

VIDEO BLOG TRANSCRIPT

Created with *love*
by Monika Mundell

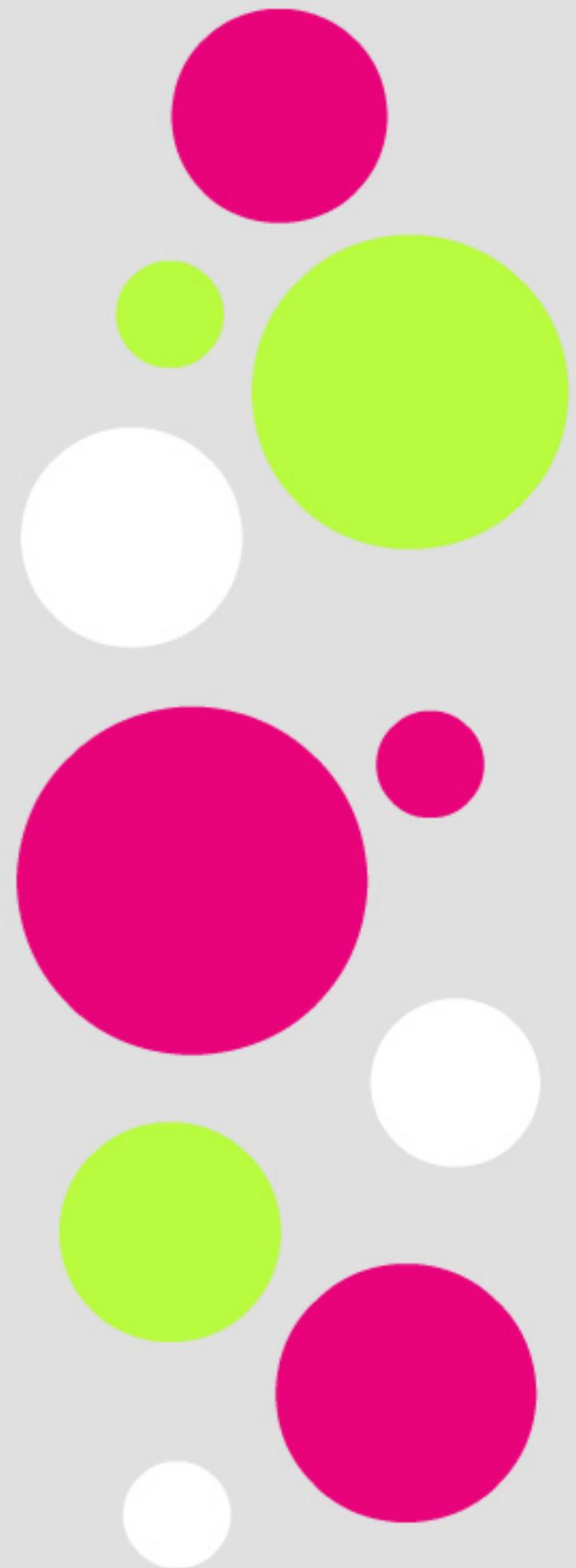
IT'S TIME THAT WE STOPPED THE PRETENCE + THE B.S.

