takes a scary investment. You want some skin in the game. You need knowledge, risk, and massive implementation. If you aren't willing to do anything, then you aren't ready. Simple as that.

So with that said, if you are ready and you're sick and tired of the stagnancy of just the status quo ... Are you capped out at 5K a month or 12K a month? That's pretty much as far as you can go unless you implement something different. Why don't you go ahead and apply for a complementary 60-minute strategy call with either myself or anyone of my advisors? And let's see if our program will be a good fit. Who knows? It might not. But, you don't know unless you ask. So if you're interested in seeing what Pretty Rich Bosses is all about and how one-on-one business coaching can help you scale your business and get out of the rut that you're in, go ahead and go to [sheilabella.com/apply](http://sheilabella.com/apply). [sheilabella.com/apply](http://sheilabella.com/apply).

All right, friends. I want to get on with this interview, because it's literally going to blow your mind. Kim Constable is in the house, and she's in my house. What? Here we go.

Hey, you guys. What's up? I'm just chatting it up here with Kim Constable, aka The Sculpted Vegan, aka the Million Dollar Mentor. Now, Kim Constable is a vegan yoga teacher turned competitive body builder who built a multimillion dollar fitness empire in 18 months from her kitchen table while homeschooling her four young kids and looking ripped at the same time. You know, no big deal. She is the host of The Kim Constable Podcast and the founder of the Million Dollar Mentor. She's

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known as The Sculpted Vegan on Instagram, and she has hundreds and thousands of followers. 224K followers to date. I'm so excited to have her here on the Pretty Rich Podcast. She's pretty. She's rich. This is the place to be. Welcome, Kim Constable.

**Kim Constable:**

Thank you so much. And I love that actually the Pretty Rich Podcast is like ... I always say to people that the two moneymaking schemes you want to be in are getting thin, getting rich. I'm was like, "I'm in both." [inaudible 00:16:56].

**Sheila Bella:**

Exactly. Was it the three ... What is it? The three types of businesses to be in that make the most money are health, wealth, and relationships.

**Kim Constable:**

Ah.

**Sheila Bella:**

And you are in two out of those three.

**Kim Constable:**

Yes.

**Sheila Bella:**

You will always have a job, Kim.

**Kim Constable:**

Yes. Apparently so. I hope so.

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**Sheila Bella:**

Clearly. I'm so excited to dive into your story. But just kind of just want to warm up my podcast guest with a little bit of rapid fire. Are you down?

**Kim Constable:**

Yes. Go for it.

**Sheila Bella:**

Okay. a little bit of rapid fire. Six questions. Where are you from, and where did you grow up? Start off easy.

**Kim Constable:**

I am from Belfast in Northern Ireland, and I grew up in a little, tiny little village called Islandmagee, which is in the north of Ireland. So, I'm a country girl at heart, even though now I live in the city, except Belfast isn't really a city because it only has, I think, 60,000 people. So, it's a very small city, but that's where I live currently in the north of Ireland.

**Sheila Bella:**

Wow. What time is it there right now? It's 9:00 AM here in Los Angeles.

**Kim Constable:**

It's just after 5:00 PM. So, we're eight hours apart.

**Sheila Bella:**

Okay. So after this you're going to quit, right? Or you still have more work to do?

**Kim Constable:**

Yeah, I'm going to home. No, no. I'm done. I'm done tonight.

**Sheila Bella:**

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Book that's changed your life.

**Kim Constable:**

Oh, there's been absolutely loads of books that have changed my life. But probably one of the most profound recently is Jordan Peterson's 12 Rules for Life. I listened to it on Audible. It was like a long, long listen to, about 12 hours long. But actually, interestingly, from reading that book, the whole final chapter was about his daughter, Mikhaila. There's a whole backstory to that, but I actually reached out to her after listening it. Reached out to her on Instagram, and we have become incredible friends. Like incredible friends. I supported her the whole time her dad was sick recently. So not only did I have profound changes from reading the book, but I also gained a really good friend from it as well.

**Sheila Bella:**

Wow.

**Kim Constable:**

So, double [inaudible 00:18:49].

**Sheila Bella:**

Very familiar. I would say it's in my list, too. Jordan Peterson, we've seen him live like three times. He's helped me through a lot of shit in my life, I have to say.

**Kim Constable:**

[inaudible 00:19:02].

**Sheila Bella:**

I know. And he's so misunderstood. I don't know if I told you this, but my husband had a stroke about two years ago, 36 years old. He was a carnivore like Mikhaila.

**Kim Constable:**

Wow.

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**Sheila Bella:**

I guess it just didn't agree with his body or something. It was severe dehydration. I was in the ICU with him for 10 days. Didn't see my kids for that whole time. Didn't shower. Didn't see. And I just kept thinking about JP, Jordan Peterson, how the antidote to chaos is become the most reliable person, take on as much personal responsibility as possible. That's what got me through was JP.

**Kim Constable:**

Ooh. That gave me goosebumps.

**Sheila Bella:**

I mean, because you can't be the victim at that point. You have to be the victor. You have to fight on.

**Kim Constable:**

Love that.

**Sheila Bella:**

That's so crazy.

**Kim Constable:**

I love ...

**Sheila Bella:**

Our pillars are the same.

**Kim Constable:**

They are.

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**Sheila Bella:**

Who are you inspired by? Because you inspire so many people. I see it every day. You're one of the people that inspires me to do squats and make money. So, who are you inspired by?

**Kim Constable:**

You know, it's interesting. There's nobody. Some people have asked me this before. And of course I could say things like Oprah Winfrey or Brené Brown or these really great thought leaders of our time. And of course people like that do inspire me, but mostly I've been inspired more by, interestingly, male body builders.

There's a male body builder who I'm actually very, very good friends with now. Ever since I interviewed him on my podcast, we became good friends. I would say male body builders probably. From years ago, the likes of Dorian Yates, who I've become good friends with, they really had to work really, really, really hard, really intensely hard and sacrifice an enormous amount in order to get where they were in the body building sphere. There's an enormous amount of discipline required to become a body builder, especially someone at the top of your game.

I guess I'm more inspired by people who have achieved great physical things rather than people who are great thought leaders. But, of course, there's the Gandhis and people who've really ... And Martin Luther King, people who've really changed our world. There's so many people I'm inspired by. But, I guess one of my core principles that I live by is just hard work, discipline, and dedication, and just showing up every day and getting it done. So, I really am inspired by people who have that kind of work ethic. Dorian Yates would definitely be a huge ... would've been a huge inspiration for me, especially the way he developed body building. He went left field completely and developed an entirely different system of training that then became mainstream for many, many people that didn't even exist before.

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So, people who step outside the box, think outside the box, step outside their comfort zone, and don't follow the crowd are definitely people who inspire me more than people who've achieved great things, if that makes sense. I don't know [inaudible 00:22:11] hard. I've been asked that before, and I don't really have one person who I would say, "Oh, yes. This person really inspires me," but people who are-

**Sheila Bella:**

But, you said physicality. Physicality inspires you because it's hard to accomplish.

**Kim Constable:**

Yeah, it's really hard to accomplish. But also, it's more ... Until you have competed as a body builder at the top of your game, you truly don't understand the sacrifice and discipline required to do it. And that then transcends many areas of your life. And I'm not saying that other people in business or ... And again, even to say the Gandhis, or Martin Luther Kings, or Mother Teresas, to say that it's almost so far out. Those people are almost untouchable in terms of their mission and what they achieved. But, real people who I've actually met in my life, who I can relate to, I guess. Someone like Dorian Yates would be a great inspiration for me. Men body builders, interestingly, more than females for me.

**Sheila Bella:**

Interesting. Interesting. Your podcast right now, it's recently renamed the Kim Constable Podcast. I took a look at the graphic, and the tagline is Nobody Cares, Work Harder. I was like, "Yep."

**Kim Constable:**

My husband said that to me as a graphic ... A while ago, I remember he saw it on Instagram, and he said it's me. Nobody Cares, Work Harder. I was like, "I want you to inscribe this on my gravestone. Literally, when you bury me, or cremate me, or whatever you're going to do to me, I want this to be what is inscribed." I can't think of the name. There's actually name for it. Whatever it's called. I can't remember. But, this is how I want to be remembered, with this catchphrase. Nobody Cares, Work Harder. Truly.

