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SPEAKERS

Edroy Odem, Scot McKay, Bee Evans



Edroy Odem 00:05

From the mist and shrouded mountaintop fortress that is x&y Communications Headquarters. You're listening to the World famous mountaintop podcast. And now here's your host Scot McKay.



Scot McKay 00:17

How's it going? Gentlemen? Welcome again to yet another episode of the world famous mountaintop podcast. My name is Scot McKay at Scot McKay on both Twitter and Pilar, Scot McKay on YouTube real Scot McKay on Instagram. As always find us on the web at mountain top podcast calm and be sure to go ahead and join us on Facebook, in the Facebook group for men of character who are looking to find the right woman in their life, get greater adventure in their life and ascend to the highest level in their career, and generally leave the world a better place someday, hopefully someday in a long time. That of course, is the Facebook group, the mountain top summit. With me today is a new friend of mine. And she and I were chit chatting beforehand here, you guys are gonna like her a lot. She's very charming and witty, and she's a former Phoenix Suns cheerleader slash dancer who is now a serial entrepreneur and successful in many areas of life. One of those areas, which we're going to talk about focus on today is as a motivational speaker and a resilience coach, which we're going to learn more about. So I want to welcome none other than B Evans of embolden label. Welcome B.



Bee Evans 01:22

Hi, thanks for having me.



Scot McKay 01:23

Yeah, it's our pleasure. Because when you contacted me saying you wanted to be on the show, and said you'd listened to a few episodes. That was you know exactly what I wanted to hear to let people like you on my show. And the more I found out about what you do, the more I liked it, because we never talked about this sort of thing before your gig. Okay, your stick. If you were a stand up comedian, your stick would be lose the labels and tear out the tags. Yes. And you know, it's interesting how as we go about our daily lives, that's what we do. We slap labels on things. We tag things a certain way based on our particular worldview, our direct or maybe even indirect, or non experience with things just sometimes based on what we've heard. And you have very particular thoughts, very insightful thoughts I might add on how that affects our lives, and how you know many ways we need to tear out the tags. And I'm looking forward to diving into that discussion. But you know, these guys are gonna come at me with torches and pitchforks. As I like to say, right here, if we don't talk about you, being a Phoenix Suns dancer, and I know you like to talk about those days, you're very fond of them.



Bee Evans 02:34

I do know. Yes, I do now,



Scot McKay 02:36

yeah. You know, one of the things you asked me to ask you about that, because when we started talking about so many things, I kept saying, oh, let's save it for the show. Let's save it for the show. This is Tuesday. And you're specific and saying make sure you ask me what my favorite part of being a Phoenix Suns cheerleader was? Yes, you got to spill the beans. Go for it.



Bee Evans 02:55

Okay, so the reason I tell you that is it took 13 years before anyone asked me what my favorite part of being a Phoenix Suns cheerleader was. The three questions I got asked more than that. Were you don't make any money? Do you? Do the girls hook up with the players? And are the girls drama or stupid for lack of better words?



Scot McKay 03:16

Those were the only two choices drama queens are stupid.



Bee Evans 03:19

Yes, yes. Those were the three most common questions I was asked. And they were asked in that exact way. And so what that leaves you with when you're young, 20 year old female is because you are too stupid to get a real job? Are you just doing this so you can meet a rich ballplayer and be taken care of the rest of your life? And I always found those questions so offensive because all of the women on the team were required to be full time students or have a full time job. And many of them were highly educated and already business owners or very successful in their careers while they were dancing at a young age. You know, we were anywhere from 20 years old to about 32, I would say. So the reason I tell you to ask me what my favorite part is, is you would never be able to guess this in a million years. My favorite part of being a Phoenix Suns cheerleader, was throwing t shirts. So I would hurry through makeup and hair. And I would go and reroll all of my T shirts into tiny little balls and re rubberband them with rubber bands I brought from home because I was an athlete growing up. And so even though I was in this role, right branded in this specific role as a Phoenix Suns cheerleader, I was able to really show who I was through t shirt timeouts. And so my party trick was I could tell a fan at doors before the game when we were meeting and greeting fans. I could pick a fan and say Where are you sitting? And as long as they were under 30 rows. I could hit them with 90 I'll say 95% accuracy. I mean obviously you know there's room for error, but it just became what I was known for It was a way for me to stand out amongst this very, this very tightly branded, you know, organization, when you are a dancer, you need to look the same, you need to be unified. You know, there's a lot of there's there's a lot of rules surrounding needing to kind of have a certain image. And so as as a T shirt timeout performer, I could let loose and crow hop and, you know, get the T shirts as high up as I could. So that is my, my funny little anecdote of what my favorite part of being an NBA cheerleader was.