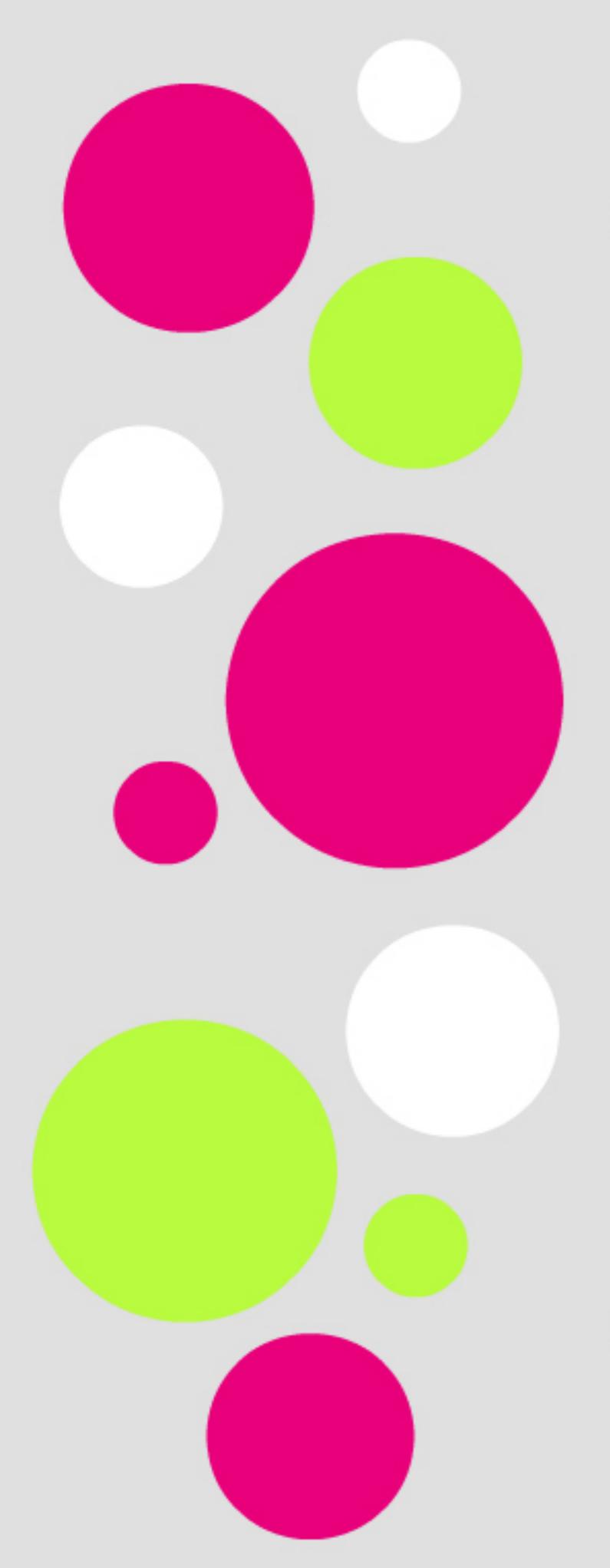
HEY SPARKLER,

Please enjoy this transcript for the video blog here:
<http://monikamundell.com/stop-the-pretence/>

I totally get that not everyone loves watching video.
So please enjoy this with my compliments.

Nika xo





Hi this is Monika Mundell, I'm the Communication Strategist + SPARK Coach for women in business who want to make marketing FUN + profitable. And in today's video I want to share a little note (*message) that talks about the importance of dulling your SPARKLE or not dulling your SPARKLE to make other people feel comfortable around you.

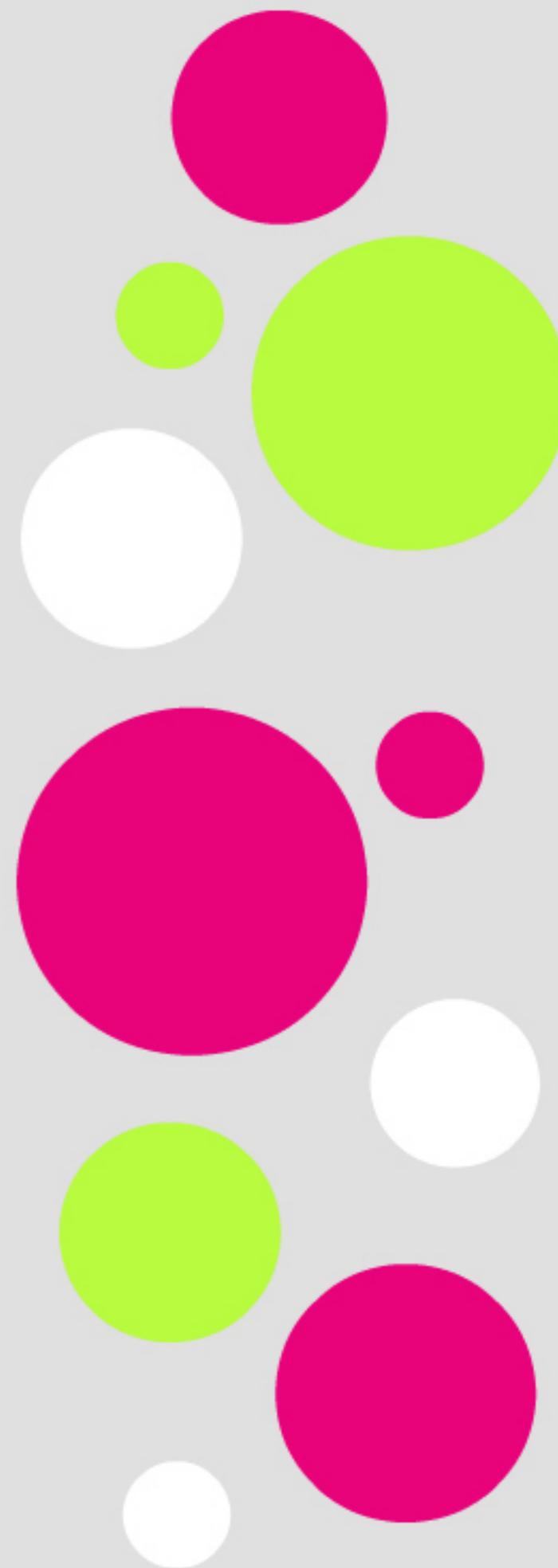
Us women, we have a tendency to make sure that everyone around us is always happy, content, looked after, nurtured, loved and taken care of... it just comes with the territory. It must be in our genes and so... a lot of women, me included tend to forfeit our own happiness, our own sparkle to make others feel better and that is just not... good enough.

