

PART 4

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BESTSELLING ONLINE INCOME STRATEGY GUIDES

FEAR

ACCOMPANYING VIDEO:

Video 3:

http://youtu.be/IB4wXjLoDLE

Just take a look at the internet marketing gurus who have overcome the obstacles that all newbies face at the start of their careers. They started where most of you and I did, but never quit and always found a creative solution through perseverance.

What sort of results would your life/online business experience have if all of your creative potential energy were suddenly unleashed? What would that look like? Imagine that there is nothing negative at the back of your mind that is holding you back.

I think if you could get through a day without having to fight off those negative thoughts, those fears, then it would equate to an enormous amount of internet marketing action. Am I right?!!

Your days would be so freakin productive and it would take less effort to be that productive. You would be making some serious progress. Massive action equals massive results!

So what obstacles are getting in the way of your results?

Here are some fears that many internet marketers have expressed:

- Fear of failure.
- Fear of success.
- Fear of being ridiculed by those who know you. (Many people think making money online is not a "real" job).

- Fear of not making enough full-time income to support yourself and your family.
- Fear of losing everything you worked for due to the many changes that happen within the industry.
- Fear of the unknown.
- Fear of leaving a full-time job to work online only to "fail" miserably and end up without a job.
- Fear of not having enough confidence in your abilities to learn and use what you have learned.
- Fear of not making any money.
- Fear of not taking enough risks.
- Fear of taking too many risks.
- Fear of wasting time, (things may not work out).
- Fear of spending money with no return.
- Fear of having to go back to a regular 9 to 5 job that you hate.
- Fear of list building. And many, many more fears.

I think our fears are a very important part of life. Without them I doubt any of us would live past the age of 20. What is more important is not the fear itself but how we handle our fears. When it comes to many things...including business, that will determine whether we succeed or fail.

I think that the number one killer of joy, productivity and achievement is fear that is not dealt with in a positive manner. It's tough to make any progress with an online business if you are paralyzed by fear.

You then have the mindset that nothing productive you do, such as writing articles, creating websites, building a social presence, creating videos, etc., will matter because somehow the belief got in your head that no one will like your creative work, or that it isn't good enough.

Mostly our fears just limit us and hold us back from pushing ourselves to be the best we can be.

In internet marketing particularly, the hardest fear you can overcome is the fear

of failure. Also the fear of the unknown. I think the case with many people who keep on reading and learning instead of taking action is that they are not willing to overcome those fears.

But that's not the way to go. You learn the most by getting into the trenches and actually doing. Even if you have just a bare idea of what you are going to do, just start somewhere.

For many people, the idea of starting their own business worries them so much that the risks get exaggerated due to the fear of actually taking those risks. Unless you are prepared to conquer fear or at least to take actions that overcome the fears then you will remain static or fail because of inaction.



"One who fears failure limits his activities. Failure is only the opportunity to more intelligently begin again."

-- Henry Ford --

Essential Tips For Overcoming Your Fears In Business

1. Know the source of your fear: What are you afraid of? Write these down in a notepad and be very specific. Is it fear of failure? Is it fear of success? Is it fear of taking too much risk? Is it all of the above?

Once you get that list then write up another list where you dig even deeper. <u>Why</u> is it you fear failure? <u>Why</u> is it you fear success? <u>Why</u> is it you fear risk?...and so on. Drilling down into your answers will help you discover the true source of those specific fears. Knowing the source of your fear is an important part of facing and overcoming exactly what it is that is holding you back.

2. Take action to address the source: Making an effort to do something about your fears means you are ready to overcome them. You are ready to face them, beat them and move on. Take a look at the "fear" list you wrote. Work through each fear one at a time. Ask yourself, "What can I do that would help me overcome this fear?"

Let your brain figure out the answers. You may not like some of the answers and the actual action may require you to go beyond your comfort zone....but that is a normal part of the process. Face the fear, take control of the situation and find a way to make it less frightening.

3. Find the enthusiasm in what you do: One of the best techniques you can use to overcome your fear is to tap into your passion and enthusiasm for whatever it is you are doing. You don't focus on your fear, you focus on what you are good at and what you like doing.

To help, make a list of all the really wonderful benefits and successful outcomes of things and ideas that have worked well in the past. You <u>will</u> find a time when you broke through your fear of failure. You <u>will</u> find a time when you broke through your fear of success.

