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# JUST DO IT. Just do it. (just do it)

*Why don't we just do it? If we know that people want and need our product, what has to happen before we just do it, whatever **it** is?*

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Why don't we just do it? If we know that people want and need our product, what has to happen before we just do it, whatever ***it*** is?

In over thirty years of working with direct sellers across the world, I have observed three things that have kept independent distributors from having all the business they want.

1. Fear holds them back
2. They don't know what to say
3. They don't make time to grow their business.

In this article, I want to address the first topic. As a coach, guiding people to overcome fear through a variety of tools has been a valuable help for clients.

Fear often triggers real physical responses, increased heart rate, elevated adrenaline levels and rapid speech. Fear is not always a bad thing. I definitely wanted my kids to be afraid of the stove, how about you? A bit of speaking fear before a presentation can increase adrenaline and make the speaker sharper and more focused. We've probably all experienced some kind of fear.

Taken to an extreme fear can develop into a phobia, such as acrophobia, claustrophobia, or arachnophobia. When fear is taken to this level, not just healthy awareness but an irrational obsession with a horrible outcome, it is profoundly detrimental. Phobias are excessive and, in extreme cases, crippling, self-destructive deterrents to actually living a

life. The good news is that most of us don't let our fears control us. Most of us have some smaller fears.
Perhaps the most famous quote on fear is from Franklin Delano Roosevelt, "We have nothing to fear but fear itself."

> ***Many of the things that we fear are often self-concocted, misguided impressions based on wrong information.***

I once read that fear stands for

**F**alse
**E**vidence
**A**ppearing
**R**eal

The evidence does not support reality. The notions about the experience are more real than the experience itself. Here are some tools that have helped others in their quest to overcome fear.

First, if you are feeling fear about an upcoming situation, discover the truth. Remember when you were a little kid and you might have been afraid of the dark? Now you look back and realize there weren't any monsters under the bed. There weren't any boogey men hiding in the closet waiting to get you. Your fear was dismissed when your mom or dad showed you the truth or...

> ***You grew out of the fear because the truth was bigger than the fear.***

Here's a great example of discovering the truth. One of our consultants was absolutely petrified to go cold calling. She was so frightened, so scared. She was afraid people wouldn't like her. She was afraid something terrible was going to happen. After she worked with another consultant and discovered the truth, that people were really pretty nice,

she consistently went out making cold calls to build her business. She's so proud to have overcome her fear. Sometimes partnering with another person can help you to discover the truth and eliminate the fear.

Discovering the truth may involve carrying the fear to a ridiculous consequence. It may involve looking past your own encounters to the experiences of others. Over the years, we have had lots of consultants who have lost business because of their fear of talking to strangers. The reality is that if you add up all the years, add up all the people, add up all the consultants who have ever talked to a stranger, not one single person who broached the subject of sales, booking, or sponsoring was ever shot down with an Uzi or slapped in the face. The evidence doesn't support the fear, making the distinction between physical safety and emotional insecurity can help someone overcome the fear.

"What have I got to lose?"

***The second tool that is effective in overcoming fear is to reframe your thinking about a fearful situation: trace it and erase it.***

If you trace where the fear came from you can often erase its ability to control you. Now I'm not talking about erasing the fact that something bad happened to you because you can never go back and undo that, but by realizing that many of our fears came from a single isolated event, we can learn to erase the automatic response we can reframe our thinking.

I remember when I was a little kid we traveled over the Mississippi river over a toll bridge. High above the churning Mississippi we'd ride with my daddy in stop and go traffic. The tollbooth was at the apex of the bridge and, for a 6 year old, that was a long way down. My dad probably never knew the incredible fear of bridges that he fueled in me when he teased. "Dana, did you feel that? I think it's moving. Don't sit too close to that car door; you don't want to fall off." You know he probably never figured out that he was fueling in me an incredible fear because for a long, long time I really had an unhealthy fear of bridges. Now I'd be lying if I told you that I love crossing bridges. I will tell you this: once I traced this fear to an

incident, the kind of fear that paralyzes is gone. I can tell you that story without that wave of anxiety coming over me. If you can trace it, you can erase it.

***Finally, the best fear breaker I have found is ACTION: do what you fear anyway.***

Henry David Thoreau wrote, "*If you do the thing you fear the most, the death of fear is certain.*" This is the most powerful antidote for fear. Not only will you accomplish what you are afraid of doing, you will kill that fear as if it never existed. After years of traveling over bridges, I no longer sweat bullets. The simple act of doing that which brings me fear, kills the fear.

After practicing asking every single person at every single party, you really can get over your fear of asking people to book. It's kind of like that Nike commercial, "just do it." After picking up the phone and just doing it, making the calls, you can kill the fears on the phone. Why

***Because once you do it over and over your results will outweigh the fear and the fear won't control you.***

Does it really work? Unequivocally, yes! There are enough stories to fill a book. I have a friend who was afraid of microphones. I think when we were talking one day she traced her fear back to an isolated incidence where a high school principal told her that she could never be a great speaker because she had a slight facial disfiguration and people would be distracted. They'd be watching her face instead of listening to what she had to say and they would never get the message because they would be focused on her imperfection instead of what she had to say. Once she traced her fear, erased her fear, discovered the truth that people love to hear what she has to say, she kept doing the thing she feared. Now she's the top director who takes the microphone freely to share with others. Isn't that cool?

Next time you catch yourself saying, “but I’m afraid, I can’t, I can’t,” try to get rational and discover the truth. Trace your fear so you can erase it and above all else, just do it. Do it anyway. Face your fear and do it anyway. “Do the thing you fear the most, and the death of fear is certain.”

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