

STEP UP SERIES

Strategies, Tactics, Evaluations, Principles to Upskill & Progress
(The Official Weekly Business Newsletter By Shanker Viswanath)



Facing Your Fears As An Entrepreneur

Everyone I have ever talked to that is an entrepreneur **has** had to **come face to face with their fears**. I have had to as well. I want to share with you **some** of the **techniques** that I have **used** to face them. The **first** step is not to be in denial. You have **fears** even if you don't readily acknowledge them. They sometimes **take the form of that chatter** in the back of your head that says you can't do it.

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Fear is such a **huge issue** preventing people from becoming entrepreneurs. I have **heard** from the **CEO** of a real-estate company that even though he has people packing out company seminars, that **maybe 2-5% of people** will actually go out and **apply the knowledge** by putting offers on real estate. He is convinced that the **rest** are **paralyzed** by fear.

Here are **some** of the **techniques** I have **used** as I learned them from the entrepreneurs I know:

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- **Think** about what do you want. When you find yourself spinning the wheels in your mind over and over again about your worst case scenario, turn it around and **focus** on what you want.
- **Visualize** yourself getting what you want. See yourself **attracting** those **new** clients. See yourself talking to the interested person as they become a part of your business. You get what you focus on. **Add massive value!**

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- Change the voice. When you hear yourself telling you that you're not good enough – you're going to fail. **Find ways** to encourage yourself and keep going.
- Voice them to a trusted friend or associate. Hopefully you have been able to **find some level of support** from at least one other entrepreneur. You need some kind of support network from your team, and others. Some people may tell you it is silly, you could even believe that you're not good enough.

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However, **don't go looking for support** from all those **people who doubted** you and told you it was crazy to go out on your own. They will never understand the entrepreneur in you.

- Have a **personal development library**. I draw tremendous support from my library. It is not just filled with "**How To**" resources, but also stories of others who conquered their fears. **4 Simple actions** you can take when you encounter Fear:

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- Write down your Fears
- Read them aloud 3 times
- Tear the pages and burn them off
- Take the first step to move forward

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit at home and think about it. Go out and get busy." -- Dale Carnegie --