

Three guiding principles of courage (and it's development)

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By Tracy Brinkmann

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I have come under the personal belief that everyone is a leader to someone. Whether that someone be an employee (or thousands of employees), your spouse, a child or at the simplest level, oneself - you are a leader. As a leader you have the responsibility to develop a level of courage first within your self, then to instill that level of courage in those that look to you for your leadership. It is key to note here that you must first achieve a level of courage within yourself before you even attempt to instill it in those around you. Why? Well the answer is simple... how on earth can you pass on that which you do not have? You will never be able to encourage others beyond the very level of courage that you carry and demonstrate on a regular basis. Your level of courage is the only limiting bar. Raise that bar and you raise your ability to encourage others.

The three guiding principles around raising that courageous bar are:

1. Courage = Controlling you fear.

Growing up in a military environment taught me one thing that I know is fact – Everyone is afraid of something (often many things). From the 6 foot Army Veteran who has served many months on the front lines, to the CEO of a Fortune 500 company, fear is a fact in each of their lives. But throughout history our true heroes were not the men and women that were not afraid, but rather those that faced their fear, acted in spite of it, and moved forward to overcome its choke hold on their lives.

2. Face your fears.

Realize that your fear is going to exist and maintain its control on your life, until you face it. Once you face it -YOU will gain control and your fear will falter, thus lessening its grip on your life. However, let us not forget that the opposite is just as true. While moving towards that which you fear weakens that fear, avoiding it and heading away from that very same dread will empower and strengthen it, thus increasing its strangle hold on your life.

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Make facing your fear a habit—knit part of your life. Consciously and continuously take steps to chip away at that fear. Look at every situation or task that induces fear in you as a challenge, or an opportunity for you to become more than you are today. To become more of what you want to be.

Last but not least - this one has almost said itself...

3. Do what you fear and that fear's demise is certain.

At the risk of repeating myself – do what you fear over and over again and your fear will lose its hold on you. A perfect example comes to mind. For many, public speaking is a number one fear. I have been a member of an outstanding Toastmasters International Club in Atlanta for 7+ years. In our weekly meetings we watch those that would never willingly get up in front of an audience and speak overcome that fear. They do so by taking a little step closer each week. First they get up and answer a simple

impromptu question - a quick thirty—second answer and they rush back to their seat. Next time they will give a two to three minute speech about themselves. Shortly after that a three to four minute speech on a topic they are passionate about. Step by step they build their skills and remove the chokehold that the fear of public speaking had upon their lives and their careers. Take what you fear and break it down, face it step by step until you are the one empowered.

Zig Ziglar said it quite well in a presentation I attended, "Fear = F.E.A.R or False Evidence Appears Real." Time and time again you have thought about taking the action that you fear. Your mind ran through all the possible outcomes positive and negative. Then your imagination, fed by your fear, led you further down the negative path. Thus feeding your fear again. Leading you further down the negative path... I'm sure you see the pattern developing here. Break that pattern! Turn and face your fear! Take conscious and continuous steps towards it, as often as you can, until you are the one with the control.

Think successfully!  
Tracy

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## **Newbie Business Building and Information Overload – What Can You do About It?**

**By Francisco Aloy**

Information overload is something that will happen to all of us at one time or the other. Net Newbies, in particular, are prime targets for that terrible affliction. The incredible variety of ads and come—ons assaulting the Newbie is frightening just by the sheer number!

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All the marketers want you to sign-up for a seminar or a promotion. Your email inboxes are straining to hold all the correspondence telling you that unless you buy this or that system or utility, you'll be left hopelessly behind; heck, you've lost the race before it even started!

All the above, of course, while you are just fumbling around doing your best to understand the basics and snag onto a set of guiding principles. It's enough to make perfectly sane Newbies fling their arms, pull their hair and throw their computer out the window! However, is there an antidote, a way to minimize or stop it? Read on and I will show you how to spell relief from your information congestion.

The strongest defense against information overload is a special kind of knowledge. What I'm talking about is the type of knowledge that comes from a deep investigation of sound business principles. As you spend weeks and months contemplating setting up your Net business, ask yourself what are the basics of business. It doesn't matter if it's a brick and mortar or Net business.

Grab a pen and paper and make a point by point outline of what you consider to be essential business principles. Double check the above list against established sources; there might be an item you left out. The list has now become YOUR list; not a list somebody else handed you. Take a look at this article and see if it helps:

[http://www.newbie-business-guide.com/tested\\_business\\_principles.htm](http://www.newbie-business-guide.com/tested_business_principles.htm)

Continue to meditate upon the above subject and welcome it onto yourself; have the knowledge become a part of you, feel it in your gut! Only a very complete study of basic business principles will set you free from information overload. In

your quiet moments, dwell upon it and become one with it.

Dig deep into all areas dealing with creating and maintaining an ongoing business. Look into Web building, advertising and promotion. Be leery of concepts that are vague or unclear. Should you run into the words "new business model," head for the door as fast as you can!

Always remember that you don't want to re-invent the wheel, you just want to have a very good understanding of how it

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works. You are not trying to break new ground but to understand the well worn steps traveled by others before you.

Don't attach a personal judgment to some of the sales literature since there is a reason for that weed to grow. Commercial copywriting should be a main subject of study, no matter what your personal viewpoint.

As time goes by, you'll begin to feel a new courage that is gained by the convictions of your studies. As you read many of the ads offered, you'll have a guiding principle in your mind and in your gut. No longer will you be like a leaf, blown about by a merciless wind! You have the power of knowledge to guide you!

As you surf the Web, make a list of sites that you like. I'm talking about particular sites associated with starting and building your Net business. You'll recognize them instantly because their writing will be clearheaded and to the point. Their articles will be in favor of the reader with very little heavy handed sales copy. When the need arises, go there and drink deeply from the well.

All the above should contribute greatly to help you find your center; you won't be fumbling around in the dark anymore. When you run into the next me-too fad to hit the web and it rears its ugly head to look at you, you'll know exactly what to do. It's a good thing and I welcome you to the peace of mind of your new home.

by Francisco Aloy

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Discover Your Purpose In Life

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The Lies We Live By  
Mentors Around Every Corner  
Courage

How to Use Your Mind for Study  
Self Improvement PLR Kit  
Web Biz for Beginners  
Free Government Grants  
30 Powerful Business eBooks



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