Scot McKay 05:32

You'll see here in my position as a guy, I can't believe you didn't mention those cool air guns. They used to do that.



Bee Evans 05:38

No, I would never use an air gun. Well, what the heck is wrong with you?



Scot McKay 05:42

Why wouldn't you use something like, regular gun?



Bee Evans 05:45

Oh, doesn't every guy want to want to see a girl who can like throw a T shirt really far?



Scot McKay 05:51

Well, maybe not in particular. I mean, that's not my wildest fantasy personally. But now that you mentioned it, you know, a woman who can actually throw is is rather interesting. In my case, it's more of a turn on when women know how to ride a bike. But these guys know that already.



Bee Evans 06:05

So yeah, that I don't know how to do I can't I can't help you there.



Scot McKay 06:09

Now, you know, what I've noticed is you mentioned that, well, you know, what, you kind of indirectly alluded to the fact that people have this stereotype about professional cheerleaders, like NBA NFL cheerleaders, right. That's what you're getting at. And you were very quick to point out that that was, you know, not really a fair stereotype, at least in your case. And I want to point out to the guys listening that I have known several NBA cheerleaders, and everyone I've ever met was very charming and sweet and liked man, and just seemed very friendly. You know, they weren't bitter, stuck up, women who just seemed like they were trying to reject guys, and were on their own pedestal because of how beautiful and hot they were, they seem very personable, and I can't help but think that if you were kind of bitchy and stuck up, you wouldn't make it through the qualifying process to get the job to begin with. Because at least here in San Antonio, they're like 5000 women who trapped for 16 spots. So I can imagine how that was disheartening to you. And maybe you were kind of putting a box you didn't belong in. And certainly, if you look at some of the women who used to be cheerleaders in pro sports, and now you know, have a few more birthday candles that are credit, and I've gone on to something else. A lot of them are very, very impressive women. One of them that comes to mind is Emily compania on fox news is very smart lawyer and gorgeous, by the way, probably, in my opinion, the hottest woman on cable news, and she was a Raiders cheerleader, and you

would never know it until she says so. So I love the fact that you shared that. And for the guys listening, we've had at least three of you guys come through the ranks here and learn the ropes with getting better with women and ended up dating NBA cheerleaders. And we have a couple other guys who have dated NFL cheerleaders. And all of them, all of them have said, Hey, you know what, they were just great women, they were just a lot of fun, very friendly, very personable, very comfortable in their own skin. They knew they were beautiful. They know they were desirable to men, but they didn't let it get to their head because they had a very holistic vision for themselves of being a quality human being. Right. So maybe the first place we could go in terms of tags, is how men see a pretty woman and go, Oh, well, she's going to be depending solely on her looks, she's going to be really bitchy, she's probably going to just take great joy and being mean to men and rejecting them. And she's probably just gonna want me for my money anyway, and completely lack character. And you know, I'm guessing and it's an educated guess you're gonna say, well, that's not always true now, is it?

