

*Module 15, Lesson 1 Handout:*

## **Identifying and Overcoming Your Business Fears**

Fears. We all have them. The most successful people on the planet have them. Starting, maintaining, or growing a business indeed can be scary, for so many different reasons. But the only way you'll ever get yourself into that "most successful people on the planet" bucket is to learn how to identify your fears and deal with them. If you let fear control you and your decision making, chances are you'll miss out on opportunities, hold yourself back from reaching your goals, or, the worst case scenario, never get your business off the ground and offer the world your talents, knowledge, expertise, and gifts.

So, it's time to dive into your fears. What's holding you back? Are you unsure of what to do to get started? Are you worried about failure? Are you concerned about being judged or dealing with haters on social media? Are you already overwhelmed with what's currently on your plate to the point you couldn't possibly imagine adding "start a successful business" to your to-do list? Let's acknowledge whatever it is that is holding you back and help you break down those barriers. Remember, as long as you build walls around yourself or pile up reasons why you CAN'T, YOU will be the reason you fail.

**So, let's begin by breaking down the 5 most common fears entrepreneurs have:**

**Failure:** Yes, failure is scary. No one wants to fail. You aren't the only one that feels this way, but you also can't let it hold you back. The only thing worse than failing is not trying, as that often leads to regret, which is definitely something to be far more afraid of. If you let your fear of failure keep you from trying, you'll never know if you can achieve success. Plus, even if you do fail, it doesn't have to mean whatever it is you're aiming for is over. Success is a journey that involves falling down and getting back up again over and over. The most successful people have failed time and time again. Don't believe us? Just do a quick google search of successful entrepreneurs who have failed and you may find comfort in the names you see who felt exactly like you at one point in their careers. Walt Disney, Steve Jobs, Arianna Huffington, Thomas Edison...the list is endless. Fear of failure is all part of being an entrepreneur. The feeling may never go away, so make room for it in

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your life in a way that you can use it as fuel, motivation, and a simple reminder that what you're doing must matter to the world. It's not so scary anymore, is it?

**Judgment:** When you put yourself out there, you are risking judgement. In fact, you WILL most certainly be judged. There WILL be haters. Every celebrity on the planet deals with this issue in front of cameras and on magazine covers, and behind closed doors it certainly must have an emotional effect. On social media, the judgement may feel amplified. But guess what? It doesn't matter. Let 'em hate. In the end, it's all just noise. Keep on doing what you do best; stay true to your purpose and vision, and keep moving forward. Most of your haters don't know anything about your business, anyway. If the fear of judgement creeps in, try this. Imagine your son or daughter or niece or nephew came to you with the fear of what other kids would say about their new outfit or talent show performance or whatever - you can fill-in-the-blank here. What would you say to them? You'd give them encouragement! You'd tell them how special they are! You'd tell them who cares what other people think! Well, tell yourself those same things when the fear of judgement creeps in. You'll be amazed at how well this trick works.

**Debt:** While the thought of being in debt can be terrifying, think about the risk of having a steady job doing something you aren't passionate about, where you have little control over ever being happy or living the life you envision for yourself or increasing your income; isn't that a bigger risk and even more terrifying? Taking risks - responsible and educated risks - is necessary to get the rewards you want. And getting your products and services out there without worrying about perfection is critical to avoid never launching at all. It does take money to make money. But, you just have to spend it on the right things, and not on ALL the things. No business ever has enough money to do what they want to do. There will always be that sense of, "If I could only afford an assistant..." or, "If I could only have afforded to make the product a little bit better..." or, "If I could only spend a little less on marketing...". And as you grow your business and reach financial milestones, you'll want to invest in the next thing that will help you further grow and reach the next milestone. That, too, is part of being a business owner, and is something you need to learn to become comfortable with. Taking out a loan or spending your savings or borrowing money from anyone to get your business off the ground, keep it going, or take it to the next level is indeed scary. But you can't let it hold you back. Remind yourself that it's the nature of going into business, and think about all the businesses that wouldn't exist today if the brave entrepreneurs who started them had been too afraid of debt.

**Loneliness:** For an entrepreneur, loneliness is a common fear, and it's a real thing. There will be times when you feel like an island. As they say, it's lonely at the top. BUT, there's also no greater reward than being the one who climbed the mountain. Plus, as you grow and develop your team, and if you build the right team, you will always be supported in the times when you really need it and in the ways you need it. If you really struggle here, consider working with a co-founder/partner to keep you company and to bounce ideas off of. And, of course you will always have the TNS community. The Nutritious Life team will always have your back, and the TNS community will always be here to support you in the scary times, the lonely times, the good times, the bad times, and everything in between.

**Overwhelm:** It's easy for entrepreneurs to get in their own way. Sometimes we think so hard about how to start something that we keep ourselves from ever getting off the ground. This is sometimes referred to as *analysis paralysis*, and it's also a real thing. It's important to make small, manageable goals that can add up to one big goal, so everything feels more achievable. If you're a list person, this is where you can shine. If you're not a list person, you should give them a try. They change lives, at least for the TNS Team! Writing things down on paper or in an app takes some of the burden away from the task or goal. It's like when you take a deep breath and exhale some of your stress. The minute you get overwhelmed, make a list - break it down - eat the apple tree one bite at a time - exhale.

### **Now, it's time to acknowledge your own fears!**

You may have other fears on your list. I want you to go through this same process with any fears we didn't just cover. Acknowledge the fear, understand why you are afraid of it, see how it's been holding you back, and put a plan in place to tackle it. It's important to take the emotion away for this exercise, and just get practical. Step out of the headspace that's been consuming you, and put on your thinking hat. Maybe go through this exercise with a trusted friend who can be the practical voice, if you simply cannot get there on your own. Then when you're in the moment later on and your emotion hits and begins to overtake you, you can step back into this familiar practical role and win the emotional battle so you can move forward with your business.

● MY GREATEST FEAR IS:

- IT IS HOLDING ME BACK FROM:

- I WILL OVERCOME OR DEAL WITH THIS FEAR BY:

## FEAR #2:

- ANOTHER FEAR IS:
- IT IS HOLDING ME BACK FROM:
- I WILL OVERCOME OR DEAL WITH THIS FEAR BY:

- ANOTHER FEAR IS:

- IT IS HOLDING ME BACK FROM:

- I WILL OVERCOME OR DEAL WITH THIS FEAR BY:

## FEAR #4:

- ANOTHER FEAR IS:
- IT IS HOLDING ME BACK FROM:
- I WILL OVERCOME OR DEAL WITH THIS FEAR BY:

## FEAR #5:

- ANOTHER FEAR IS:
- IT IS HOLDING ME BACK FROM:
- I WILL OVERCOME OR DEAL WITH THIS FEAR BY: