

What's Holding You Back ... Is It Fear?

What sets the top Consultants part from the rest? One thing that you will likely notice is that top Consultants exude a confidence and willingness to put themselves out there. It seems that they are fearless. Almost gutsy!

Here's a little tip ... they are not! You will hear things like, "Fake It until You Make It," come from even the best of the best. Every Consultant, at some point has been frozen by fear. Think back to your very first party:

- Were you nervous?
- Did you have all the confidence in the world the party would be a success?

With parties you persevered because you knew there was inventory to move and profits to be had. Your Hostess was counting on you not to let down her guests.

With recruiting the same prizes are fully in your reach. Who wouldn't want higher a Buying Discount and monthly Override Bonuses? Perhaps even a free vacation!

Even though the prize is right in front of us ... some will not put the Pure Romance business opportunity out there. The most common reason some Consultants are held back from recruiting is FEAR.

Nobody likes rejection! So, what if the potential recruit says, "No?" Is it going to hurt?

Let's take a closer look at fear ...

When you experience fear, your body actually releases glucose, adrenaline, and other energy-producing chemicals. Your heart rate increases, your breathing becomes shallow, and you become hyper alert. You can redirect this energy and use it to face your challenges.

Fear is an unpleasant sensation, and sometimes we

hesitate, waiting for the feeling to subside before we act. But we can't avoid fear. Yes, it's uncomfortable, but it's also a healthy, even necessary, part of living an extraordinary life. You know the phrase: No guts, no glory? The challenge is to act in spite of fear. When you summon the courage to travel to the center of your fear, you often find that there's nothing there. But you have to act before you can discover that.

When you're hanging from the overhead ladder in a jungle gym, you have to let go of the rung for a moment to move forward. No doubt about it, it's scary! There's an instant when you could fall. But you have to hang with fear to reach the other side.

When it comes to recruiting, many of us are just hanging there on the same rung, trying to decide whether we have the nerve to reach for the next one. Some of us simply want to avoid the jungle gym completely and hide in our little caves.

"No thanks! Give me my party profits. You can hold onto my huge Override Bonus. Don't need it! No I do not want to make more money!"

Seriously ... hiding out won't get you anywhere.

If you're not doing things that make you shake in your boots, you're missing some of the fun and even more of the opportunities of living. Grappling with fear yields strength and confidence. Every time you survive a frightening experience, you renounce fear's grip and forgo the impulse to fight. -- These moments of letting go can yield breakthrough results. Over time, you'll have a greater access to the fortitude that permits you to stare fear in the face; no matter how imposing, threatening, or ugly it looks.

How do you to overcome fear?

Harness Your Fear

When we were children, our parents often used fear as a tool to keep us from doing something. "You'll break your neck if you climb that tree!" they'd said.

Our challenge as adults is to use fear as the fuel to get things done. Raw, unused fear can eat away at us, causing us countless miseries, even life-threatening illnesses. But when we learn to harness and direct our fear, it provides the power we need to live our dreams.

It is going to be there anyways ... why not put it to good use?

Focus Outside of Yourself

Focusing outside yourself is a great way to stop fighting fear and save your strength. When focused on the benefits of loved ones, many women are masters at halting fear in its track. Dare to threaten her child and you'll see a fearless woman!

We've experienced moments of heroism when we able to accomplish something we once thought was impossible.

Build Your Resistance

One particularly effective weapon for neutralizing fear is to desensitize yourself to the situation that triggers the stress. Choose a live situation – something that's really pressing you right now – perhaps asking the bank for an increased line of credit. Then engage it, first in your head, then through various real-life settings.

The key is ... before you begin be sure you've done your homework. Nothing defuses fear like knowing your stuff.

Then try these 4 steps:

1. Find out if your biggest fear is fear itself. As uncomfortable as the experience might be, spend a quiet hour taking internal inventory of your fears.
 - a. Are you afraid of monetary scarcity?
 - b. Not being loved?
 - c. Being perceived as incompetent?

List three of your fears on a piece of paper.

2. For each fear, write out the worst-case scenario. Use your imagination and really make it bad. Afterwards, using a scale of one of ten, rate the likelihood that that worst that the worst-case scenario will happen.

3. Arm yourself with counterarguments by responding to each of your fears in writing. If you fear that you won't be loved, your response might be, "I now that I will always love myself, no matter what."

4. Find a guinea pig. Be the first volunteer by practice your approach in the mirror. Then graduate to your dog or cat, a family member, a sister Consultant, and so on.

Rejection is the toughest obstacle we face with Pure Romance. It drives away wonderfully talented salespeople each year. How you handle rejection is a critical part of your success. It is something you battle each day to keep in the game.

So you must prepare your defenses against rejection. Think of it as your psychological armor. Envision wearing a suit of armor that protects you from all the emotional projectiles – including the most dreaded two-letter word, "No."

No is a requirement for success. It is a price we pay. None of us is persuasive enough to get all "Yes's", nor are we unconvincing enough to get all, "No's." Make a shift in your thinking to understand that you get paid for No's as well as Yes's and embrace them.

Need a little extra help overcoming this obstacle? Make a game of it by trying to get 100 No's. Statistics show that for every 10 individuals that you ask to become a Consultant, you will find 1 recruit. Again, that 1 out of 10 will join Pure Romance. Would you be willing to hear 100 No's if you ended up with 10 new Consultants in your team?

Make a list of the No's you get and when you reach 100 you can bet that you will have many new booking and recruit leads as reward for your efforts.

Just keep this in mind, success is in the show. It is not how many times people say Yes or No, but how many times you show your products or introduce an individual to all that you and Pure Romance has to offer.