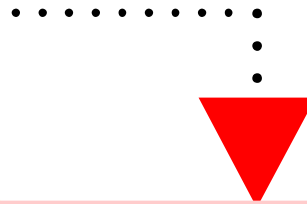


Overcoming Fear

By Ilene Meckley



Fear is something that everyone experiences in many areas of their lives, and the home-based business is no exception. Fear of rejection, fear of making a bad impression, fear of coming across as pushy or uninterested in anything beyond making a sale, fear of the unknown. Whenever one ventures out into unfamiliar territory, one typically feels at least some degree of fear. Yet what is fear?

Fear can be summed up by the acronym False Evidence Appearing Real. It is nothing more than allowing what you believe to be true about the future affects your decisions in the present. Ironically enough, it becomes a self-fulfilling course of action. Focusing on one's fears to the exclusivity of common sense, as is so often the case, actually serves to create the very situation that you seek to avoid. Thus there truly is nothing to fear but fear itself.

Countless observations of human behavior points to the evidence that what you focus on - what you see happening to yourselves - actually happens. The mind is a powerful tool that can be used to generate the kinds of lives we all want to lead. However, you can run it, or it can run you. You can hold fast to the belief that you can only see failure resulting in your actions, or you can decide, here and now, that you can overcome that belief. You can choose to focus on another result – a positive one.

By choosing to believe that an outcome is going to be positive, you direct the mind to begin working on figuring out how to get there. If you find yourself thinking, "I can't see how I can possibly get a positive result", stop yourself for a minute. Imagine you are completing the relatively simple task of crossing the room. What is the very first thing you do before you begin? Do you look at your feet and say "feet, I can't imagine how you are possibly going to get across the room" or do you look across the room and focus on where you are trying to go? You look across the room, at the destination. Why do you do this? Because looking at the destination allows you to see any possible roadblocks and the best possible path to steer around them. Looking at your feet, you'll likely fall over the nearest table or chair, which is what you imagined you would do in the first place. Do you see how this relatively simple illustration points out that your success or failure depends on what you are focusing on? It is the same with larger tasks, even if the destination cannot be directly seen with the eyes. It can still be seen with the mind.

One of the most fundamental tasks in the home-based business is talking to people. Without talking to people, especially those we have never met before, it becomes extremely difficult if not impossible to grow a business. After all, you only know so many people right this very minute. If you counted them all up and refused to meet new ones, you would already know how far your business could grow. Wouldn't you like to know that it could go farther? It can, and another thing that can help is the acronym F.A.Y.C. Forget About Yourself Completely. If you're worried about how people are perceiving you, consider this: Most people are spending their time worrying about how you are perceiving them. So don't stress too much about how you are seen. Focus on making those you are talking to comfortable, and easing their fears, and you will find that yours have disappeared in the connections! They will remember you positively because you worried about their fears instead of your own.

I believe that what we need to do when we feel fear in sharing our business is to ask ourselves, "Is it really an anticipation of us feeling uncomfortable because of the unknown, an anticipation of what 'could' happen during our sharing process?" That is not a very fair thought for you to have when thinking about the true purpose of sharing. Just think, "I wonder, is this is someone who could benefit from what I have to say?" There should only be a feeling of possibly helping someone when it comes to sharing.