

## Beyond the Fear Factor

The surprising secret about your fears... It's not what you think!

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Can you imagine having this silent dialogue with yourself right before making a difficult prospecting call? "Ok, this time I mean it! I darn well will make five calls tonight. Just five. Then I'll stop and feel good about myself. If prospects tell me 'no' I won't take it personally. It's a numbers game. I'll follow my script no matter what. If I do this enough, I will finally get over my fear of prospecting. All I need is a little more determination."

***Ten minutes later, instead of making the calls, you're doing laundry, checking email, or preparing a snack.***

Can you relate to this?

A psychologist the past thirty years, I now help network marketers overcome their biggest obstacle to success: Fear.

The worst fears attack in two ways: Rejection and failure. They have been the twin assassins of network marketers.

Unless you're comatose, you have these two fears in some area of your life. Nobody, and I repeat, nobody has total immunity.

My practice and interest has led me to teach network marketers how to deal with the fears that prevent them from growing their business and building their downline.

In this article you will learn some surprising information about your misunderstood traveling companion – a.k.a. fear.

I wish I had known in 1980 what you will learn today. I could have spared myself a truckload of emotional pain. But then again, I would not have had the motivation to learn how to dissolve fear, doubt and uncertainty. And to do it in less time than you would spend taking your morning shower and getting dressed.

Here's the story.

### **Failure Was Not an Option. Wrong!**

At one point in my life, I was an executive recruiter. I was going to match great candidates with great companies and make a ton of money in the process. My hopes and dreams were grander than Mt. Everest.

Four months later, I still hadn't made a single placement. I was approaching the phone like a five year old looking at a plate of liver and lima beans.

I had a good manager who told me what to say on the phone, but thirty seconds into the call the soft tissue of my brain turned to Redi Whip.

I never learned to love "no" and I couldn't rejoice that every "no" got me closer to "yes."

***Affirmations, displaying my dreams on the refrigerator, positive thinking, and clenched teeth will power could not hold back the tide of frustration and misery.***

I had the desire. I had good coaching. I worked at changing my beliefs. I saw other recruiters becoming successful. But I still couldn't rebound from the stream of disappointments that were an inevitable part of the job. So I quit.

Being a psychologist, I thought I had an advantage. I should be able to control my thoughts and develop successful work habits. I should be able to overcome the sting of rejection and failure. Humiliation was just one of many of the negative feelings I had when I resigned.

***My problem then, and for years later, was thinking that fear was something to be overcome, managed, defeated or even beat into submission. I believed that if I could just change my thinking, habits or beliefs, I would prevail over fear.***

This approach sometimes worked. I did two skydives even though I felt anxious on Ferris wheels. It also worked with some of my patients. When it didn't work, I thought we just needed more self discipline and greater efforts.

Here's the dilemma. When you are afraid of rejection and failing you avoid doing those tasks that risk rejection and failure. Unfortunately, it is those same tasks that bring your increased success.

Confronting your fears and taking action leads to increased distress. Avoiding the feared tasks gives temporary relief, but then leads to beating yourself up for being a coward. This lowers your self esteem. Then you try all kinds of things to force yourself to take action. Sometimes you are successful using will power. But you still have the fear of rejection and failing.

Over time I slowly began to accept the limitations of the “power through it” and “just change my beliefs” approach. There had to be a better way of approaching the problem of fear.

## **Fear, The Great Contradiction**

Fear is a problem for one part of you. It is also a solution for different part of you. And this is why it is such a struggle for you to overcome your fear.

***I'll repeat the message. Your fear is simultaneously a problem and a solution.***

Avoiding taking action is a problem because you are not growing your business. But at the same time, not taking action is an emotional solution to the part of you that wants to avoid feeling the sharp pain of potential rejection or failure. You might even be consciously aware of this fact. “Avoiding the call” equals “avoiding emotional distress.”

But now you are trapped in a doom loop. If you don't make the call, you get immediate relief from pain avoidance. But then you call yourself names for not making the call. All kinds of names that question your courage. And your business stagnates.

No matter what you do at this point, one part of you will feel bad. You may have tried all the tricks I tried as an executive recruiter and may have had the same frustrating results. You may have tried some new ones of your own. But I don't want you to quit as a network marketer until you get the full story.

## **The Real Reason You Don't Make Those Tough Phone Calls**

You are not trying to avoid just the pain of the next tough call. You are trying to avoid triggering the emotional pain of all the previous failures and rejections you have felt in your life.

Here's what I mean. You have been trapped in this doom loop because of the way your brain is designed. The more I understood the brain, the more I was able to bring rapid relief to myself, my patients and a growing number of network marketers.

Here's a simplified way of picturing your brain. Take one hand and hold it in front of you. Place your thumb across the palm and wrap your fingers around your thumb.

Your fingers now represent the part of your brain that thinks, writes, plans, gossips, and wonders how to get rich.

Your thumb is the part of your brain that records and stores painful emotional and physical experiences. It then stays on alert for anything that looks like a similar threat. When this radar spots anything that looks like a familiar painful experience, it will warn you by sending out a biochemical distress signals. This is what creates your anxiety, fear, tension or tightness in your body when you think of prospecting.