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If I could give anyone any advice who wants to achieve anything in business or body building or their relationships or their life, it's like, really, nobody cares. Just work harder. Stop whingeing about it and just work harder. I'm a big one for work harder, and I'm always trying to inspire people to do more with their lives.

**Sheila Bella:**

I mean, I love the no BS sound of that. And it is very inspiring. I think some people might be offended by it, but-

**Kim Constable:**

Yeah.

**Sheila Bella:**

Yeah, I'm totally inspired by it. My last question for this rapid fire was, if you had a billboard on Time Square, what would it say? I guess you just answered that kind of early, right?

**Kim Constable:**

Yeah, yeah. I guess either Nobody Cares, Work Harder or another one, I guess, would be nobody owes you anything. Nobody in this life owes you a single thing. I come across it every single day in business, and people are so entitled. We think that we're entitled to have things or ... And we want things without earning them. It would either be Nobody Cares, Work Harder or it would be Nobody Owes You a Thing. Nobody owes you one single thing. Those would be my billboards. Can I have two billboard? Can I do three?

**Sheila Bella:**

Sure. You're Kim Constable. You're the sculpted ... You'll have The Sculpted Vegan billboard and your Million Dollar Mentor-

**Kim Constable:**

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Million Dollar Mentor billboard.

**Sheila Bella:**

... billboard. Yeah, sure. I'll allow it. I'll allow it.

**Kim Constable:**

[inaudible 00:25:10].

**Sheila Bella:**

When I look at your Instagram and listen to your podcast and everything, I'm like, "Wow. This girl has her ish together. She has her ish together." I see all your designer things. I look at your designer kids, and your designer husband, and your designer house, and your designer team, etc., etc. Then, I'm like, "What?" But what I'm interested in is what's challenging you right now? Because, I mean, you're human. And you say it all the time. But then we look at you and we're like, "No, she's not."

**Kim Constable:**

I know. I know. What's challenging me? Do you know what's really interesting that I have managed to achieve, I believe, is whenever something is challenging me, I feel that I'm a very, very resourceful person. So when something challenges me, I find a way to fix it. So recently, with the launch of my second company, I had to increase my complexity, I call it. Every single time I've hired or I've started ... Whenever I went from doing most of, say, the project management and the business myself, which I used to do, and I hired a full-time director of opportunities who literally took over all of the project management, I had to increase my complexity. I had to level up to now not manage things myself but to manage a team of people managing things.

That was a really turbulent time for me. I remember I was like, "Oh, why am I feeling so out of sorts? Things are hard at the minute. It was so easy." What I realized is every time I find it hard, it's because I'm leveling up and I need to figure out a way. It's funny, my director of operations, Jamie, she said to me last week, "I can see you're reaching your threshold." She said, "Your emotional and your physical threshold

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because we just launched a new company. We brought in 500 new members. They're all in a Facebook group asking questions and wanting support." And I still have the hundreds of thousands of people we have in The Sculpted Vegan. I have many coaches, and I have a whole team.

So, I really just reached the point where I was like, "I was up here, and would then ..." I'm also trying to see my husband, and I'm trying to see my kids, and I'm trying to see my family. I was like, "Okay, something has to give." So I look at what I did recently. That's what I was really struggling with until last week. Then, what I did was I looked at the ... I was like, "Okay, where are all of the areas that I am focusing my time where I could be not focusing my time, where I could hire someone else in to do this for me?" So, that's what I did last week. I hired in ...

My goal in business has always been to replace myself so I'm doing the things in the business that only I can do. That has always been my goal, to constantly replace myself. Last week, we hired a full-time content writer. I've been looking for a content writer for a long time, but I can't find anyone who is like me. But, there's a girl on my team. She's been a coach for over a year. And honestly, I would say she's the only person in the world who has a personality like me. And when she writes ... Well, actually, my copywriter, Allison, is also ... She has my voice, but she's trained to have people's voices, whereas Vanessa is actually me.

**Sheila Bella:**

Naturally.

**Kim Constable:**

But America, you know?

**Sheila Bella:**

Amazing.

**Kim Constable:**

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The conversations that we have are hilarious. I brought her on full-time. She's now working as a full-time content writer. She literally took this enormous amount of work off my plate and just took it away. I was like, "I feel free again. Okay." Then, suddenly, I realized once that was gone, now I have time to spend with my children. Now I [inaudible 00:28:40] with my husband every night. Now I can see my friends for coffee because she literally took five hours a day off my plate and took it away. So anytime-

**Sheila Bella:**

That's amazing.

**Kim Constable:**

Yeah, it is amazing. It is amazing. But, it felt really weird for a few days because I was like, "There's something missing. We should be doing ..." I kept checking my diary. I was like, Christina-

**Sheila Bella:**

How funny.

**Kim Constable:**

"[inaudible 00:28:57] something I should be doing."

**Sheila Bella:**

Oh, my gosh. That's so funny. I need a content writer. What does your content writer do for you? And where do you find one?

**Kim Constable:**

Basically, she takes the ideas that are in my head, and she puts them on paper. One of the things that she does, two of the things that she does at the minute is everything that I ... Every video that I do in the Million Dollar Mentor, every ... I do a live masterclass on Monday and I do a live Q&A on Wednesday. The minute those are

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finished, she takes that, she watches the video, and she turns it into a piece of content.

**Sheila Bella:**

Wonderful.

**Kim Constable:**

She turns it into here's what Kim taught. Here's all the actions. Here's all the links. Here's all the things. And she turns that into an actionable piece of content. Then, she takes that content, she turns it into lead magnets. She takes that one video and she makes it into content for the members. Then, she makes it into freebies that we can put into our other free groups where we can educate people so I don't actually have to spend the time writing anymore. She goes through my podcasts, she listens to the podcast, and she turns those into free pieces of content. Just this week, she took four of our most popular podcasts and turned them into freebies, four lead magnets that we're now going to run Facebook ad traffic to and use them then in an upsell or a downsell funnel series.

**Sheila Bella:**

She just took the audio. The audio, right? Edited it, broke it down into tiny pieces, put some sort of PDF or something or guide with it and an article with it, and then now it's a magnet. Now it's a lead magnet.

**Kim Constable:**

Yeah. Well, it was my podcast always ... I always teach. I start with an introduction of what I'm going to speak, and then I do a story point, story point, story point, conclusion. People know my podcasts always have that. Or my team know they always have that structure. She's able to go, "What's the story? What's the point?" I give her my notes, my podcast notes, too, so she knows where I'm going with it. And she's just taking the content. But, the thing is she's worked for me for over a year as a coach in The Sculpted Vegan program, so she knows the information. She knows

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how I teach. She knows what I would say. She's worked with my directly, constantly every day on WhatsApp.

Honestly, you have no idea what that has done for me. She messages me every day. She's like, "I love my job. You have no idea. This is ..." She was working four jobs before to earn the same money. She was like, "I just love you so much." And I'm like, "No, no. I love you more." She's like, "No, I love you more." I'm like, "No, I love you more." I said to my husband this morning, "It's so beautiful to have this relationship with someone-

**Sheila Bella:**

Yes, yes.

**Kim Constable:**

"... where we're like ..." I have helped her so much, and she has helped me so much. We're both so grateful for each other. It is such a beautiful, beautiful relationship. So that when I struggle, I look at, I go, "Where am I missing something? What's missing? And how can I fix it?" So, I don't struggle very often. And when I do struggle, I know it's because I have a missing resource. So I think, "What's the missing resource, and how can I fix it?" Then, once that happens and then that's fixed, then I find myself able to level up. So, that's good.

**Sheila Bella:**

That's one of your superpowers is problem solving.

**Kim Constable:**

See, yeah. Problem solving. Yeah, yeah.