How did you get through the fears back then? Figure that out and then use that knowledge to get you through the fears you have at present.

4. Shift your perspective: What would it feel like to not fear failure? What kind of things could you achieve? Would ideas flow more smoothly? Would you have more confidence? Would you feel free to try new things?

You see where I am going with this? Pick a fear and flip it so you are looking at it from a different perspective. By doing this you will notice that not only has your fear stopped you from doing certain things in your life and business but you will also notice how YOU created that fear.

5. Start small: Very often, people tend to tackle projects much larger than they can comfortably handle. If you want to overcome your fear, start small. Work through one fear at a time because the last thing you want to experience is overwhelm; that leads to giving up.

Find a way of working through your fears that feels comfortable for you, and stick with it. Keep track of your successes. Keep a journal nearby and record your achievements in it each day. This will help you stay aware of just how much you do right.

- 6. Stay focused on your desired outcome: Most people take action and reach their goals because they stay focused on the benefits of doing so. Sometimes, reminding yourself what you want and why you're doing this can help you take the next step to beating your fears.
- 7. Have fun with it: I know some of you may want to slap me for adding this last point because the truth is "fear" is not fun. However, rather than approaching this from a heavy "have to", "doesn't feel good" perspective find a fun, interesting way to do this.

You can't avoid fear. Even if you get through all your fears by following these techniques I guarantee that at some point more fear will arrive. We are human, we cannot avoid it...but the difference will be that now you know how to recognize your fears and you know how to overcome them.

"It is hard to fail, but it is worse never to have tried to succeed." Theodore Roosevelt –



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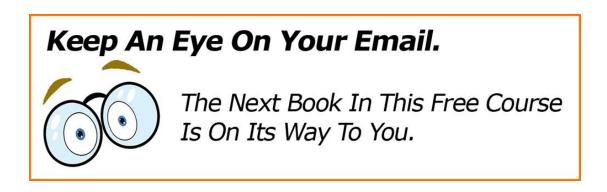
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I have provided you with a **5 Minute Personality Test**. Just follow the simple instructions, fill out the answers and then check your results at the end.

The results will give you a rough idea of what your main personality type is and help point out any weaknesses or strengths you may have. By understanding yourself better you will be able to use more of your strengths and less of your weaknesses. In PART 5 of this course you will learn the 4 common mistakes newbies make in internet marketing and how to avoid them.

You will also gain tips for dealing with information overload.

YOUR BONUS is the NBBB Resources Sheet which has a number of recommended task management tools.



Andy Charalambous

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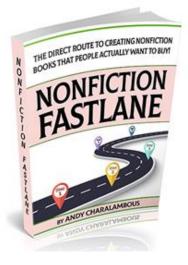
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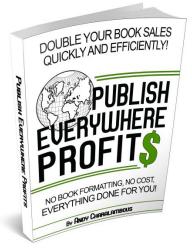
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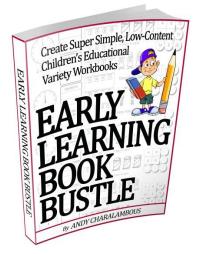
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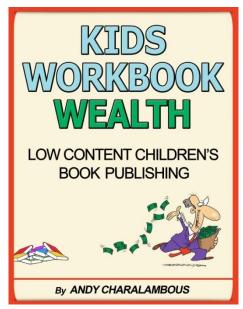
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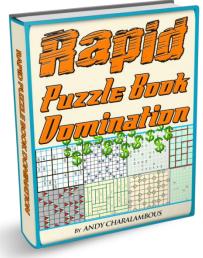
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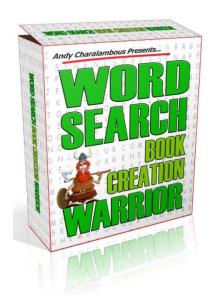
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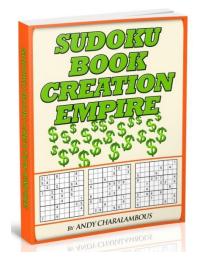
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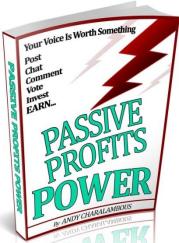
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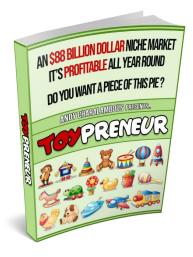
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