

Transcript

1. What is fear?

You've probably been in this situation when you were watching a scary movie and you were afraid to walk through the dark house because you had to get back to your bedroom? Or let's take a more abstract example. You are just about to start your own online business and now your mind is running wild with thoughts like:

- What if I'm not skilled enough?
- What if people don't like what I have to offer?
- What if I'm losing my financial security?

This is fear speaking to us and yes, it is an unpleasant emotion that we don't want to have. But what is fear actually?

So, the problem with the definition of fear is that every single person in this world experiences fear differently and we develop different strategies on how to overcome those fears. But what we can say for sure is that it's a **collection of sensations and perceptions** that tell us something is threatening. Because our mind wants us to keep us safe and unknown situations are always a threat to us. That's at least how the mind works.

And fear, anxiety, unease, apprehension, panic, worry - they are all interrelated and connected with each other and they are all a form of fear. The biggest danger of fear is that it has the **ability to play with our emotions and to challenge our perceptions**.

So feeling fear is you living in your mind and it's always about what happens next. So basically, we can say: **Fear is always about the things which don't exist**. Let me tell you this: The mind consists of two entities. It's imagination and it's memory. And people are always suffering. They are either suffering about what happened yesterday or they are suffering about the things which might happen tomorrow.

So basically, the basis of fear is being lost in imagination. And if you are rooted in reality, if you are in the here and now you won't feel any fear. So it's always about the things which don't exist but not of what is really happening right now. So basically, **fear puts its boundaries on you** and our mind always wants us to keep us safe. But as long as you don't push the boundaries you might be safe but the problem is that you are also safe from life. And as long as you don't push those boundaries and you stay in those boundaries, you will never experience what life really has to offer.

2. The myth of fearlessness

So you've probably heard about entrepreneurs that they love to take risks and they don't have to deal with fears? Well, studies have shown that this is a myth. They deal with fears, just like you and me.

But the one difference here is that they have learned how to overcome those fears so they can reach their goals. And this is what I want to encourage you also to do the same. Because the big plus here with an online business is that you don't have to take a huge risk. Especially, when it comes to the financial situation you can start all of this as a side-hustle. You can still work as an employee somewhere and you can work on your online business at the same time.

The only risk that you have to take is that you will have to **step out of your comfort zone** every time and you will have to do the things that you have never done before. But believe me: If you do that every single time, if you do this regularly, the fear will become less and less.

3. Where do our fears come from?

So now let's have a look: Where do our fears come from?

Well, there are two things where they could come from: either from the genes or from our experiences. Well, scientists found out that it's kind of both. Our brain is traditionally wired to keep us safe and this is a good thing. Because when you look back, when you go far back to the Stone Ages people were confronted with

wild animals much more than they are today. And back then, every time our mind was confronted with the threatening situation it had to decide: do we flee or do we stand here and fight? And this is something that we kept until today. This is just a perfect thing. Because we need something in our mind that keeps us safe, that keeps us away from danger. It is absolutely fine.

But fear might also derive from our experiences. Let us say that you were bitten by a dog when you were a child. You developed a fear of dogs. Or let us take a more abstract example. Maybe you grew up in a household where money was bad. It was a bad thing to have money. And money of course, isn't a bad thing. But now every time you are about to experience success, you get afraid. Why? Because success might come with a lot of money and this is a bad thing. Your brain is wired like this. It tells you, it is a bad thing, you have to keep away from it. And you become afraid of being successful.

So basically, what we can say is that **fear is created in our mind** and it's not based on reality but either what we experienced yesterday or it's a worrying about what might happen tomorrow.

And it's also important to point out quickly how do you feel fear. Well, it can be through an increased heart-rate, sweaty palms, maybe butterflies in stomach or shortness of breath. There are many ways how you might feel fear. But it's important to recognize this in the moment when you feel fear.

4. What do we do when we feel fear?

So, as soon as you know that you are afraid of something what do you do then? Well, psychologists have a word for it: it's called the **fight-or-flight-response**. So, some people will stand in front of their fears and they will say: "I fight them! I will do it anyway because I want to reach my goals!" And some people will flee. That means, they will go back to their safety circle, they will go back to their comfort zone and they won't decide to step out because it seems dangerous. It seems dangerous and they don't want to deal with all those fears.

So what do you do? Do you fight to reach your goals anyway or do you flee and stay in your comfort zone?



Well, I prepared some resources for you to help you overcome your fears step-by-step. So I created a little journal for you. It's called the journal of fears. So for the next one or two weeks take yourself time and sit down to write down your fears. Write down the situation when you felt fear and it will help you see your progress over time and you will recognize your mind patterns so you can change your patterns easily.

And I also created a worksheet about the worst-case scenario. It's a very powerful practice that you can do every time you are afraid in a situation. Which means, especially now, if you want to start a business you can take this worksheet and you can imagine the worst-case that could happen. And when you answer your questions you might see: Well, it doesn't seem very rational or maybe your fears just sound stupid. Or you come up with some solutions which will help you if the worst-case scenario will become real.

And I also created a little sheet for you where you can find helpful meditation apps to help you become rooted in reality and not rooted in the past or in the future but help you to be in the now and here.

So have fun with it and if you want to know more about my work visit me on <https://www.heart-and-style.com> or follow me on [Facebook](#) or [Instagram](#) and find out more on how you can overcome your fears with practical advice and everything you need to know so you can start out your own online business successfully.