**Sheila Bella:**

Being a problem solver. I see that in you. Okay, how do we fix it? How do we fix it? That is such a relatable story because I feel that way about a lot of my team members as well. It's such a win-win. And people are so afraid to hire, and

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understandably. Because I think what people think, especially if they've never ran a business, is that if you're good to your employees, your team members, they'll be good to you. But, that's not always the case. I'm lucky I have that now, but it wasn't always that way. I think people are afraid to hire because they're afraid to dilute the quality of their work. They're afraid to be betrayed. They're afraid to let go. But then, it is such a beautiful thing. I have a beautiful team so that I totally related to that. It's a win-win, right?

**Kim Constable:**

It is. But, we're control freaks as well. People don't want to give up control. They're fearful of what might go wrong. But, I've never been afraid of what might go wrong. Things happen. Things go wrong all the time in my company, and we laugh. We put up a ... Just as a general, as a funny thing, we put up this thing last week. My Facebook ads manager put in our team group in WhatsApp, and she wrote, "Oh, my God. One of the ads had a typo in it." We couldn't get the ads approved for the Million Dollar Mentor. We had an absolute nightmare last week.

**Sheila Bella:**

Oh, I'm sure. I'm sure. All those keywords, million dollar.

**Kim Constable:**

I know.

**Sheila Bella:**

How is that going to get approved?

**Kim Constable:**

I was like, "Million, such a crazy word." So, one of the ads went up and it said ... Instead of saying, "From mom of four to online entrepreneur," whatever it said, it said fron, F-R-O-N. And it said it in big, massive gold letters. My designer who made it missed it. I missed it. Vanessa, my Facebook ads manager missed it. We all missed it, and we went live as an ad. So, of course everybody then started commenting. Fron,

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fron, fron. Then, people started like, "This is ridiculous. I was going to sign up for this, but I'm not going to sign up to a company that-"

**Sheila Bella:**

Oh, gosh.

**Kim Constable:**

"... even spell right." So, we inadvertently hacked Facebook's algorithm because the amount of comments that we got people wanting to correct our thing, it was brilliant. It drove so much traffic to the ad. But apart from that, the reason that I'm saying is she posted in the group, and I ... She posted the graphic, and I actually snorted with laughter whenever I saw it. I was like, "Oh, my God. This is the funniest thing I've ever seen." Everyone then started putting up laughing emojis. They were like, "This is hilarious." I was like, "I'm tempted to leave it because it's obviously bringing in so much traffic."

**Sheila Bella:**

Of course.

**Kim Constable:**

We were having a laugh. Then, my designer, he was obviously, "Oh, no." Then, he went away. He fixed it really quickly. He uploaded the graphic, and then he put up this other graphic saying, "I'm am dyslexic," with a ... I am dyslexic with a cross. Obviously he was making fun of himself. I could've gone, "This is ridiculous. This is so bad. This is such a bad reflection on the company and on our standards." Really? No. Mistakes get made. Shit happens. You laugh, and you move on, you know?

**Sheila Bella:**

Yeah.

**Kim Constable:**

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I don't get upset about things. I don't get upset when things don't go right. I'm the kind of person, honestly, when I hire, I go, "Do you want to do the job?" They go, "Yeah, okay." Okay, you're hired. I go, "Fly, bitch!" I just push them off the ledge. Just go make the job your own. And if you have any questions, come ask me. I just give people a responsibility to do the job and make mistakes, and I don't get hung up when mistakes are made. Mistakes get made. You learn and grow.

**Sheila Bella:**

Oh, gosh. I totally relate to that. I have a similar leadership vibe, I suppose, like, "Yeah, go."

**Kim Constable:**

I'm like, "Fly!"

**Sheila Bella:**

Oh, you have questions?

**Kim Constable:**

Push you off the ledge.

**Sheila Bella:**

I'm that type of friend that's like, "Okay, on three. I'm going to push you on three. One, two, push."

**Kim Constable:**

Yes. Push. I'm exactly the same.

**Sheila Bella:**

Exactly the same. Hilarious.

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Hey, PMU friends. Listen, I don't talk about or promote anything on here that I don't believe in or use myself. And right now, I got to say my favorite place to shop for quality PMU and beauty supplies is HYVE Beauty. They have the best selection. And my favorite part about shopping at [hyvebeauty.com](https://hyvebeauty.com) is getting the package. It feels so personal. It always makes me so happy opening up a HYVE package from the mail because it feels like I'm getting a package from a friend. I don't know how they do it or make people feel this way, but they manage to do it with thousands of happy customers all over the US and Canada. And I'm definitely one of them. You should really go check it out so you know what I'm talking about. And if you want to save 15% off storewide, guess what? Today's your lucky day. Just type in the code Sheila, S-H-E-I-L-A, 15, and get 15% off storewide. So, check out [hyvebeauty.com](https://hyvebeauty.com). Link is in the show notes.

I know you just launched your new business called **Million Dollar Mentor** that's already made half a million and it's only been, you told me, a week and a half. That's insane.

**Kim Constable:**

Well, it started last week. The program started last Monday, but we had a two-week promotional period. We sold, I think, 532 programs in 14 days, so \$530,000 we made. But, here's the amazing what my team is able to do. We only had the idea for this program four weeks before we launched.

**Sheila Bella:**

Wow.

**Kim Constable:**

I only had the idea. I didn't have a name. I didn't have a concept. I didn't have a website. I didn't have a program. We had nothing. The idea started to formulate. I started to mull it over and talk it over with my team. Then, one day I was like, "Bam! I know what I'm going to do. I'm going to start this Facebook group. I'm going to give people full access to me behind the scenes, and to my team, and to ask questions." I was like, "Let's do this, guys." And within four weeks, we had promotional content,

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videos. We had a webinar. We had Facebook ads. We had emails to the list. We had content for that week. My team can pull together a launch so fast it's unbelievable. It was idea to launch in four weeks. Then, we made half a million dollars within the two-week promotional period. It's insane.

**Sheila Bella:**

Speed wins. Speed wins. How many people are on your team?

**Kim Constable:**

Somebody asked me this yesterday, and I counted. I was like, "One, two, three." I think about 17 full-time we have now, and then we have ... I have other contractors that I work, about another four contractors that I work with ... They're on a monthly retainer.

**Sheila Bella:**

Wow. That's incredible. On your latest podcast, you talked about, or one of your latest podcasts, you talked about how as you were getting shredded you were also getting rich. As you were getting pretty, you're also getting rich. You said this super unapologetically. And I feel if anybody just tuned into just that part of your podcast, they wouldn't understand the full picture, right?

**Kim Constable:**

Oh, no.

**Sheila Bella:**

I understand you probably get misunderstood all the time, just the same as I get misunderstood all the time because I'm the freaking host of the Pretty Rich Podcast. How shallow are you? But, I support that 100%. I love seeing women like you win. And I'm glad you talked about it so freely. Because you can't get anything done in this life without doing hard things. I'm sure people ask you all the time like, "How can you get rich and ripped at the same time?" You're living the dream, right? Because that's something that everyone wants to do simultaneously. Lower body fat, more money in the bank.

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**Kim Constable:**

Yeah.

**Sheila Bella:**

Right? You managed to do those things and so many more things in your life, like being a mother, and a wife, and you shower, and you look great, right?

**Kim Constable:**

[inaudible 00:39:45].

**Sheila Bella:**

And getting Botox. In my experience as anything that I've done that's ever been worthwhile, in my opinion, that's meant a lot to me, it all comes down to grit. Whether it's physical grit, emotional grit, mental grit, grit is grit is grit. So, it totally makes sense to me why somebody who's a billionaire, oh, also has abs. The bottom line is they have the mindset to push through doing hard things. **There's definitely a correlation between fitness and business**, and I think you are the perfect person to speak on this having had had success in both realms. From your experience, can you elaborate more on where they overlap? Because I think most people think like, "Okay, I can't workout right now because I'm building my business." So, what are your thoughts on that?

**Kim Constable:**

I do talk about this a lot in my podcast. I didn't even know this until it started .... I didn't even realize this until I started teaching. I'm the kind of person, honestly, that I just jump into things. I just go, "Yeah, that should be really fun. Let's try this." And I just jump in head first. Then, I learn all the lessons along the way.