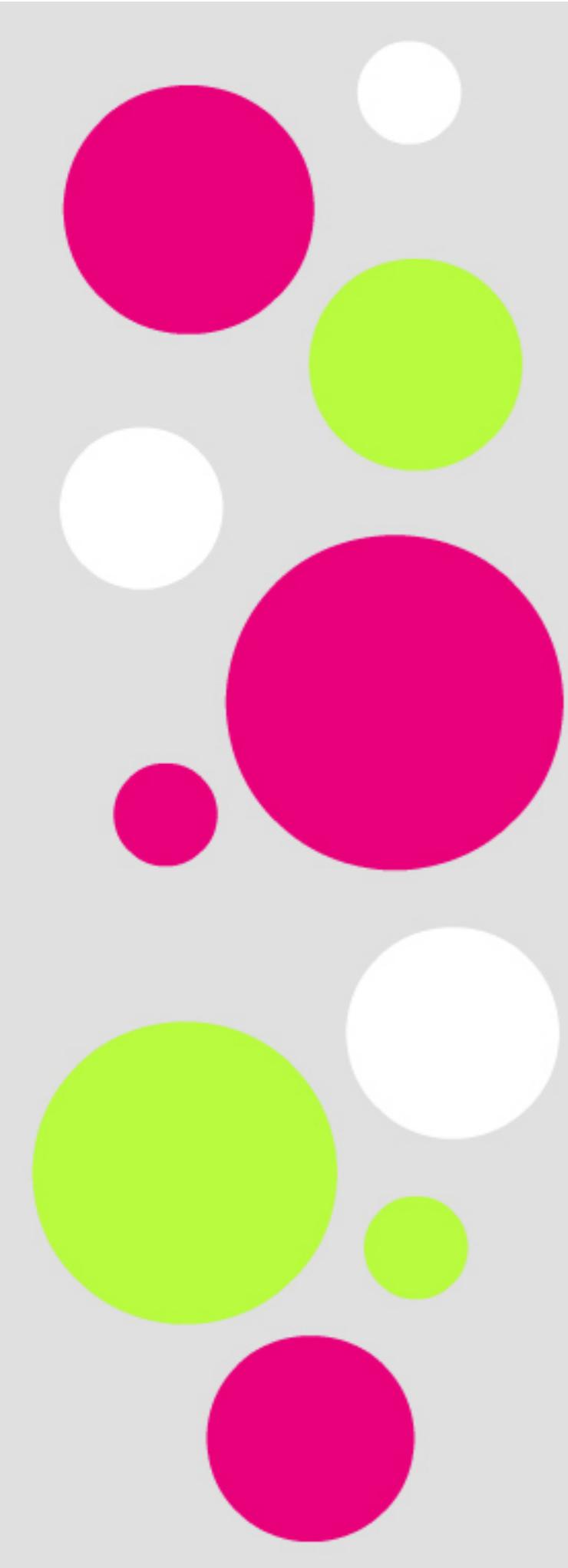
I used to do that for many many years and I recognised that if I do that, if I stop myself from shining my brightest light, from sparkling my message and my ability to inspire others it will not help people.

I can only help people by being honestly true me, who I am in real life. No make-up, no B.S., no farce, no pretence... none of that stuff. OK! Because that's not how I show up in real life either.

I put make-up on when I go to a special party or when I speak from stage because the lights are bright and they make you look pasty and so I totally get that when you're on stage you should wear make-up, and so, people say you should do that when you're on video. But I say it's B.S. because if I have to put myself out there and I have to first spend 10 minutes looking in the mirror and putting make-up on — which is totally against my nature — then I'll never do my videos, and I'll never share my message and I'll never sparkle my brilliance to help people like you build your business and get from your life what you truly want.

So if people make you feel uncomfortable, if something makes you feel uncomfortable... if you feel compelled to do something because people have said "it should be done that way" be courageous enough to do the opposite.





Be courageous enough to do the things you want to do, regardless what people think, what they say about you and how they act when you do it. You have to be absolutely true to yourself, be authentic and come across with your brightest shining sparkle and really love what you're doing.

When you're passionate about what you're doing you inspire others to be passionate about what they're doing. You give them permission to be honest, to be natural, to be no B.S. — how they are in real life.