B

Bee Evans 08:46

No, not at all? No. But I also think that we can perceive tags. So when I tell you about those three questions, I wasn't a super confident young woman, I was a tomboy growing up. So I did not know the hair and makeup and glam and glitz of being an NBA cheerleader until I was one. And then I was sort of thrown into this land of attention and affection. And you know, people looking up to me to be something that I wasn't prepared to be I wasn't the overly confident and self assured young woman. And so those tags that I came out with are not the same as maybe another woman that I danced with. But what I think is interesting about tear out the tags is we can actually perceive what people are thinking about US based on questions that they asked or statements that they say, and that doesn't make them true. So I don't think that every person that has ever asked me that was objectifying me or was looking down upon me. But through my experience, I learned to not tell anyone that I was an NBA cheerleader. So for almost 13 years, I didn't mention it. I was almost ashamed of it. And it was through my personal experience. Now here I am. As a coach, this is what I do. This is what I do for a living. This is what I do. You know, it's my passion, it's my impact in the world. And I had to take that cheerleader tag that was negatively sitting inside of me at it, take it out, redefine it, and say I'm still a professional cheerleader, I'm just not shaking pom poms anymore. Although I did try out for the Denver Broncos cheerleaders this year. And I made it to the top 50 finalists and thanks to COVID there were some you know, some adjustments made but I almost was a professional cheerleader again here in my in my later years. So interestingly enough, you know, when a tear out the tags, sometimes we have labels that are just miss defined. And so we have to take them out and kind of visit with them a little bit and, and oftentimes they get put back in in a positive way.



Scot McKay 10:46

Oh, good grief. If you're in your later years, we're all in trouble.



Bee Evans 10:50

And well, later years for you know, pro dancing isn't very hard. It's kind of like being a professional athlete. So



Scot McKay 10:56

isn't there like a 45 year old woman who was going to be an Olympic gymnast this year?



Bee Evans 11:00

I think there were you know, there are a couple and I there's there was a gal, I think she was 39. And I'm trying to remember what team she was with with the NFL. But there have been some of us that have gone a little, you know, a little longer with the sport for sure.



Scot McKay 11:15

Yeah. Interesting. I love the fact that you said, Hey, you know what, now that I'm a coach, I'm still a professional cheerleader. Mm hmm. And I've actually told guys that I mean, I'm certainly not cut out to be an NFL cheerleader or an NBA cheerleader, obviously. But I'm still a cheerleader for these guys. Because I am their greatest advocate. I'm here to motivate I'm here to cheer them on. And coaches do that. I mean, I'm a San Antonio Spurs fan. Gregg Popovich is no cheerleader, at least, not visually, but he is a cheerleader to his guys, because coaching and cheering someone on both involve motivation. And they both involve giving someone that boost to succeed. So in many ways, being a cheerleader for an NFL team, or heck for high school team is not unlike being part of the coaching staff, you're there to help ensure victory for the people. You would love to see win.



Bee Evans 12:10

Yeah, and you're really there to connect, right? you're connecting the audience to the game, or you're connecting the mission to the person. It's the same. It's the same concept. I'm curious how many of your audience members would call themselves a cheerleader, though,



Scot McKay 12:25

as a guy? Yeah. I don't think it's a tag to use your own vernacular or a label that guys would choose to describe themselves for sure. Right? Yeah, it seems like a very feminine tag, although, you know, you go to colleges, and they're guys on the cheerleading squad, and boy, you know, they're around women all the time. Which Joke's on us. Right? But yeah, that's a shining example of how a tag really is defined in our mind by a lot of ancillary elements that may or may not best describe it. Yeah, right.



12:56

Yes, yeah.



Scot McKay 12:57

So you talked about how people come to us, and they assign tags to us, they come with their own preconceived notions, and we can either choose to be offended by that, or even affected by that, Oh, my God, this person thinks I'm this, therefore, I must be that or we can have the presence of mind, the maturity and I guess, evolution of self image within ourselves to kind of realize, you know, people are going to come at us with whatever they're going to come at us with. And yet, when we have a sober sense of who we are, what we're about and what we believe in, it doesn't really hurt us as bad as it could if we were still kind of spinning our wheels trying to figure out our identity, right?