What I realized as I was training for body building and as I started then training other people for body building, I began to realize that my body building programs aren't really about getting ripped. They're not really about getting a six pack or building a body. It's about what is underneath that. Because the body is the effect of

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something else, just like money is an effect of something else. Money in and of itself is an effect of something else you've done over here. "People then purchase your program, and they purchase your product. The money then flows to you as an effect.

But people who go after money in and of itself, start a business just to make money, quite often aren't successful because that is not how money flows. And it's the same with working in the gym. So, a lot of people go to the gym, and they expect fast results. They expect that they'll build ... People always say to me, "Oh, I just want to tone up. I don't want to look like you." I'm like, "Sweetheart, I did not get this way by accident. Believe me. I did not wake up one morning go, 'Oh, my God. My biceps are too big. How did this happen?'" It doesn't happen by accident. You don't get rich by accident. You don't get ripped by accident.

The correlation between the two, to answer your question, really is body building and training in the gym is about two things. It's about, one, setting a goal, which is the first thing that we get our members to do in everything. People say to me in Instagram all the time, "Oh, how much cardio should I be doing?" I'll say, "Well, what's your goal?" They go, "To lose weight." I go, "Well, that's really specific. Well done you. That's great, to lose weight. How much weight do you want to lose? How much body fat do you want to lose? What do you want to look like?" And they're like, "Uh. Ooh, uh." People just don't know. They don't know what they want to look like.

In body building, you have to set a goal first. You have to say either, "I want to look like this. I want to weigh this." We don't like the scale, though, because it's not ... I'm actually 10 kilos ... I'm actually 22 pounds heavier than I was when I started body building four years ago, so I would be suicidal if I was measuring on the scale. But, I say to them, "You have to have your very specific goal of what you want to look like, how much muscle you want to build, what you want your quads or your booty to look like, but you have to be specific with where you're going. Then, you have to next set a plan of how you're going to get there."

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Quite often, you set your goal first, and then you work backwards to where you are now and what you need to do to achieve it. Then, you have to show up every single day with discipline, with consistency, with dedication. You don't need to be 100% consistent, but you need to be 95% consistent every single day with your macros, and your calories, and your training, and your cardio. And you need to be on plan every single day, and you need to learn how to not feel like doing it but do it anyway. Will Smith always says, "If you're scared, do it scared," and I love that.

Quite often, I'll be lying on the couch and I'll be like, "Oh, I do not want to do my second cardio." But, I know I've had this feeling so many times of not wanting to do something. Then, I know once I make myself get up, and I put on my shoes, and I get out the door, and I start walking for one minute, I'm like, "Oh, I'm so glad I did this. What a beautiful evening. It's so fresh, and it's dark. The dog's happy." I had a state change.

I think that what we don't realize is many times in life, wherever you ... What is this saying? Wherever you go, there you are. So whether you walk into the gym, or whether you start a business, or whether you decide what kind of mother you want to be or what kind of relationship you want to have, you are who you are in any of those disciplines. But what you need to work on first is yourself. You need to work on your ability to show up when it's hard, your ability to make a plan and stick to it, your ability to work every single day towards a goal, whether that be in the gym, whether it be in your business, whether it be training yourself to be better making videos or whatever. You have to first work on yourself.

Then, once you develop, once you realize you're the kind of person who shows up and does what they say they're going to do, you build your inner word to yourself. I have a whole podcast on this. People write to me all the time and they say, "I listened to your podcast, and I cried. I actually cried." Because I say in the podcast, I'm like, "If you can't believe your own word, you have nothing. Nothing. If you say, 'Tomorrow I'm going to start that diet,' and you don't start, 'Tomorrow I'm going to make that phone call,' and you don't make it, 'Tomorrow I'm going to work on this business,'

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and you don't do it, if you can't believe your word to yourself, you have absolutely nothing." So when you build your word to yourself, when you go to the gym when you don't feel like it, when you consistently show up for yourself in business, when you consistently show up for your kids, or your husband, or for your team, it transcends every area of your life. Every area of your life.

There's so many crossovers, I believe, between body building and business and learning that discipline, having that discipline. First in yoga because I was a very successful yoga teacher before I moved into body building. But, having that daily discipline, consistency of practicing yoga and then transferring that over into body building and showing up discipline ... disciplining myself to do the hard thing even when I didn't feel like it, that's the skill that most people are missing in this life. We're too governed by our body feelings. We just didn't feel like it that day.

People say to me all the time, "Do you train when you have your period?" I'm like, "Do I train when I have my period?" Do you think if I called my trainer and was like, "Mark, I'm not coming training today because I have my period," he would go, "Okay, sweetheart. You go back to bed with a cup of something warm and a couple of Advil"? He would say, "Get your ass over to this gym now." It just wouldn't happen.

I think we're too governed by our bodies. We let ourselves off the hook too easily. And that's why we're poor, and fat, and unhappy because we just let ourselves off the hook. We need to stop letting ourselves off the hook. Pull up your big girl pants. Nobody cares. Work harder. And that is kind of my governing ethos that I try to teach people in body building, in business, in every single walk of life. Build your inner word first, and everything else will follow as an effect.

**Sheila Bella:**

I love that. I'm going to send you this recording. You must put that out on social media. It needs to go viral right now.

**Kim Constable:**

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I will.

**Sheila Bella:**

I mean, it went viral in my head. I'm going to have to play that for myself every morning. Guys, isn't she amazing? Oh, my gosh. [inaudible 00:47:15] freaking Constable. I'm going to change the subject a little bit. I watched your TED Talk last night. You are an advocate for homeschooling because you homeschool your four children. This is something my husband and I talk about all the time because that's something we're toying ... We're toying with the idea. But, I want to touch a little bit about unschooling and homeschooling. What are the common myths around it? Why did you ultimately decide to choose this route? Because I'm so interested in this, and I'm highly considering it for my own kids as well. But, I wanted to hear it from you because, I mean, how long have you been doing this? You have four kids.

**Kim Constable:**

Forever. My kids have never gone to school. We've always, always homeschooled. We've always homeschooled. I think that the common myths around school are that your children won't be socialized. I'm like, "Hello." We have a chef, a housekeeper, two full-time ... two gardeners. I came home today, and I was like ... I came home. I was doing something this morning. I went shopping in Belfast this morning because I have a photo shoot tomorrow. I came home, and our chef's in the kitchen. Our housekeeper's there, and the boys are just on their way out to tennis match. There's two gardeners there doing the edging around the driveway. There was a guy there painting the garage door. Then, there's people arriving in and out. I was like, "Our house is like a hub of activity, so there's no way my kids are not going to be socialized." But apart from anything, they do have a huge amount of friends that they see.

But, common myths, I think ... Here's the thing. It's not even that there's myths about homeschooling. Let me tell you what happens with homeschooling. People say to me, "Oh, my God. You homeschool? I would love to homeschool my kids." I tell them about what ... They're like, "What's it like? What time do your kids go to bed?" I go, "They go to bed whenever they want." They're like, "Whenever they want?" I'm like,

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"Yeah." What time do they get up? Whenever they want. What do they learn during the day? They learn whatever makes them happy. We talk about we have no rules. We have no punishment. We have no naughty step. My kids have never been yelled at or punished. We have punishment with integrity, which means if they do something bad, we talk about it. We discuss it. We agree on a consequence, something to repair the damage.

There's a lot of open and honest communication happens in our house. Whenever I talk to people about it, they go, "Oh, I would love to do that." I go, "Why don't you?" "Oh, no, no. I never could." So immediately, whenever I talk to people, I go, "But, what we do, it makes sense to them." They go, "This makes so much sense." I say, "Why don't you do it?" "Oh, no, no. I never could." I go, "Why couldn't you?" They say, "Oh, because ... I just wouldn't know like ... Do they not need qualifications?" And immediately, all their fears start kicking in. This is what stops people from going to the gym. This is what stops people from-

**Sheila Bella:**

Same thing.

**Kim Constable:**

Same thing. They're like, "I would love to do that. Oh, but I couldn't. What would people think of me? What happen if this? What would happen if that?" We're trained to believe that you grow up, you got to school, you get some qualifications, you go to college, you get a job, you work your way through that job. Then, you get married. Then, you have babies. Then, you retire. Then, you die. We have this beaten path, and we're so terrified of veering off the beaten bath in case something bad happens.

I think it's a case of getting okay with not knowing. People ask me all the time, "What's going to happen when your kids are 18?" I go, "I don't know." They go, "Wait. What do you mean you don't know?" They're really shocked that you don't know. They expect you to go, "Well, when he's 18, he's going to do this." They start

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questioning you. "But, how are they going to such-and-such, whatever," and I'm like, "I don't know." I'm okay with not knowing. I'm okay with life unfolding the way it's supposed to unfold. But, we have this set plan. Life must go this way. The kids must do this. They must get this. They must get this.

Then, there's all these myths. Oh, but surely they need all these qualifications? What for? My 15-year-old is starting his podcast next week. We're setting him up with a website. My coach is coaching him on how to become ... The different techniques he used to coach people, and he's going to start coaching people online. His goal is to have his business set up and running by next year. And he's 15. So, I'm like, "I don't really see that he's going to need a qualification for that."

Then, people go, "Oh, well that's all right for you because you're an entrepreneur. You have all these resources, and you can give him this. But, what about me who has to work? I need to send my kids to school so I can have the daycare." Well, that's okay, and it's okay to be honest about that for yourself and say, "This is what I want, and this is why I'm choosing it." But, don't say it's impossible or don't say ...

I guess what I would ask people to consider if they're considering homeschooling is school is so antiquated. It's just something we've been trained to believe, with need to do with our kids in order to get a specific result. But, there is no guarantee that you come out of school or you come out of college and you're going to have a job. None. I know many highly qualified people with degrees, and college educations who are jobless. They have no experience, and they can't get a job. So, it doesn't guarantee you anything anymore. Whereas the way I look at it is I would rather my kids spend all their time learning something they're passionate about, which ultimately they become geography, and mathematics, and science, and all of those different things because it's this ... I didn't study business. The reason I-

**Sheila Bella:**

I was going to ask you that. Do you have a formal degree in school or no?

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**Kim Constable:**

Yes. I went to university, and I got a degree in business studies. I barely scraped a two-two. The lowest award you can get is called a third. You have to get under 40% to get a third. I got 39.5. I got a first in partying. All I did all the way through university was drink, and party, and take drugs, and smoke dope. That's all I did in university. I learned nothing. I barely made it to any of my lectures. I learned absolutely nothing. It was four wasted years of my life.

Then, the reason why I was so good at business is because suddenly I find myself having to figure it out. So when you put your children in a position where they have to figure it out-

**Sheila Bella:**

Figure it out.

**Kim Constable:**

... rather than someone standing at a blackboard going, "Copy what I'm saying. Learn it and write it down ..." There's two ways that children learn. There's two ways human beings learn. There's deductive learning, which is I tell you the information. You accept it on good faith. You learn it, and you repeat it back to me. That's deductive learning. So if I say to you, "This is a pen, and it is for writing," and I hand you the pen, that's deductive. Whereas if I say to you, "Here. Think about what this is," and you're like, "Huh." You take the lid off, and you ... Ooh. It's black. Then, you start to realize now suddenly you figure out what the pen is for yourself. You have much more of an experience of it than my going, "This is a pen. It writes on paper. You can use it for whatever."

School is a very deductive learning process. They ask children to take information on good faith, to part learn it, to commit it to memory, and to parrot it back many times. It's not an inductive learning process. So, we come out of school really, really, really good workers who can take information on good faith, parrot it back to people, and become good line workers. Entrepreneurs generally don't do well in school because-

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**Sheila Bella:**

Figure it out.

**Kim Constable:**

... they think outside the box. They don't want to be trained to follow the curriculum and do what the teacher says and do what everybody else is doing. They want to do things differently than other people. But, the interesting thing is we shove our kids in school, and we go, "Now, go to school for 18 years," and we drain all of their creativity and spontaneity out of them. Then, they leave school and we go, "Now be a creative, free-flowing, outside-the-box-thinking entrepreneur." And they're like, "But you've just spent 18 years training me not to be that way."

So, it depends what you want for your life. Some people do want their kids to go to school. They're like, "No, no. I just want them to get a job. It'll make me feel safer if I know they have an education. They can earn 30,000, \$40,000 a year. They can have a family, pay their mortgage. That makes me feel happy." Then, there's other moms like me who are like, "That is the last thing on this earth I want for my children." Because I see so many people who live that life who are miserable. I don't [inaudible 00:55:18] kids be miserable. If they want to go live in a bloody hippie commune in India or in outer Mongolia and build mud huts and that makes them happy, I'll send them off with my blessing. As long as they're happy, that's all that matters for me.

I've never placed education as the most important thing for my children or money. Their happiness, and their self-esteem, and their joy for life has always been at the forefront of my goals for them. And as long as I feel I'm achieving that as a parent, I think I'm doing a good job.

**Sheila Bella:**

Amazing. Well, what an eye-opening rant. Thank you for doing that here. My wish for my children that I pray every night is I just want them to be grateful adults. Just grateful adults. I think gratitude is the most important thing to me. This makes sense now after hearing you talk about this why that's so aligned with me because

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natural consequence is the best teacher, and that is also ... That fosters gratitude. The thing that fosters gratitude most is natural consequence.

**Kim Constable:**

Yeah, I love that.

**Sheila Bella:**

Yeah.

**Kim Constable:**

[inaudible 00:56:26] that.

**Sheila Bella:**

What? Another subject shift a little bit. Lately, you've taken a stand against your haters on social media. They're everywhere, believe it or not.

**Kim Constable:**

[inaudible 00:56:38].

**Sheila Bella:**

I listened to a couple of your podcasts and read a few of your posts and watched your stories, and you get it all the time, right? The theme that I'm getting from you is you've had it playing nice with these trolls, and now you're just calling them out. It's fun to watch, actually. I admire you for doing that. Because people tell me like, "Sheila, stop wasting your time. Why would you ever repost that? Why would you even waste your time on these trolls?" I've heard people say that you ... people who accuse you of creating eating disorders through your programs when clearly that's not the case. Your biceps-

**Kim Constable:**

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No.

**Sheila Bella:**

Clearly were build from calories.

**Kim Constable:**

Do I look like I have eating disorder?

**Sheila Bella:**

Right? I know you have your share of haters who are, in my opinion, losers because they call you narcissistic and vain. We have a lot of entrepreneurial listeners right now who are afraid to put themselves out there, post on social media, or put anything out there out of the fear of criticism. Their fear is so crippling that they can't even show their face or much less go live. Everything needs to be so perfect. But even if you post something perfect, that doesn't mean you're not going to have trolls.

In my experience, I've also had my share of trolls and haters who say similar things about me telling me I'm annoying, my husband ... Your husband must be so annoyed by you. Then, they ask me if my eyes are real because my eyes are so big. They ask me, "Why do you hate your Asian eyes that you wear contact lenses? Do you hate your Asian eyes so much? Do you hate the fact that you're Asian? Is that why you have blonde hair? Why do you hate yourself so much?"

**Kim Constable:**

How dare you have an identity?

**Sheila Bella:**

How dare I?

**Kim Constable:**

How dare you?

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**Sheila Bella:**

So, super rude people who aren't brave enough to show their own face. Typically, when you click on these trolls and their Instagram profiles, it's like it's not even their face.

**Kim Constable:**

No.

**Sheila Bella:**

They're not even brave enough to show their own face. What would you say to somebody listening right now who holds themselves back due to the fear of criticism and haters, who are paralyzed by that fear?

**Kim Constable:**

Well, what I realized recently was ... Just to give you a bit of backstory, my husband ... I think men are very prideful. My husband hasn't understood a lot of what I do on social media. Whenever you have a lot of pride, you care a lot about what people think of you. I truly never made decisions in business or in life based on what people will think of me if I make this decision or what people think of the decision that I made. So, my husband used to question a lot of my decisions. He would've said, "Why are you doing that? Why are you even responding to that? Why are you even giving that any air time?" I said to him ...

So, there's two things which I want to bring into this. The first one is, I said to him, "Why do you think I'm doing it?" He said, "What do you mean?" I said, "Why do you think?" I said, "You obviously have a reason or you think that I'm doing it for some reason, why may or may not be true, but why do you think?" He goes, "Well, I don't know. Is it that you just get sucked into it or you want to try and prove them wrong or you want to be right?" I said, "Nope." He said, "Oh. Well, what is it then?" I said, "Everything I do is strategic, especially when it comes to my Instagram."

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I just don't post things willy-nilly. People are like, "You're so real and so raw on Instagram." Which I am. But also, there's a lot of stuff you don't see that I keep away from Instagram because I have it separate. I know what I want to put up, and I know what I don't. But, everything I do is strategic.

My highest goal has always been to help people. And that's why I'm successful, because I don't think about how much money I'm going to make or whatever. I think about how can I help this person to be happier, to look in the mirror in the morning and feel proud of what they see and who they have become? How can I help this person to have more joy in their life? That's always been my highest goal. What happened was, whenever I started getting the haters, I ... Of course I'm triggered by them as well sometimes, especially if they're really nasty.

A couple of times when I posted on my Instagram, I was inundated with a flood of messages of people saying, "Thank you so much for posting this. This makes me feel so much better to see that you have this as well. This happened to me. I got this." So, they started flooding me with messages thanking me for showing them how to deal with it. I was like, "Oh, wow. This is a massive missing resource that people have." Because a lot of people hold themselves back not because they're scared of the haters but because they don't have a strategy, or a tool, or a resource to deal with the haters.

I realized that me showing how I deal with the haters was actually helping other people. They were coming back to me and saying, "Oh, my God. I did totally what you did. I posted on my Instagram, and I responded to this person. I called them out, and I loved it." That's why I started showing a lot of the stuff that I responded to.

But, I always remember hearing a quote. The reason why I call the haters out, and I respond to them, and I don't let it happen on my page is I remember hearing a quote years ago. I can't even remember who it was by. But, I want to say Gandhi or someone. They said, "Bad things don't exist in the world because of the people who do them, but because of the people who stand by and say nothing." It always stuck

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with me, and I thought it's true. People will do bad things. But if you see something bad and you say nothing, you're saying, "I allow this to exist in the world. I accept that this is okay." Your silence speaks far louder than your words. I think the reason why trolls have become so prolific online is because the information or the advice you're given by anyone who gets trolled is ignore them.

**Sheila Bella:**

Yes. That is the advice you get.

**Kim Constable:**

Ignore them. Don't give them your time. They'll go away. They don't get away. They get worse. The reason I believe why trolling is getting worse is because nobody is standing up to them so they ... I imagine trolls to be like ... You know sometimes if you're ever on a diet and you think, "I'll just have a little bite of that, just one little bite." And you have a little bite of it, and you're like-

**Sheila Bella:**

[crosstalk 01:03:04].

**Kim Constable:**

Then you're like, "Ooh. Ooh. I don't have a fat stomach after that one little bite. Maybe next time I'll have a bigger bite, and maybe a bigger bite." Then, you're down the rabbit hole of is my ass bigger because I ate that full cookie. Then, you realize it isn't. So, you learn to push the boundaries. Human beings are natural, one, adversity seekers, and, two, boundary pushers. Jordan Peterson says if you make a playground too safe, children won't play in it. Human beings are natural adversity seekers. So if we don't have enough natural adversity in our lives we-

**Sheila Bella:**

We create it.

**Kim Constable:**

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We create it. I have so much adversity in my life. Sometimes I see something on Instagram that I don't agree with, and I go to write a ... I think, "I'm going to respond to this." I get halfway through, and I go, "Hang a second. Do I really want to respond to this? Because this is going to open up. People are going to then [inaudible 01:03:50] going to come back, and then I ... Do I really want ... Do I have time to put this out there?" I go, "No, no, no. I don't." I just delete the whole thing because I just don't have time to engage people on Instagram because I have so much adversity in my life. So what happens is these trolls-

**Sheila Bella:**

That's true.

**Kim Constable:**

... they troll a little bit, and nothing happens. It's like, "Ooh. I got to feel better for a minute." Because understand, the reason why someone would put you down is because they see you doing something, and they see you being beautiful with these beautiful big eyes, and these lovely long lashes, and they look at you and they think, "God, she's successful, and she's happy, and she's beautiful," and that causes them pain because it reminds them of everything they're not. What they do is they go, "Your eyes are so huge. You look so ugly." Then, they go. For an instant, they feel better. For an instant, they feel better. It's actually like a cross-wiring. They feel better for an instant because they put you down and it felt good.

If nobody checks that, if your children make that mistake and you don't check them, that can be a pattern that they can continue on in their lives because they realize in that moment when I lashed out and I hit my brother, I felt good for a second. Me hurting him felt good for a second. It's just a natural discovery that human beings make.

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So these trolls, this is what happens with them. And if you don't come back at them, they realize they can get away with it. It's almost like someone who realizes they can steal and have absolutely no consequences. If we learned as children that we could steal and have zero consequences, we would probably become thieves. We would keep stealing, and stealing, and stealing, and stealing, and stealing because nothing bad would ever happen.

**Sheila Bella:**

Nothing bad happens.

**Kim Constable:**

So, if these trolls put ... If they troll you online and they say something mean and they don't get any negative ... They don't have anyone come back and them and say that's not okay, they continue to do it. So whenever I realized this, I realized how much it was helping people. Then, I went back to my thoughts of if we allow bad things to happen in the world, then they will continue to happen, I decided, well, I'm not going to just sit back and ignore this. I'm not going to ignore them because it isn't going away. It's getting worse. So, I decided to hit back.

Once I decided to hit back ... And sometimes I do it laughingly. I make fun of them. Sometimes I poke at them and I make fun of them. Or sometimes if they're really, really nasty and mean, I just screenshot them. Then, I just put them on my Instagram, and I do a whole big story of them. But, what I have realized is since I started doing it, the amount of trolls I get has plummeted.

**Sheila Bella:**

Interesting.

**Kim Constable:**

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Plummeted. They've stopped trolling me because they know on my page they won't get away with it. Now, I don't think they've stopped trolling. I think they've probably gone and found someone else to troll. But, they don't troll me because they know that they're not going to get away with it. Still, you get some outside people come in and trolling. But then the minute they do, all my followers like, "Ah, you're going to get it now." They're getting the popcorn, sitting, watching the show because they know what's going to happen.

That is why I do it. That is what I teach people. What I try and give people now is tools to deal with it. I find that when you have a tool to deal with something, you don't feel so overwhelmed by it. And if we're told, "Ignore it. Do nothing," that's not a strategy that you can teach someone who's new and who's putting themselves out there and having this happen. You need to give them a tool that they can use to overcome it. But also, I don't believe ... If someone came into your store, if you had a beauty salon and somebody came in and went, "You're an absolute dickhead." I'm sorry. I swear really badly. I've tried not to say the F word too much, but I'm really bad. Someone comes in and goes, "You're ugly. Your store stinks. You hurt people," you know what you would say? Get the ... out of my store now. You wouldn't stand there and go, "I'm ignoring you. I'm ignoring you." You wouldn't let them stay and fight with your followers. You would kick them out.

So, I always say to people if you wouldn't let them stay in your physical store, why would you let them stay in your virtual store? My Instagram is my virtual-

**Sheila Bella:**

Virtual.

**Kim Constable:**

... world. I wouldn't let anyone come into my house and shit on the carpet, so I'm not going to let them come in and do it on Instagram either. Since I adopted that ... I never ignore them. I've always either deleted, blocked them, or replied to them. But since I've started teaching other people to do that, they have written to me and said,

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"I feel so empowered by this. I actually have a strategy. Everyone else is telling me to ignore it, but you can't ignore it when it hits you so bad." But, can I tell you one more thing? Do you know why people say to ignore it?

**Sheila Bella:**

Why?

**Kim Constable:**

I've had a lot of people write in to me and saying, "I'm really sorry, but I'm going to unfollow you. I really enjoy your content, but ..." Yeah. You have no idea. And these are actually people who are kind of nice or whatever, good followers. They say, "I'm going to unfollow you. I really enjoy your content, but I just can't stand to ... I think that you're getting too caught up in these trolls. You're getting too caught up in the drama. This is becoming the focus of your Instagram, and I don't want to be here anymore."

**Sheila Bella:**

Interesting.

**Kim Constable:**

You know what they're really saying to me?

**Sheila Bella:**

What?

**Kim Constable:**

Seeing hate in the world triggers me and makes me feel uncomfortable. I follow you because I want to be comfortable, and now I'm not comfortable not because of what I'm doing but because I don't want to see the hate in the world. So the reason why we tell people to delete and block or, sorry, just to ignore the trolls is because it makes us feel uncomfortable, and people don't want to be uncomfortable. We literally spend our lives seeking comfort. But, I'm not that way, and you're not that

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way. The most successful people in the world do not seek comfort. We seek discomfort on every level.

A lot of followers, they just want comfort. They don't want to see this hate. That's why they close their eyes to it. That's why they pretend it doesn't exist. That's why they tell people to ignore it because they don't want to see it. It's like a little child standing in the corner with its hands over its eyes saying, "You can't see me," pretending that they're invisible. They're not invisible. They're there, and they're real.

If people don't get okay with being uncomfortable, they're never going to grow. And if you don't want to be uncomfortable, don't follow me on Instagram. Because I will post funny stuff, but I will post stuff that will challenge your beliefs and make you feel uncomfortable. And that's what people are really saying when they say they don't want to see it.

**Sheila Bella:**

Wow.

**Kim Constable:**

They're just saying, "This makes me uncomfortable. I don't want to look good. I just want to be comfortable."

**Sheila Bella:**

Interesting.

**Kim Constable:**

Having [inaudible 01:10:01] never be my highest value ever. But, I think we need to get better at it. We really do. We need to get better at it.

**Sheila Bella:**

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Yeah. If you see something bad, if you see something that's not okay, call it out. That makes sense to me. I think also, the pushback might be, well, don't you think that these trolls enjoy the attention. But based on your research on your own Instagram page is that they actually don't because the amount of trolls that you got has plummeted since adopting this strategy, I guess, since calling them out.

**Kim Constable:**

[inaudible 01:10:37] fans.

**Sheila Bella:**

Yeah. Say that again.

**Kim Constable:**

I said we call them confused fans.

**Sheila Bella:**

Confused fans. They're jealous fans.

**Kim Constable:**

I was like, "No idea how many confused fans I have." I had a girl recently who was literally ... We actually sent her a cease and desist letter because what she was saying about me in one of the big vegan body building groups was so defamatory we actually could've taken a lawsuit against her. My followers kept saying, "You should see what this girl is saying about you in this group." So, they kept sending me screenshots. This is probably what you saw on my Instagram.

I sent it to my director of operations. I said, "I want to send this girl a cease and desist letter because it's actually just defamatory what she's saying now." So whenever she went in to find her, she realized that not only was this girl on my mailing list and opened every single mail out that we sent, she had joined my Million Dollar Mentor webinar, two-hour long masterclass, and watched the entire thing from start to finish.

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**Sheila Bella:**

No. Yes.

**Kim Constable:**

And she follows me on Instagram. [inaudible 01:11:35] she follows me on Instagram.

**Sheila Bella:**

Yes.

**Kim Constable:**

Truly confused fan.

**Sheila Bella:**

Yes.

**Kim Constable:**

Truly confused fan.

**Sheila Bella:**

Oh, my gosh. Yeah, that is how trolls are. They take the time to watch the whole thing.

**Kim Constable:**

The whole thing. Two hours long.

**Sheila Bella:**

They know everything about you, but yet they say they can't stand you. How masochistic are you?

**Kim Constable:**

I know.

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**Sheila Bella:**

You're going through the pain of watching me and following me. I thought you hated me. That's hilarious.

**Kim Constable:**

Imagine if they took that energy, and they channel that into something productive. Truly. Imagine if they took-

**Sheila Bella:**

Yes.

**Kim Constable:**

... all that time, and energy, and effort that they put into ... and all of that grit, and determination, and feeling that they generate around you and they channeled it into something productive. Imagine how much better the world would be. They're so confused.

**Sheila Bella:**

Negative feelings are a good thing. It depends what you do with it. So, yeah. Sometimes, I think when people are too comfortable or too complacent, I'm like, "Oh, you're not really going to accomplish anything in life because you're just too comfortable." That's the other C word.

But, yeah. I mean, somebody like that who's angry or who's got a lot of drive and who has a chip on their shoulder, yeah, I'd hire them if they knew how to channel their angry. Oh, my goodness. Never thought about it that way. You helped me change my mind on that. Why am I just ignoring these trolls? Sure.

**Kim Constable:**

No, I wouldn't ignore them.

**Sheila Bella:**

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Sure.

**Kim Constable:**

[inaudible 01:13:05] laugh about it. People love it when you laugh about it and you think ... Also, one more thing, can I say, just I don't-

**Sheila Bella:**

Sure.

**Kim Constable:**

I know I'm talking a lot. This should be a conversation, but ... One of the other things is that the more successful you are in the world, the more you're going to get hated on. I have now seen it as a mark of respect. The more you are yourself-

**Sheila Bella:**

Yes.

**Kim Constable:**

... the more you stand out from the crowd, the more you stand for something, anything. When you take a stand for something and you dare to be yourself, people want to stop you because we are taught through school a lot of times that being different is not okay. In school, being different is not okay. You must wear the same whatever, training shoes or ... I don't know the lingo in [inaudible 01:13:51] America. But in here, we call them trainers. You must have the correct shoes, the correct clothes, the correct ... You don't want to stand out from the crowd and be different because those who stand out from the crowd are ostracized, and they are teased, and they are bullied. So, you don't want to ...

You're taught in school that it's important to be the same. You must be the same as everybody else. And we're taught this the whole way through life. So the problem is they see someone being different, like you or I, and actually standing up and not giving a shit, nothing hey go, "Oh, my God. No. How dare you? How dare you be that way? Get back in your box. Get back in your box. Stop being that way in the world,"

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and they want to put you back in your box. But the way I look at it is the more hate I get, the more trolls I get ...

What is it now? Apparently I'm running a sex cult now. I took a training program in America, a really good training program a few years ago. Company leader got himself in trouble recently, and some idiot online is now saying that I'm running a sex cult. Apparently, I am the leader of the company in Ireland. And I was like, "Oh, really? News to me." He's saying I'm lap dancing in front of my children. I was like, "I definitely made it now. I reached a whole new level of notoriety with this stuff they're making up about me now."

**Sheila Bella:**

Wow.

**Kim Constable:**

So, I just see it as I think I finally made it. Actually, with Instagram the other day, I was like, "Now I'm running a sex cult." My people were all like, "This is ridiculous. We haven't even been invited to join. Why was this happening and you haven't invited us to join your sex cult?" I'm like, "I'm sorry. There's an initiation ceremony you must go through." We had a whole laugh about it in my groups. I think that when you get trolled, you know you've made it. You know you're doing something worthwhile.

**Sheila Bella:**

Yes. Yes.

**Kim Constable:**

If you're not getting any, you're not doing anything worthwhile.

**Sheila Bella:**

I agree.

**Kim Constable:**

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If you're not doing anything worthwhile, you're not going to be successful.

**Sheila Bella:**

Yes. It's almost like a rite of passage.

**Kim Constable:**

It is.

**Sheila Bella:**

It is. If you're not getting trolls, what are you doing? You must not be trying to get trolls.

**Kim Constable:**

100%. I think and just the more you are yourself, the more you will trigger people. Oh, my God.

**Sheila Bella:**

I love it.

**Kim Constable:**

I trigger so badly just by being me. But you know what? We're all liars. I said this to my people in the Million Dollar Mentor group. The other day, I was like, "With love, you're all big, fat liars." I said, "The reason why you can't figure out what product to sell, or how to sell it, or what the pain point of your customer is is because you're not honest. We're all big, fat liars. You can't actually truly be honest about what it is that you want."

