

SHANNON'S STORY

“FEAR IS HOLDING ME BACK”

Stop letting fear get in the way



Meet Shannon

Shannon is an insurance agent. She's in the business of educating and protecting people. Her business is not where she wants it to be.

Chokehold: Fear

Shannon is worried not only about her own family, but about the families connected to her business as well.



She is a worrier, not a warrior.

Shannon had a traumatic experience in the past that is still impacting her psychology today. Sometimes allowing ourselves to trust again, as hard as it might be, is the best way to move forward.

How the love we craved as child shapes our psychology

And how our psychology shapes our business

| *“Your business is a reflection of your psychology.”*

Whose love did Shannon crave as a child growing up?

Exercise 1: Whose love did you crave the most growing up?

Who did you have to be for that person? Under what conditions did you have to perform?

Can you see elements of those conditions living on in your personality today? Are they serving you?

Gaining certainty

Name your dog, so it comes when you call it

| *“Your business is a reflection of your psychology.”*

Tony has Shannon tap into a moment when she was strong for something that her heart cared for deeply, a moment in which she felt absolute certainty.

Describe Shannon’s physiology at this moment.

What name does Shannon assign this certainty-driven part of herself?



Everyone carries multiple personalities.



To run a business we need to call upon the gladiator in ourselves.

Exercise 2: When feeling fearful or uncertain, what’s the name of the part of yourself you can call upon to command absolute certainty? Be playful with it, there is no right or wrong answer.

Making decisions in a state of certainty

Shannon lists three things she's going to do right now to improve her business while in a state of certainty. What were they?

Exercise 3: Take a moment to breathe deep. Call upon the part of yourself that commands certainty. In this moment, write down three things you can do right now to better your life or business.

Key Takeaways:

- Don't do what makes you feel good. Feelings are fleeting. We won't always feel like doing what has to be done and that's OK
- Put the right part of you in charge
- Pull from different parts of yourself to serve the moment at hand

How do you feel about commanding certainty and kissing fear goodbye after having watched this intervention?

“Stop being afraid of what could go wrong and start being excited by what could go right.”