Bee Evans 13:37

Yes. And I would even challenge the way you said that, in that we perceive that people are coming at us. But a lot of times people are clueless, that they've dropped a tag for you, right? We imagine you're walking through the airport and you drop a piece of, you know, let's say a paper cup. Well, someone that comes along and has to pick that paper cup up, and it's the same concept, someone's going to drop a tag, there's tags sort of swirling around and events and experiences and relationships. So there are tags dropped you and I actually, in our conversation before this, there were 48 tags that I noted on my paper here, and they're just simply words that are said, Now, if you had said a word that pings an emotional injury inside me, I may get offended, right? And that's how the world works. That's how we're functioning we all mentally are. It's human nature, to put people in categories to make assumptions to try to understand people and a lot of us don't practice curiosities through our lives. A lot of us aren't like you with a very successful podcast and get to ask questions for a living. And so many people forget to ask questions. Many people

just make assumptions and sort of move on with their day. And so you know, a big one that I wore for a long time that I you know, this is one you don't get a choice with is millennial. Well, I can pretend like I'm not a millennial. I can try to argue that but I'm absolutely Literally born in the timeframe of a millennial. So the big joke about millennials is we're not resilient, we're snowflakes. We're sensitive. We're not hard workers, all these things. So I would just get offended when someone would call me a millennial. Well, it turns out I am low resilience, I'm not a super tough cookie. So I get knocked over fairly easily. And sometimes I need someone to come and sort of get me back going in the forward motion. But because I was so offended by millennial, I could never get anywhere near my resilience tag. Therefore, I could never build resilience, because I wasn't willing to accept that I wasn't resilient. So it's just an example of how we are blocked by these tags. Because, you know, we haven't been taught to focus on the right ones and get underneath to the core of what's, you know, what's really pinging that offense in you? And so even though Yes, we get labels from other people, we get tags from places and experiences. It's our choice of what we attach, and where with us everywhere we go.



Scot McKay 16:03

And that's empowering. Absolutely Uber as opposed to being a victim. And we talked around here, you know, my head spinning a little bit, because it's occurring. To me, this is a huge topic. And we do this indiscriminately in our lives all the time. We can say, Oh, you know what, I'm a tolerant person. I'm a curious person. I give people the benefit of the doubt. And then we're spouting tags, like a big dog all day long. All day long. See what I just Yeah, they're big dogs first spouting the tag, right? Yeah, you know, it's funny cuz you called me out on the tag that I used. And I'm thinking to myself, man, you know what, you're the tariff, the tags expert. You know, I don't even dabble in this particular subject, let alone immerse myself in it. So, you know, in my case, the indignities are just getting on a roll here you a I'm sure I'm gonna be guilty of even greater and more egregious tagging. Before this is over. You talked about being a tomboy growing up. And that's another subject that we cover around here. And I found it fascinating that once again, here's another woman on the show, you probably would have no way of knowing this. I know you've listened to a few of our shows, but you would have gotten lucky to find the few where we talked about this, where a lot of guys seem to look at a woman who is a tomboy. As someone who's not very feminine, someone who's kind of butchy. And yet, I find that women who are tomboys simply like to do what the guys like to do. They're a little rough around the edges, they like to get their fingernails dirty, instead of being all pricy stuff like that. And when you really dig into what makes a woman a tomboy, it's a desire to be around men. She likes guys more, she likes what the guys do more. And I don't think it makes women butchy or not attractive, or really anything that would constitute a negative tag in the eyes of a normal red blooded, dare I say heterosexual

man. Yet you grew up in rural Wyoming, and then to Durango, Colorado, and your upbringing caused you I'm sure to be a little rough around the edges. You weren't in mollycoddled, California and suburbia, right. Oh, no, not at all. All of this has to do with who you become, and how you look at the world. And maybe some of the tags you use to describe yourself, come from that upbringing. And then maybe it's a shock to the system to meet someone else who's different, and looks at the world a different way and may tag you differently. How do you reconcile all of those feelings, all of those thoughts, everything that we may feel confronted with in our daily interactions with people like that.



Bee Evans 18:38

I think that's a perfect definition of how you can get stuck. Also. You mean, I



Scot McKay 18:43

didn't do any politically incorrect tags. They're awesome.



Bee Evans 18:46

Well,



Scot McKay 18:48

I'm on a roll.