I had one of the members in the group come to me, and she was like, "Oh, whenever I started this range of clothing for my daughter because I wanted her to look pretty and not wear what everyone else was wearing and ..." Whenever I had this

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conversation, I was like, "You're all big, fat liars," she wrote in the group. She was like, "I had a massive aha moment from listening to Kim's live. Let me tell you what I've realized." She said, "I didn't start my children's clothing line because I wanted my daughter to look pretty. I started it because I wanted her to be famous on Instagram. I wanted to create an Instagram account where she could ... I could build it up for her. Then, whenever she got to her teens or whatever, she would have this Instagram following. She would be known for being stylish and all of these different things. I could do that for her. But, me doing that for her would also make me feel good because I've always wanted to be Instagram famous."

I was like, "Nailed it. That's your course. That's your course." There's loads of other moms who want to do that for their kids, too. Teach them how to curate the feed, how to dress them, how to stage it, how to do all those things, how-

**Sheila Bella:**

Build an audience.

**Kim Constable:**

... people hate you. I said, "They will say there are people in the world who can't even to clothe their children. There are starving people in the world and you're teaching them how to make your child instafamous? How narcissistic are you?" I said, "You will be absolutely crucified. I'm going to tell you that now. You will be crucified for being narcissistic, up your own ass. How dare you? How dare you be so honest about what it is that you really ... the reason why you really did this? Then you know you've made it."

**Sheila Bella:**

Wow.

**Kim Constable:**

That's who she stood out from the crowd. She was like, "I'm totally going to do this." She is full throttle ahead creating her course. And it's not how to make your

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daughter look pretty. It's like, no, how to make your daughter instafamous and how to ... You know?

**Sheila Bella:**

Straight up.

**Kim Constable:**

At a young age, how to grow an Instagram following for her.

**Sheila Bella:**

That's an ad I'd click on. I would be like, "What is this?" That'll capture attention, for sure.

**Kim Constable:**

Yeah. It'll get the people who go, "This is for me." Then, I'll put off the people who say, "This is not for me."

**Sheila Bella:**

Attract and repel.

**Kim Constable:**

[crosstalk 01:18:06].

**Sheila Bella:**

You have to repel. That's key business pillar for sure, your advertising pillar.

**Kim Constable:**

You're right. [inaudible 01:18:11].

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**Sheila Bella:**

Yeah. Love that. Now, I can't let you off the hook without giving us some sort of fitness advice.

**Kim Constable:**

Sure.

**Sheila Bella:**

All right. Maybe this should've been in the rapid fire, but I'm going to put it towards the end. You're pressed for time. What are your four favorite exercises for anybody who's pressed for time? Four best exercises get the most done, hit up the most muscles in least amount of time?

**Kim Constable:**

I would go back a step and I would say, "Well, what's your goal?"

**Sheila Bella:**

Oh, okay.

**Kim Constable:**

Is your goal to ... Because I can give you four exercises that work the body effectively, and they're usually compound exercises, like a squat, a bench press, a deadlift, anything that works many, many muscles at the same time. But if you just do that and you don't do anything else, you're not going to change your body. But, most people want to get lean and muscular. So rather than the four exercises, if I can say the four things or the two things that you need to do ... Three things, actually, that you need to do.

First one, you need to figure out ... And you can google this. Even listening you can google this. Work out what your TDEE is, your total daily energy expenditure. We have a calculator on our website. It's totally free, [thesculptedvegan.com](http://thesculptedvegan.com). And work

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out what your TDEE is, your total daily energy expenditure, and eat in deficit of your TDEE.

Secondly, commit to a gym training program four to five days a week. Whether it's at home, whether it's in the gym, 30 minutes is all you need four to five days a week. You can do the same exercises every single day for the rest of your life. I have not changed my gym program in three years. Same exercises. Same order. Same reps. Same sets. All I've done is increase the weight. I do not change my gym program.

Then, lastly, commit to cardio every single day. Not only will cardio make you stronger physically and mentally ... If you walk outside, you can learn while you're doing it and listen to audiobooks. You can build your business, or your self-esteem, or your whatever at the same time as you're actually exercising, so it's a double-whammy. But, it'll make your cardiovascularly fit so you can lift more in the gym, and it will help to burn more body fat so you get leaner at the same time. Those are the three things that you want to do. Have to do if you want to change your body. It's actually really simple.

Then, the fourth thing I would say is you have to show up every single day. Don't let yourself off the hook. Every single day, commit to a long-term plan. It'll take you far longer than you think to change your body shape. You just have to commit to ... Schedule it into your diary. My gym is scheduled into my calendar, just like this podcast interview was. I have my cardio scheduled, and I have my gym scheduled. Nothing else gets put in those places because they're important.

**Sheila Bella:**

So valuable. Thank you so much, Kim. This was so awesome.

**Kim Constable:**

No, you're-

**Sheila Bella:**

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An hour has flow by so fast. Last question before we wrap up. What is your best advice for how to live a pretty rich life?

**Kim Constable:**

Get to know yourself. Get to know yourself on the very, very, very deepest level. When you know yourself and when you can have empathy for yourself and for your own struggle and for every process in every aspect of life, it deepens your relationships across the board. You can deepen your relationship with your spouse, with your children, with your customers because you ... Whenever you know yourself and you have a deep empathy for your struggle and you're not punishing towards yourself for when the times when you fail, then you can try someone on as to why they would act that way. Then, you can have empathy for them.

**Kim Constable:**

My capacity to have empathy for people has been the single biggest ... Excuse me. The single biggest factor in my growth physically, emotionally, and mentally. I do a massive amount of deep work, have done for many years. And it has given me a huge amount of empathy for my own struggle, and therefore a huge amount of empathy for other people's struggles, which has deepened my relationship in every single aspect of life.

**Sheila Bella:**

Gosh. I love you even more. I didn't know that was possible. I love you even more. Thank you so much for doing this. And for those listeners who are curious to dive deeper into the Kim Constable world, how can we find you on Instagram, and how can we work with you?

**Kim Constable:**

Well, yeah. You can find me on Instagram. Probably @thesculptedvegan is the best place that you can find me. I respond to every single direct message that I receive, so you can send me a DM and we can connect personally. Then, the only other place where you can find out about fitness programs is thesculptedvegan.com. The Million Dollar Mentor is closed. We're not opening again until March, but yeah. Business is

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the Million Dollar Mentor and fitness is The Sculpted Vegan. But if you want to connect with me personally, The Sculpted Vegan on Instagram is the best place to go.

**Sheila Bella:**

And she has an awesome podcast as well, you guys, Kim Constable Podcast. I'm going to link all of those in the show notes. Thank you so much, Kim. This was incredible. And you're amazing. Love you so much.

**Kim Constable:**

I'm so ... got a chance to do it. It was amazing for me, too. Thank you so much for inviting me.

**Sheila Bella:**

Hey, thanks so much for listening to today's episode of Pretty Rich Podcast. If you want to continue the conversation longer, check me out on Instagram. It's my favorite place to connect with you guys @realsheilabella. I'm happy to answer any of your questions or simply to chat and get to know you better. And if you end up doing something super awesome like screenshotting this episode and reposting it on your stories, that would put the biggest smile on my face. Don't forget to tag me. I appreciate every share and love feedback from my listeners.

Also, do you have my number? Do you have my number? Because if we're going to keep hanging out, you should probably have my number so you can actually text me. That's right. You can text me at (310) 388-4588.

And if you're sick and tired of doing business alone and you're interested in accelerating your success by hiring a business coach or joining our mentorship program called Pretty Rich Bosses, go ahead and just apply. Why not? Check it out. Go to [sheilabella.com/apply](http://sheilabella.com/apply). We'll schedule a free strategy session with either myself or one of my advisors. And of course, I got to include my kids. So here to send us off are Beau and Grey.

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**Grey:**

Hello.

**Sheila Bella:**

Grey, say, "Share with your friends."

**Grey:**

Share with friends.

**Sheila Bella:**

Please review my mommy on iTunes

**Grey:**

[inaudible 01:24:52] mama iTunes.

**Sheila Bella:**

Thanks for listening.

**Grey:**

Thanks for listening.

**Sheila Bella:**

Hey, Beau, can you tell everybody what our family motto is?

**Beau:**

Yeah. I can do hard things.

**Sheila Bella:**

I can do hard things. Good job, buddy.

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