



Remove Excuses and Doubts about Your Future

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Entrepreneurs are wired for big challenges and our attitude must be no one or nothing is going to stop me from achieving my goals. Even with this internal wiring we must understand that due to a lot of upheaval we have emotions about life changes and these emotions can affect our decisions and drive our lives. With life changing at warp speed simply acknowledging new information or changes will not always connect with your emotions.

We all know that we have goals that would make our lives more exciting and profitable, but we stop ourselves from reaching for these aspirations. Instead, we give ourselves excuses why we will fail, such as: outside conditions, market shifts, the economy, or even who is in the White House. We are all consciously and unconsciously giving away our personal power and life energy to what I call Life Dragons.

Our personal Dragons are internal insecurities telling us that outside circumstances are too great, we are not good enough, smart enough, to do whatever it is we want to do. We have let these internal Dragons become so large in our minds that we feel powerless against them. Negative self-talk or “The News” has reinforced our rationale as to why we won’t go for something we want. We build such a strong case against ourselves that we lose our creative energy to take the first step. Our efforts have become shrouded in frustration, and we lose our sense of certainty - that winning edge.



As a self-fulfilling prophecy, our focus always becomes our reality. We do have the power within us to refocus our energy and thoughts, create new solutions, give ourselves more leverage, and overcome fears that hold us back from creating a prosperous life no matter what big changes are happening in the world. When you



look back in your own history you can clearly see that fighting imaginary Dragons is a waste of your life energy and time. It's while you are battling a Dragon that you don't see what alternatives you have; most of us feel trapped and cornered. Dragons, or fears that have not been faced, will have many long-ranging, negative effects on your life today and your future successes.

We as true entrepreneurs have the power and courage to look our Dragons in the eye and know that if you give yourself permission you can deal with any problem or situation. The price for not facing your personal Dragons is loss of profits, new markets, better lifestyle, opportunities, time, self-esteem, and misuse of potential and talent. Frankly, I've grown to believe it's easier to face up to life and do the best you can – not to let fear and doubt rule my life. The outside world will always have challenges. We must depend on our inner strength to know we are equipped with a guidance system. If we listen to it we will not fall prey to external conditions, since all external conditions will shift and change with time.

Be an Effective Risk Taker

Progress in life is always going to involve risk. Even when you cannot KNOW everything that is going to happen in the future you must be willing to risk failure to grow. People who make no mistakes usually don't take any risks and therefore never allow themselves any opportunity to stretch and grow using their potential. We create an abundance of

opportunities by trying new experiences. Every experience gives you additional resources and teaches you valuable information from which to draw. You must look at life from a point of view where there is no such thing as failure, only results. For every adversity, there is an opportunity to learn and capitalize on it while others simply complain and get scared and follow the advice from others who have no skin in your game.

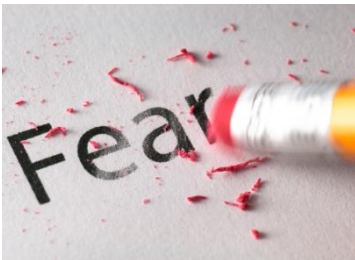


Here's a quote from General Patton that is important for all of us who are business owners: *“Success is not getting on top – but how you bounce on the bottom that counts.”* The most successful men and women in history have all had to deal with change, uncertainty, and fear. The obstacles of your past can become the gateways that lead to new beginnings. It's clear that progress always involves risk. We shouldn't fear trying something new or be afraid if our efforts do not work out, because we will always gain experience and wisdom.

FEARS THAT HOLD US BACK

The Fear-Of-Failure Dragon

Do you know anyone who hasn't failed at something? Most likely not! I have always felt inspired by reading about Walt Disney. Most people don't know that he failed several times. He went broke, went bankrupt, and weathered some tough times. But he was a visionary. He was willing to learn from his situation, regroup, reevaluate, relearn, and move on. Napoleon Hill, author of *Think & Grow Rich*, said, *“If you make a plan and that plan fails, make another plan. If that plan fails, make another plan. The only people who fail in life are the ones who give up.”* Malcolm Forbes said,



“Failure is success if you learn from it.” Henry Ford said, “One who fears failure limits his worth because failure is the opportunity to begin again more intelligently.”

The Fear-Of-Making-A-Mistake Dragon

The only time you really make mistakes in life is if you continue a behavior or a strategy over and over and it doesn't work. The first time you do something wrong is called a learning experience. IBM founder T.J. Watson said, *“It is important to acknowledge a mistake instantly, correct it and learn from it. That literally turns a failure into a success. Success is on the far side of failure.”*

The Fear-Of-Criticism Dragon

We've been brainwashed that other people's opinions are more important than our own feelings. We don't want to be judged. To take back your life you must not be outer directed; you must be inner directed. Whose life is this anyway?



