

**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