

WHAT IS FEAR?



**Fear is a survival or defense mechanism.
Fear causes you to avoid actions/results at all cost.**

Fear of Business Actions:

- Approaching a stranger
- Inviting someone live: to view your products, hold a party, join your team
- Using the phone to cold call, follow up, ASK
- Using Social Media/Facebook live/holding virtual parties
- Teaching a class/presenting marketing plans/speaking on stage
- Mastering technology/marketing online/branding yourself
- Training and Coaching your team/motivating and managing others
- Personal development
- Business and skill development

Fear of Results:

- Fear of Success
- Fear of Failure
- Fear of Accountability

Core Emotions connected to each FEAR

1 | Fear of Loss

Death
Power/Control
Relationships
Financial Stability
Comfort
Missed Out

2 | Fear of Rejection

Ridicule/Embarrassment/Humiliation
Disappointment of others
Left out/Not belonging
Unwanted/Unloved
Abandonment
Judgment of others

3 | Fear of the Unknown

Change
Instability/Uncertainty
Helplessness
Vulnerable

4 | Fear of Pain

Physical
Emotional
Loneliness
Illness
Getting old

5 | Fear of Insignificant

Don't matter
Not loved
Unwanted
Not enough
Not heard/Not Seen