Do these other people walk in your shoes? Do they know what's in your heart? Do they know your needs, desires, and goals? When you hear criticism, listen for the truth. Ask yourself: Is there any truth in what they are saying? If so, how can I learn or grow from the feedback? If your gut tells you that the information is not true, discard it! It's time for us to stop fearing what other people are going to criticize and live our own lives by our own truths. Remind yourself of another famous saying, *“To Thine Own Self Be True.”*

The Perfectionist Dragon

As a Performance, Productivity and Mindset coach, and dealing with hundreds of Business Owners in my coaching programs over the years, I have observed that one of the most destructive habits you can have as an entrepreneur is being a perfectionist. Most people don't even realize it, but being a perfectionist creates procrastination – putting off doing what you know needs to be done. At the root of procrastination is a fear that we won't do something perfectly, so we are reluctant to get started. A perfectionist is a person who is always looking for something wrong, and who will find it since that is where their focus is. Then the perfectionist is shocked and angry that something or someone is not perfect. To them any flaw means total failure. This type of thinking leaves no middle ground; you're either perfect or a complete failure.



Since little in life is perfect, perfectionists are usually frustrated, angry, and disappointed with life. With their attitude that things must always be perfect, it's difficult for them to accept themselves and others for who they really are. Perfectionists are very critical and judgmental; no one is good enough. These same people look for everything in life to be perfect, fear any type of criticism, and easily become defensive. They cannot bear the thought of being wrong. The attitudes of the perfectionist cause conflict in all their family, social, and professional relationships. Striving to be perfect creates unrealistic expectations, pressures, and problems. Being a perfectionist creates and promotes stress and suffering, while making creativity, spontaneity, and playfulness almost impossible.

One of the most damaging problems of being a perfectionist is the emphasis on external focus since the emphasis is on such surface qualities as the desire to impress and please others. The pressures of perfectionist-type thinking hold people back from starting new businesses, projects or making personal changes.

You need to be committed to stretching yourself in life and create a frame of mind of excellence instead of perfectionism, because trying to be perfect creates frustration, whereas striving for excellence means you are being the best you can be. There is an old saying: the person who has given himself the most choices, Wins!

Ignite Your Courage

We are all human and bombarded daily by fears, doubts, and reasons why we cannot accomplish what we want for ourselves.

To help put things into perspective, let me give you the real definition of the word **FEAR**: **F**antasized **E**xperiences **A**ppearing **R**eal.

Most of the things we fear are simply exaggerations of our imagination or from the fear mongers in the world. Since our subconscious mind and our nervous system don't know the difference between reality and our imagination, it produces the same uncomfortable feelings of anxiety, dread, and confusion. Sadly, our own self-talk has created dragons that appear too big for us to handle.



You must allow yourself to experience your fears and move through them with courage – the courage to look, acknowledge, and experience. Don't resist, avoid, or condemn your fears. It's an interesting paradox in life that when you resist something it persists. Allowing yourself this growth process is like a butterfly freeing itself from the cocoon. Many famous writers and artists alike recognize the importance of this metamorphosis. Ralph Waldo Emerson said, *“Do the thing you fear, and the death of fear is certain.”* Eleanor Roosevelt observed, *“You gain strength, courage, and confidence by every experience in which you must stop and look fear in the face. You must do the thing you think you cannot do.”* And Mark Twain put it this way: *“Courage is resistance to fear, mastery of fear – not absence of fear.”* The truth is that success is

never final, and failure is never fatal – it's courage that counts and right now folks we need to have more COURAGE than ever before to deal with the challenges we face.

Now more than ever it is time to ramp up your courage to face whatever happens in life with the attitude that you have survived many setbacks, failures, people who have betrayed you, stolen from you and cheated you. Outside reality is always changing and you must literally take charge of the caliber of information you allow in your brain. Literally you are being programmed by outside sources such as the media daily that you have no power, and you should turn your life and power over to so-called experts to tell you what to do. Clearly you have massive internal power if you call upon it. Shut off whatever news you literally don't need for your business. Focus your attention on your goals and associate only with success-oriented, independent, like minded people who share the same entrepreneurial philosophies, who can help support you and remind you of your abilities and give you sage advice on how to use your real power to create the life you desire. Your point of power in this lifetime is this moment. Focus your mental, physical, emotional, and spiritual energy into the direction of what you want to create. To change your life all you must do is create it in your own mind, act on your goals and believe in yourself.

Dream Big—LIVE BIGGER!