That is our biggest challenge as a woman.

I would love to call you to arms so that you can join me in the cause and in the fight against all this pretence bullshit we see online in today's marketing environment. Stop pretending. Stop setting up your office so it's all perfect and trying to look perfect on video.

STOP it!

You as you are right now is good enough. You make mistakes, I make mistakes. I stuff up, you stuff up. Does that make us a worse person?

No! It makes us a “normal” person. It makes us a normal person that others can see as “hey this woman is just like me and if she can do this stuff I can do it too.” And this is the inspiration we want to spread far and wide so that we can give people the power, the courage and the inspiration to reach out for their dreams. So they go after their dreams and build lives that make them absolutely truly happy.

Think about this, it's an important message.

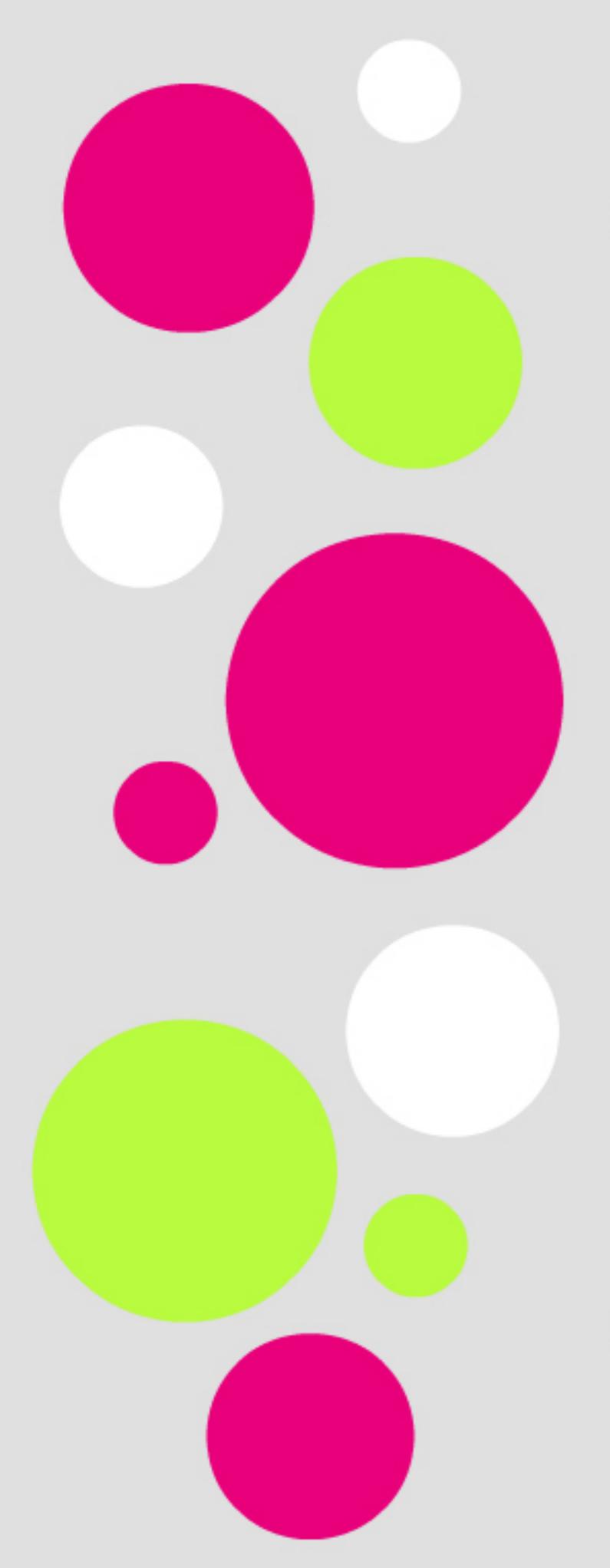
So I'll leave you with that. I know it's a lot but trust me, if you get the courage to step out there to show your sparkle... and if you stop pleasing others you will tap into your true power and strength.

I hope you will join me in that fight against dullness and against pretence and I look forward to seeing your stuff out there.

Thanks for watching. I'll catch you in the next video. Bye from the South of France.

Love you (*kiss) bye.





Thanks for watching!

If you liked this message please share it with your friends.

You can send them to the video on my blog or give them this transcript. You're welcome. :)

[Click here to come on over and share the love.](#) Tell me how this message helped you and what you take away today.

See you there.

Remember to keep SPARKling.

Hello I made this transcript to help you build your business EASIER + FASTER.

If you want to SPARK Your Tribe with a little love from a SPARK Coach + Communication Strategist visit my website to see how we could work together.

Any questions can be emailed to support@monikamundell.com

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