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**FEAR CAN DESTROY YOUR BUSINESS**

**By Bob McElwain**

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Fear is funny stuff. On the one hand, it keeps us from climbing too high in the tree. And from walking too close to the edge of the cliff. When fear cautions of such things, it pays to listen attentively.

But on the other hand, fear can smother curiosity, creativity, and many other positive attributes essential to us all. While it is not commonly noted, fear is one reason many balk at the mere thought of learning most anything. For some, this fear is so strong they refuse to accept any new idea or to even consider a better way of doing anything.

**Fear Is Rational**

Suppose you discover something new today you know is absolutely true. You are certain beyond a doubt that it is so. It may mean you need to reevaluate \*all\* your cherished attitudes, values and convictions.

In short, a new idea can compel one to make changes. While they are unlikely to amount to a new lifestyle, some old habits may need to be replaced with new ones. Some attitudes may need to be updated. And some values may need to be adjusted a bit. For many, such needs are too frightening to even consider.

Thus they shun such risk. They avoid learning and any activity which might present new ideas. They tend to remain set in their ways, and don't want to change much of anything.

### Yet Success Requires Learning

Any business, offline or online, either continues to grow, else it stagnates, and ultimately withers and dies. To continue to succeed, there is no option but to grow. Yet growth and learning are intertwined. There will be no growth without new ideas to be explored and implemented.

This is not an acceptable proposition to many new to business. Particularly on the Web, there seems to be a tendency to create a business, then focus on keeping it running as well as possible. While this may generate some income, it does not

lead to more, for it does not lead to growth.

### Fear As A Brick Wall

Suppose you discover through testing on your website that a navigation bar across the top of your page draws better than one in the left column. Suppose page views double, indicating many more people are exploring much more of your site. And that sales increase.

Possibly for years, you have "known" a navigation bar to the left is the only way to go. How do you deal with this new information? Ignore it? You can, of course. And oddly enough, some will. Why?

- 1) Because they don't want to tackle modifying all pages on their site. And they are unwilling to deal with the uncertainty of the impact on the overall site.
- 2) They simply refuse to change their convictions. Such a move is painful to many, and thus to be avoided at all costs.
- 3) If something as fundamental as this to a website has been demonstrated as "wrong," there's lots to be reconsidered. This leads to: "What else do I think I know that's wrong?"

The moment one comes to this last question, there is fear, and lots of uncertainty. Some will go to any lengths to avoid this state. They are simply unwilling to reexamine all other elements of their site and business and thus threaten their view of "rightness."

### Stagnation Follows

The wise move in this hypothetical case is to come off your long held view of a navigation bar to the left, and put it across the top. Just swallow hard, take a deep breath, and do it. At most you are risking time and a few sales. If you keep your previous pages, they can easily be restored if a major negative unexpectedly crops up.

To do otherwise, is to cling to what you have. Which is stagnation. And ultimately decline.

### It's Easier Said Than Done

It may be that business people fear change more than others do. Face it. They have their necks out and their capital is on the line. Their net is generally their entire income. Make

a blunder, and their family, home, and lifestyle may be suddenly at risk.

"If it ain't busted, don't fix it," is a commonly heard refrain. While likely so about many things, it's certainly not true of all. There is risk in change. Unavoidable risk. But without it, there will be no growth.

### Put Fear To Work For You

Let fear urge caution as it must. And listen attentively. But let curiosity and creativity dominate. Let these powerful tools feed you new ideas. Explore all encountered. Then lock in those that work for you. Growth is impossible without this or an equivalent mindset.

Bob McElwain, author of "Your Path To Success." How to build ANY business you want, just the way you want it, with only pocket money. Get ANSWERS. Subscribe to "STAT News" now!  
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### **Feel the Fear and Do it Anyway**

#### **By Matthew Tibble**

Just like the successful self-help book written by Susan Jeffers, feeling the fear and doing it anyway is one of the secrets to achieving success in business. In fact, it is one of the key secrets to succeeding

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in almost anything you ever want to do in Life.

In case you weren't aware of it, you a salesperson. Before you deny this fact till you are blue in the face, let me explain. You are a salesperson if you:

- \* Promote your own business to others
- \* Promote the business you work for to others
- \* Promote yourself to others

Everybody, at any point in time, fits into one of these categories. You are either drumming up sales for your business or one you work for through direct sales or convincing others that the company you work for is a good company. Or you are convincing others about a point of view you might have toward a subject. So, everyday we are all trying to persuade another human in one area of our lives or another.

What does this have to do with fear?

Let's take the act of persuading somebody to make a purchase from you or your company. This can also include trying to get them to agree to a meeting where you have the opportunity to show a new product to them. For the experts - those of us that do this everyday - this may seem like a walk in the park. But for the rest of us, this can be very intimidating, especially if you are new to the job.

So how do you cope with these feelings? To put it simply, feel the fear, and do it anyway.

It is important to acknowledge the Fear as being real. It is unwise to try and pretend that the feelings are not there, because they are. You know it when your stomach does back flips or your palms start sweating. Instead of trying to convince yourself that those feelings don't exist, accept that you are having them, and this is the reason why.

\*\*\* The moment you face Fear head on, you destroy the power it has over you \*\*\*

Your first step in this process is to acknowledge your feelings as being real, BUT not having control over you.

Often our brain's tendency to fabricate what the other person (client, prospect, friend, etc) will say or do when you present your ideas to them comes next. Will they reject you and slam the door in your face, or slam the phone down in your ear? Will they think that you are wasting their time, and that they wished you had never contacted them?

Truthfully, you might get some people who may think that way, but the reality is, most people are so concerned about what is happening to them and how people think about them, that thoughts about what they will say to you don't enter their minds.

So, instead of giving your brain time to imagine and dwell on these fantasies, raising the level of fear in

your mind even more, get moving. And here is the second secret to feeling the fear and doing it anyway.

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\*\*\* Action destroys the energy of fear, and motivates you into a definite outcome \*\*\*

You may have heard the acronym for Fear? FEAR = False Events Appearing Real. The first time I heard that I was listening to a CD by Anthony Robbins. False events = fantasies, or your imagination.

By stepping up and taking action, everything you do begins to destroy these false images, as your actual reality is vastly different to your imagined one. You will find that your offer to help that company, provide them a new product, or to help show your friends a better way of completing a task, will be received with an open mind. Now this does not guarantee the result you want, but it will guarantee a result. They will either accept your offer, want more information, or decline it.

Let's look at these results for a second.

- \* If they accept, then you have achieved your outcome.
- \* If they want more information, then you can still achieve your outcome.
- \* If they decline, then you can move on to the next person to achieve your outcome.

99% of the time they will be respectful and courteous to you, even if they really don't want to hear what you have to say. Not matter what the results though, the imagined events in your head (the Fear), is always ten times worse than the actual events. Now that can be guaranteed.

So next time you start getting nervous about anything you want to ask of someone, be it a sale, a favor or a date, remember this - destroy the fear by taking action. Acknowledge your feelings and decide to change them, not ignore them. One more thing – the people you are talking to have exactly the same fears, and when you truly understand that, then you will know that your actions will help to eradicate their False Events too!

Matthew Tibble is passionate about helping businesses achieve business success. With 10 years experience in sales and marketing, he has developed an enlightened approach to business combining proven philosophies with practical implementation. For more details visit our site,



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