Bee Evans 18:50

It's interesting. I do think that there can be women who just get along with the guys and they and they want to get rough and dirty. And they're, they're What do they call them? Like, I'm a guy's girl, right? That's what they call themselves. Now, I've known a lot of women like that, who are haters, to women who wear makeup and do their hair and, you know, are into fashion or anything like that. And so I think sometimes you can get limited in that as well. Because you feel like you're, you're leaving some kind of identity behind. If you go and you want to get dressed up for a nice date, or you want to have a little bit of feminine in your life. And I experienced this when I went from athletics to cheerleading. There was a there was some serious like, what's the word I'm looking for, like? betrayal, like it was like a betrayal to my athletics. So I when I was in high school, actually is when I started cheerleading. And I had I was a competitive softball player. So I was about two weeks out from trying out for the varsity softball team. I had just finished my cheerleading

season. We had won the state championship for cheerleading that year, which became a huge joke in the high school because you know, cheerleaders. Aren't athletes to real I'm air quoting real athletes. And so my softball coach at the time walks up to me in one morning in the locker room, and she says, I won't put a paper shaker on varsity. And I just sort of sat there in this shock of will. I am a cheerleader. So are you telling me you're cutting me from the team before I show up for tryouts? Or are you telling me if I choose to come to varsity softball tryouts that I can no longer cheer. And, you know, back then I was a little more of a, I was a pistol. So I was just irritated in general that she was giving me two tags that I had to choose from. So I played tennis that year, and quit both sports because I was so annoyed, which is kind of just a personality trait of mine. But, But to your point, you know, I, I was an athlete, I loved being an athlete, I loved being rough and tumble, my brother was an athlete, I had a lot of that influence. Obviously, growing up in oil and gas, I was out playing in the mud and dirt when my parents would be working. And but I had this desire to be a girly girl too. And I had, you know, I wanted to be flexible, and I wanted to be able to jump and touch my toes. And I just, it was appealing to me. So I was standing in two different worlds, one wasn't accepting the other and the other wasn't accepting of the first. And so that was really the beginning of where I started feeling like I had to wear these tags and be a certain brand, depending on what I was participating in. And that goes the same. You know, I worked in oil and gas for most of my career. Well, at the time, I was beginning my career in oil and gas, I was also an NBA cheerleader, you want to talk about, you know, showing up and having to be two different people and two different brands. And so my tags had to sort of shift depending on where I was and what I was doing. Now I say, had to and that's a victim language. But what ends up happening is you end up with not a great sense of identity, when you just keep wearing hats that other people are placing on you. So I call it a specialized polymath. So it's, you know, I dabble in a lot of things, and I'm good at a lot of things. But that makes me have to take on a lot of different brands. So you would probably call it the jack or Jane of all trades. And so that's, you know, it's a perfect, perfect example of how tags come into our lives.



Scot McKay 22:15

Actually, I love the word polymath because it triggers my sense of humor in a rather prurient way, because it seems to me the only people who really know what the hell a polymath is our polymaths Yeah, right. But I just find that to be a curious reality.



Bee Evans 22:30

Well, and aren't, aren't we all specialized polymath like we all have walked a unique line through our lives. And it mean, there's just too many experiences that you've walked through to not have an experience where you've learned something from many different

things, whether it be you know, sports, hobbies, jobs, relationships, family stuff, right, we can jump, we can have a whole nother conversation about family expectations.



Scot McKay 22:57

Yeah, especially if you're in your later stage of life like me are here. Yeah, yeah. Anyway, I love what you said about how people tend to come up to you and pigeonhole you. Or, you know, indeed, we come up to each other and pigeonhole each other. And some people allow themselves to be pigeonholed. Mm hmm. When I was being raised, my parents are great people, but they said, Hey, you know what, you're not an athlete, not an artist. You're a smart kid. You're a genius. So bury your nose and books and be the smart kid, you're not going to excel at these other things. And the very first time I ever excelled at sports in a way that was absolutely quantifiable. I still, to this day, consider it one of my five greatest accomplishments. Mm hmm. Because I broke out, I tore off that label. Yeah, once and for all. And now of course, I'm raising my kids these days to be not only polymaths, but to be well rounded as it were, in terms of art, and intellectual stuff. And indeed, sports and other things to culturally. You know, they're world travelers at very young age, stuff like that. And based on what you said, I think we can kind of deduce that it's sort of a ripoff to ourselves. It's kind of a little bit of a shame. If, for example, a woman says, Hey, you know what I do? I'm a tomboy. I don't paint my nails. I don't wear a little black dresses. I look good in jeans, not the little black dress. I'm not one of those people. I do what I do, I do me I do it really well. And there's no room for anything else, when in reality in my mind, and you can riff off this be the people who can make those shifts and not be a fish out of water simply because the environment changes and seemed to have this incredible, multifaceted ability to know a little bit about a lot of course that has to do with curiosity, like you already alluded to. Yes, yeah. And be able to do a little of everything. Those people are amazing. And they're not fake and they're not in any way a legitimised by that but I think it makes them deeper people, for lack of a better word.



