

# Rid Yourself of Fear Now



FINANCIAL  
ADVISORS REG-  
ULARLY TRADE  
ADDITIONAL  
INCOME IN  
ORDER TO  
NURSE THEIR  
FEARS OF  
REJECTION OR  
SUCCESS.

**THE FEARS THAT FORCE FINANCIAL** advisors to underachieve and plateau come in many colors: the fear of rejection; the fear of embarrassment; the fear of failure; the fear of success; the fear of change; the fear of the future.

Fear is so powerful that financial advisors do not even want to talk about it, let alone admit that they fear rejection, failure and success. Fear actually creates a form of prospecting paralysis. When your fears are stronger and more powerful than your commitment to succeed, you have a problem. You better learn how to kick your fears or you will underachieve forever. The good news is more than eight out of 10 financial advisors can learn how to eliminate all of their irrational fears in 10 weeks. It takes a little bit longer for the remaining two, but we now know how to identify, confront and eliminate all of the fears that have been holding you down — and these techniques are available to virtually everyone who wants to participate.

Fear is a powerful teacher. Its lessons are learned on the emotional level and rarely forgotten. There are

no slow learners when fear is the teacher. Think of the last time you touched a hot stove. How many times have you touched one since?

**What Do You Fear?** You have been rejected and embarrassed. You have failed to reach your goals, to open a new account. You have lost your best clients and you have been so paralyzed by fear that you have never even thought about calling and inviting them to rejoin you. You have learned how to personalize every rejection, failure and embarrassment. The thought of feeling these emotions again frightens you, and you avoid any situation or circumstance that presents the possibility of experiencing any one of these fears. Your fears and avoidance behaviors not only limit the number of calls you make, but also limit your assertiveness and persuasiveness on each call. It's not your fault that you have learned to fear; however, if you keep them after today, it is your fault.

When we fear rejection, failure and success, we predict disaster, visualize catastrophes, and fears

about what might happen actually expand to outrageous proportions and block change.

**Catastrophizing** Mary has been a financial advisor for four years. During the last two years, her production has dropped to about \$260,000 (trailing 12 months).

Following one of my workshops she asked if she could talk to me. She related the following catastrophic story to me. She said that she continues to cold-call not because she is good at it, but because she knows that she can find new clients by cold calling. Mary said she is so fearful of

referred-lead prospecting that every time she thinks about asking one of her clients for a referral, she quickly ends the conversation. Her company wants her to become a financial planner, market managed money and work with high-net-worth clients, but every time she thinks about it, she becomes frozen with her fear of failure.

Mary's fears are costing her \$40,000 a year while your fears may

your ability to generate interest and answer objections. You worry about your associates overhearing you fail time after time as you prospect. You worry that you will be unable to provide the right products for your prospects. You feel just like you used to at those junior high school dances. You feel doomed to underachieve and miserable while everyone else is grabbing the brass ring. You wonder why you subject yourself

ing an error or mistake, causes indecisiveness. Indecision, procrastination and confusion are associated with this fear. It destroys the ability to decide what you want to accomplish during the day

**5.** Fear warps your perception of your life and destroys your confidence to pursue your dreams.

**6.** Fear keeps you from taking additional training, talking to a psychologist, or chatting with your

## FEAR IS A **POWERFUL TEACHER**. ITS LESSONS ARE LEARNED ON THE **EMOTIONAL LEVEL AND RARELY FORGOTTEN.**

be costing you a half million or more each and every year. The question is when are you going to be ready to learn how to kick them?

Jack, for example, a top-producing financial advisor, is aware of the fact that when his stress, frustration, tension and anxiety increase, he becomes acutely aware that he cannot make effective prospecting or client calls. He has experienced the same problems for each of his 13 years in the business. He knows he needs help, but he doesn't have a clue where to go or whom he should talk to. He's afraid of talking to his manager, because his manager might say, "You are in the wrong business."

Because of low self-esteem combined with fear, your thoughts turn to every client you have lost since you started in the business, and you feel as if you are lucky to still be in the business.

You worry about your prospecting approach. Then you worry about

to such pain.

In each instance, you do not fear a clear and immediate danger. Instead, you fear possibilities. You fear possible rejection, possible failure, possible embarrassment and possibly that you will be unable to handle the pain. In your imagination you conjure up the worst case scenario and fear it will become a reality. All the while, you overlook the probability that what you fear so desperately will never happen.

### **Ten Manifestations of Fear**

**1.** Fear keeps you from writing a business and marketing plan. If you do set goals, you never challenge or push yourself.

**2.** Fear triggers your internal defense systems and justifies your rational reasons to underachieve.

**3.** Fear, especially fear of failure, reduces the number of alternatives and inhibits your ability to pursue them.

**4.** Fear, especially the fear of mak-

ing an error or mistake, causes indecisiveness. Indecision, procrastination and confusion are associated with this fear. It destroys the ability to decide what you want to accomplish during the day

**7.** To calm your fears, you develop a whole series of self-sabotaging habits. Wasting time, procrastinating, working on low-priority activities, shuffling papers from pile A to pile B, disorganization, lack of motivation, depression, forgetfulness are just a few of them.

**8.** Fear makes you quit — often when you are within reach of your goal. The fear of success is the biggest fear of both sexes, but it is more frequently found in the achievement-driven woman, whose power, status, and wealth sometimes threaten the man in her life. This woman has worked hard to achieve

her goals and aspirations, but just as she is about to reach the pinnacle of success as she has always envisioned it, she stops and asks herself, “What if I get what I really want only to lose what I really want?”

It is at that moment that her fear of success overwhelms her, and she may stop achieving, sabotage herself or decide to change companies or careers and start over.

**9.** Fear keeps you from taking risks. Everything you do to improve demands that you risk failing, looking stupid and making mistakes. With every forward step you run the risk of disappointment, rejection, and pain. When change is involved, the most common fear is of the unknown.

**10.** Fear leads to the development of self-destructive habits of alcohol, drug abuse, nicotine, caffeine and tranquilizers.

**What does fear feel like?** Your muscles tighten, your body mobilizes for action, your breathing becomes rapid and shallow, your heart beats faster, you begin to perspire and adrenaline rushes through your veins. Fear can also take you by surprise. When fear shocks you, it can turn into a panic or anxiety attack. It can cause dizziness, hyperventilation, numb hands, pounding headaches, or feelings of impending doom or a sense of dread, which inhibit your ability to

prospect and make client calls.

The most common reaction to fear and anxiety is to avoid anything that frightens or makes you feel uncomfortable. This avoidance is most clearly and dramatically seen in financial advisors who have problems with rejection, failure and success. I have discovered if I procrastinate calling William, he will not say “no,” and if he doesn’t say “no,” I will not be rejected. No rejection equals no pain right now. Now is always more important than next month. The possibility of getting fired next month is not as painful as avoiding rejection right now.

**Fear Controls Your Life** Your physical and emotional reactions to fear are extremely uncomfortable. Fear itself is frightening and it produces physical and emotional pain as well as a significant loss of income.

I talk with financial advisors all the time who trade additional income in order to abate their fears of asking for golden referrals. Unconsciously, they believe it is more important to keep their fear of success and underachieve than it is to take one hour a day for 10 weeks and eliminate their fears forever.

Bear in mind, the next 10 weeks are going to pass anyway. Underachieve or rid yourself of fear — it’s your choice. 

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