



FEAR FACTORS WORKBOOK

OVERCOMING YOUR OBSTACLES

BY SHANELLE Q. BENJAMIN

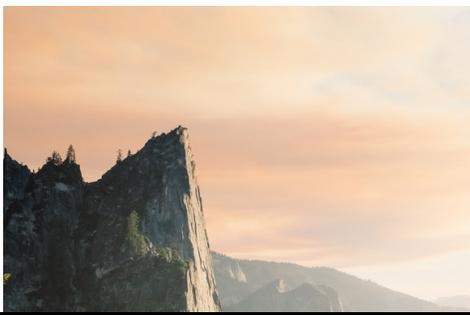
ABOUT THIS WORKBOOK

We all have fears when it comes to starting a business. However, it is important to not let those fears stop you from creating your business. you could be the next Rihanna, SupaCent or Oprah. but you'll never know unless you get out there and try!

This workbook will work to recognize what's holding you back, overcome what's holding you back and go full force into your dreams .

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THE
BRAND *Justier*



FEAR FACTORS

LAYING IT OUT

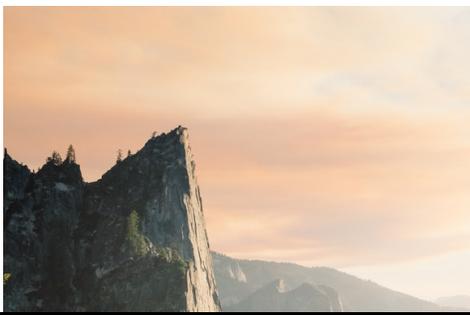
The first step is to name your fear factors. Start by writing out any and all negative thoughts, fears, or limiting beliefs that are holding you back from achieving greatness. I've given you an example to start off.

Ex: I don't know where to start. Everyone seems too far ahead of me.

- 1.
- 2.
- 3.

- 4.
- 5.
- 6.
- 7.

- 8.
- 9.
- 10.
- 11.



FEAR FACTORS

LAYING IT OUT

Use this extra page if you have more fear factors that you need to list.

12.

13.

14.

15.

16.

17.

18.

19.

20.

21.

22.

23.



FEAR FACTORS

SEEING THE DESTRUCTION

Great job! Doesn't it feel good to get all of your fears out of your head and onto a sheet of paper? Now we're going to dig deep into the three biggest business fears you have to discover the long-term effects they could have on your life.

I BELIEVE...

Ex: I think no one will support me

And How Will That Affect My Business?

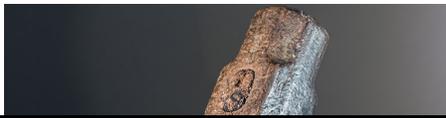
Ex: Well for starters, it will make me not want to tell anyone about my business because I'm scared they'll criticize me and laugh at my goals.

And Then What Happens?

Ex: Then my business won't grow and I won't make any sales because no one knows about it.

And How Does That Make Me Feel?

Ex: It makes me sad. I feel as if I'm not as good as the other entrepreneurs I know and/or look up to. I also feel as if my life will never get better.



FEAR FACTORS

SEEING THE DESTRUCTION

Now that you've seen my examples, use the following three sheets to map out your top three fears and how they'll affect you.

I BELIEVE...

And How Will That Affect My Business?

And Then What Happens?

And How Does That Make Me Feel?



FEAR FACTORS

SEEING THE DESTRUCTION

I BELIEVE...

And How Will That Affect My Business?

And Then What Happens?

And How Does That Make Me Feel?



FEAR FACTORS

SEEING THE DESTRUCTION

I BELIEVE...

And How Will That Affect My Business?

And Then What Happens?

And How Does That Make Me Feel?



FEAR FACTORS

LETTING GO YOUR FEARS

It's crazy how much fear can hold us back, right? Well, I'm here to tell you to stop being scared. You're capable of awesome things so it's time to let that negative, limiting mindset GO!

Picture this: You've got fresh glass of water in front of you and someone comes and drops a pinch of poison in it, you now can't drink that water. Think of your mind as the glass of water and your negative thoughts as the poison. It doesn't matter how small the amount of poison is, it will always ruin the glass.

On the next page, you're going to list all of your limiting beliefs (your fears) and determine the opposite of that belief. This is called your limitless belief. After you've gotten all of your limitless beliefs, repeat them over and over; make sticky notes of them and put them around your house. Whenever you begin to feel nervous or scared about going after a goal, read those affirmations.



FEAR FACTORS

LETTING GO YOUR FEARS

LIMITING BELIEFS

Ex. No one will support me

LIMITLESS BELIEFS

Ex: I will build a worldwide audience that will fall in love with me and my business



FEAR FACTORS

LETTING GO YOUR FEARS

LIMITING BELIEFS

Ex. No one will support me

LIMITLESS BELIEFS

Ex: I will build a worldwide audience that will fall in love with me and my business

THE END.

**"FEAR HAS TWO MEANINGS:
FORGET EVERYTHING AND RUN
OR
FACE EVERYTHING AND RISE.
THE CHOICE IS YOURS."**

-ZIG ZIGLAR

ABOUT THE AUTHOR

Shanelle Q. Benjamin, the founder of The Brand Hustler, is a serial entrepreneur and marketing expert. In 2010, while in high school, Shanelle founded a non-profit organization dedicated to teaching young adults healthy eating and fitness habits. Since then, Shanelle has started multiple projects including: a virgin hair company, a graphic design company, a professional writing agency, and an online shoe boutique.



Her most recent endeavor, The Brand Hustler, was created to put all of her knowledge and experience into one place to help other female entrepreneurs get their businesses off the ground with proper branding and marketing techniques. In her seven-year career, Shanelle has worked in just about every industry – from billion-dollar banking corporations to large national expos such as the Texas Black Expo. She has executed social media, event and other marketing plans for over 50 companies/organizations. Shanelle plans on using The Brand Hustler to empower and uplift women so that they can recognize their worth and purpose while achieving their wildest dreams.



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