

OVERCOMING ENTREPRENEURIAL TERROR

During a conversation I was having with one of my dear friends, we talked about what I call Entrepreneurial Terror. In fact, at one time several of the NLP students wanted me to teach a class on how to get rid of it – the terror, I mean. I guess I'm writing about this because so many people are finding themselves out on the curb and wondering what to do with the rest of their lives. I've been working for myself for almost 16 years. I've had some pretty lean years but most of it has been good to great and always improving. Back when I first moved to Texas, I wanted to avoid going back to work at a large corporation so I started selling art and decorating accessories. It eventually led me into taking NLP classes and a new career. This was a choice that I made because I disliked intensely the feeling of not knowing whether I was going to have a job at the end of the day. That feeling was 10 times worse than the feeling of not knowing where my next meal was coming from. The experience also taught me about how unsuitable my money beliefs were in supporting me in a new solo career and having the life I wanted and was accustomed to. (See *Money Clinic*) Back to our conversation – Lately I've found myself in situations when I had butterflies in my stomach, something that I haven't felt in awhile. I've gotten to a place where I'm comfortable with what I do and who I am. The butterflies used to give me a panicky feeling. Now I think, "Oh I must be out of my comfort zone; this is good; it means that I'm growing". We all have a comfort zone where we live our life in. When we perform *above or below* the comfort zone we adjust back to the old familiar feeling. This patterns keeps us very stuck. At some point, you'll find the world has left you behind.

There is a difference between entrepreneurial terror and butterflies. Terror paralyzes us. Terror tells us that something inside of us simply can't do something. It comes from focusing on some huge disaster that will certainly befall us. Butterflies only make us nervous. We are still capable of doing what we are doing. Something inside of us says pay attention to new circumstances. Both are functions of our pictures, sounds, conversations, sensations and self-talk. Change any one of these elements - the feeling will change.

It is predicted that many people will eventually start their own businesses rather than go back into the corporations. Many will learn, as I did, that security comes from inside of you and your abilities, not from the HR department of Company Zero. The question to ask is, "Am I ready?"

Here's a checklist:

- Find something to do or sell that really turns you on and makes your heart pound. You've got to be on fire like the booster to a rocket to get this off the ground.
- **Get Started** by talking to people. Call friends and people you know and let them know what you are doing – Do this immediately, don't get ready first. Get ready as you go along. Set face-to-face coffee and lunch meetings with people. Avoid selling.
- Learn how to make a schedule and stick to it. If you work out of your home, get up, get dressed, set aside office space and get to it. Avoid doing laundry and other chores and errands during work hours
- Find mentors and talk to them on a regular basis
- Learn how to network and get out of the house to do networking
- Join organizations with potential customers
- Join organizations with others in the same business
- Set realistic goals – make them a stretch but not impossible
- Find a good accountant, bookkeeper, financial planner, insurance person and plan your money
- Save part of every dollar that comes into your business – for yourself, for the government, for those less fortunate than you and for your own education
- Take courses in NLP that will teach you people skills and change management. It also gives you the confidence that no matter what happens you'll be ok. Good salespeople are made, not born. Take sales training. In other words, educate "you".

- KEEP FOCUSED ON WHAT YOU WANT, not on potential disasters.
- Ask for help
- Thank God every day for what you have