Bee Evans 25:00

Well, we're not taught to discover outside of the path. Okay, so the path being an, obviously depends on where you're from. But I think we can, we could probably agree that the typical path is, you know, graduate high school do do as well as possible get into a good college for women. Now, I would light a female audience up with this. But for a lot of women, they're told find a husband in college right? Find the man you're going to marry find your dream guy, because we all want to have families and, and get married and the American dream for females is that



Scot McKay 25:37

so are s degree, right?



Bee Evans 25:39

The Mrs. degree Yep. And that it really it is still a thing. I actually have had a conversation recently with a college student that that's her parents are paying for her to go to a very expensive school to get that Mrs. degree, and they're not shy about it. They're sending her there to find a successful man who's highly educated. And I you know, what comes after that, you know, you and I talked right before the show started that we're, we're both in blended families. Well, I followed that path. And, and I wasn't necessarily told by my parents that that's what I needed to do. That was more societal, it was more of a just a general story that you knew you needed to follow. Well, when my marriage didn't work out, and I'm standing there as a single parent with two kids working mom, going, Well, this is not what I, you know, it's not the sight that I had for my life. Then all of a sudden, this gift happened for me, I had this ability to discover, what is my life gonna look like? What is my life? You know, what meaning is it going to take on? How is it going to change with this experience of being being a single parent, I'm going to talk about a tag, you know, single parent is a tag I never planned on wearing. It's one that you you have to face pretty confidently and pretty courageously, which is the embolden way. And it's that discovery or lack thereof, that's really limiting people in their lives. How bored are we as a society with this, this generalized story, everyone's sitting in their corporate jobs, miserable with their their two hour a day commutes, and no one's willing to go discover and be uncomfortable stepping out of that comfort zone,



Scot McKay 27:21

because it would feel fake for a split second there, or a week or two or a month. Do you



Bee Evans 27:25

know, it's interesting, a lot of people will say they're scared to fail. But I think there's so much more fear of success. I think there's so much more fear of success and being able to look back at the people who said you couldn't do it. And you're like, dang, I did it. Look at me, you know, I'm here. And I don't know why that is. But it's, it's almost like people feel like they're betraying that brand they were taught they needed to be. Well, I



Scot McKay 27:49

think that's a point well taken. And of course, we could talk about fear of success as a separate topic for a completely different show. And you're welcome back to do that. But my elevator pitch on fear of success is people have dreams. But with those dreams come, a lot of work, a lot of responsibility and a lot of new and unknown entities behind it. In other words, okay, I want to become a stand up comedian. So I'm going to learn how to be funny. So then you'd go do some open mic nights. Next thing, you know, they invite you to be the emcee for the Saturday night lineup with some really legitimate famous people. The famous guy goes, damn, you know what, you're funny, you should come on tour with me. And the next thing, you know, your whole life has changed. Mm hmm. And you're gonna be a fish out of water and a completely new world where you could fail, and you're not gonna have a steady paycheck. And now you have pressure to be funny every night. It's like, you know, I didn't sign up for this. Right? And all of the stuff in the back of your mind, when you are saying, Hey, you know what, I'd like to be a stand up comedian. was throwing red flags at you saying, Yeah, do you really want that? I mean, it would be great on paper to be a stand up comedian. But something in your subconscious was screaming No, it's gonna be too disruptive. And that's where the fear of success comes in. Yeah,



Bee Evans 29:11

it's parallelisation. Right?



Scot McKay 29:12

Yeah, sometimes guys go through dry spells with women. They haven't been on a date for a while. They haven't been physically intimate with a woman for a while and they'll tell me Yeah, they'll scream it from the rooftops. My goodness, I'd love to have a woman who's attracted to me, and I haven't had sex in 10 years. Well, it's amazing how many of those guys almost like clockwork B will find themselves in a position where you know what they finally attracted a woman and they sabotage it they blow it because they're afraid of what's going to happen once she's attracted like, Oh, God, now I got to get her back to my apartment. Now we might get naked. What if What if I don't perform what if I perform too quickly? I can't handle it and the wheels fall off. And that's fear of success.



Bee Evans 29:54

Yeah. And that tag that that short tag of the inexperience just absolutely takes over. Their mind and paralyzes them with the inability to do anything besides think of that tag?



Scot McKay 30:05

Well, you're a rather attractive woman with some experience with guys, what would you tell a guy who's feeling that? Relax and just deal with it? Or how do you tear out that tag?



Bee Evans 30:14

You know, I think the judgments is where that comes into play. Yeah, so they're already putting so much pressure on their self of because of the judgments that they believe that this woman is going to have, when the only reason they're having those assumptions is because they make their own judgments either about that woman or other women. And so you're left with all these tags that you actually created because you are judging the other, right, you're judging the women or for women, they're judging the men. And so the self sabotage is really in all of this labeling of all the assumptions that we think are going to happen. So yeah, you're not able to be yourself when you're that nervous, and you're playing this hamster wheel of thoughts around in your brain. And most beautiful women don't get treated very well on dates. So if you're a man listening to the show, all you got to do is ask brilliant questions and be genuinely interested in what she has to say. See her for more than beautiful, every beautiful woman who looks like they walked off the cover of a magazine. They get told they're pretty. Do not tell a beautiful woman. They look pretty. Tell them how brilliant they are. Right? have interesting and meaningful conversation. It's really not that hard.



Scot McKay 31:31

Yeah, separates you from the pack. You know, all the serious self tagger II that we inflict upon ourselves, right. It's just crazy. But I think you hit the nail on the head. I think that's a fantastic point with which to punctuate this show. Her name is Bea Evans of emboldened label and she is a motivational speaker and a resilience coach. You have a book on Amazon.



Bee Evans 31:52

I am writing my book and it's going to be called tear out the tags but it is not done yet. But I'd be happy if you guys watch for it. For me, Well, yeah,



Scot McKay 31:59

guys, look for that on Amazon. And until then, what you guys can do is go to mountain top

podcast.com front slash be like a bumblebee. Hey, you didn't meet your husband on Bumble. Did you



Bee Evans 32:12

know absolutely not, he wouldn't be caught dead on Bumble.



Scot McKay 32:15

Neither would I would I have either, but boy would that have been a rather interesting coincidence. mountaintop podcast.com front slash bee is the place to go. And that will take you to be Evans's Instagram account, which is embldnlabel. Li bl but you don't have to remember that because I'm going to take you right there by going to mountain top podcast.com front slash b b e. b what a charming and wonderful person you are. Thank you so much for joining us. And not only did you help us cut through some of the stereotypes within ourselves, but some of the stereotypes that you know we tend to slap on other people and I'm glad you came here and helped us lose the labels. Thank you. Yeah, no



Bee Evans 32:56

problem. Hey, thanks for the great labels you just gave me I'm gonna just attach those tags as I go Thank you.



Scot McKay 33:01

Put those in a quote on your website. Make sure you give me a backlink that would really help



Bee Evans 33:05

sound great I can handle that.



Scot McKay 33:08

Alright guys, and when you go to match top podcast com what you need to do is sign up for 25 minutes talking to me personally for free. I'm exactly who you think I'm going to be. Just go to mountaintop podcast comm and click the little red button in the upper right

hand corner some of you guys have done that already. Some of you guys have been on the fence about it. Some of you guys are just flat out procrastinating but we're getting to the end of the infamous year 2020 and it's time to have 2021 foresight which is my new slogan that I'm using 2021 foresight is what you'll get when you talk to me for 25 minutes for free. And it all starts with clicking on the red button in the upper right hand corner at Mountain Top podcast.com and until I talk to you guys again real soon This is Scott McKay from x&y communications in San Antonio Texas. Be good out there.



Edroy Odem 34:05

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