***Let's say you're normal and have had your share of playground humiliation, classroom embarrassment, a run-in with bullies, mistreatments from your family, teachers, coaches or larger social community.***

The memories of these painful experiences are stored in your "thumb." Well, not your actual thumb. The memory is stored in the part of the brain represented by the thumb in the fist you just made. Now when you approach a situation that resembles a previous distress that was meaningful, you will feel the unease.

The greater the original pain, the more intense the distress. Your “thumb” doesn’t make a value judgment about the resemblance. It is your silent sentry sending you uncomfortable physical signals to be on the alert.

### **Can you see now why you might have trouble with some aspect of prospecting?**

Here’s what happens when you feel queasy, tight or anxious as you start to make one of those dreaded prospecting contacts. In your mind, you can imagine the prospect responding in any number of unpleasant ways. But what makes the contact so difficult is not this single potential rejection. It’s that it triggers all the similar rejections stored in your “thumb.” This is why it feels personal even when you know it isn’t. \*

This is why prospecting or hosting an opportunity meeting or returning difficult phone calls is so hard. If you have layers of distress in your thumb, prospecting will eventually trigger a very disturbing memory reaction.

***Basically, when people talk about their “buttons getting pushed,” they are talking about the uncontrollable barrage of feelings caused by re-stimulating reactions stored in their emotional brain.***

It is also what constitutes a big part of your unconscious. We can’t possibly recall everything that’s stored there—much of it is unconscious.

The breakthrough insight is that your primary reluctance to prospect, etc is not due to your faulty thinking. Your reluctance to take a particular action is a natural response to avoid

triggering layers of emotional pain stored in your emotional brain.

## **Why You Can Change Your Beliefs and Still Feel Bad**

If your stored emotional pain isn't too intense, you can overcome some anxiety by changing your beliefs and behavior. This is why this approach continues to be taught. Why doesn't this approach work all the time? Here's the analogy. Your logical brain works on a different operating system than your emotional brain. It's like a PC trying to communicate with a Macintosh. It is not very efficient. Changing your beliefs changes the data in your fingers. But the emotional pain is stored in your thumb.

***Your logical brain uses mostly words and reason. Your emotional brain uses mostly images, pictures, sensations, voice tones, and patterns.***

Words aren't used to store these memories. A two year old doesn't need words to quickly learn shoving a knife into a light socket is not a good idea.

If your anxiety responded to logic, you could simply tell yourself that the next phone call had nothing to do with the previous rejections. Every prospecting contact gets you one step closer to being more successful. Plus, you deserve a higher level of success. After this little pep talk, you could easily make the next call.

Or if you were afraid of flying, you would get on the plane and learn that flying is thirty seven times safer than driving. Then you would sit back, relax and enjoy the flight. But it's not that simple, is it?

Successful network marketing is an ongoing process of reaching out to people. This involves risk that your emotional brain wants to avoid. But it is at odds with the part of you that wants the rewards of growing your business.

Some fears are so embedded that just focusing on changing your beliefs is like washing only the outside of a coffee cup. You need to work more directly with the emotional brain. This was my big breakthrough. When I learned how to work directly with the emotional brain, I could help people rapidly reduce fear based reactions.

Your emotional brain will not go on vacation to let you do your prospecting. It has evolved over hundreds of thousands of years to protect you. It is doing its job and doing it well.

***This means your fears have a protective function. They are not your enemy.***

The resolution is getting the two brains to work together. The newest approaches to personal growth create a better connection between the two brains. They work by neutralizing the fear first. Once this happens, the beliefs and action automatically improve. It is counterintuitive to my original professional training, which often focused on changing your beliefs to change your behavior which changes your feelings. But that was before we had the technology to photograph the brain working on different kinds of problems.

Overcoming fears of prospecting, giving presentations, follow up phone calls etc. is now simpler and easier than ever before. We are just peeking into the future about the possibilities of accelerating personal growth. The potential is exciting. Your dreams are now closer than you think.

\* Thanks to Daniel Siegel, M.D. for the metaphor of the thumb and fingers depicting the brain in his book, Parenting from the Inside Out.

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For the step-by-step instructions of what to do to begin to overcome your fears, visit the website linked below to download the companion piece by Dr. Pearson:

<http://TransformingMLM.com/Resources>

## The painless change process

*Step-by-step instructions for the best change strategies available to help you become as successful as you wish by shifting from protective fear to positive, productive action.*

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1683 words | 8 pages



For more than 20 years, **Peter Pearson, Ph.D.** has been specializing in helping people transform their relationships. His fascination with human behavior and his own experience as a Fuller Brush salesman inspired him to create amazing, innovative techniques that are revolutionizing sales training. He transforms timid beginners into confident sales performers and shows seasoned pros how to exceed their wildest dreams.

Dr. Pearson is an engaging, dynamic expert in leading psychology workshops. His powerful presentations include

practical skills, advanced techniques in regulating difficult emotions and entertaining vignettes from his own experience to demonstrate how some impasses are managed. Audiences often clamor for follow-up advanced workshops. He is the author of two books, numerous articles, and a co-author of the "Mental Edge MLM" CD set with Randy Gage. Peter was also a Consulting Associate Professor at Stanford University for 15 years.

*Dr. Peterson says you can "Leave your procrastination and disorganization behind! Get organized, get active, and get sponsoring new people! This revolutionary approach to personal growth and change is the most exciting recent development in the field of psychology. Its applications to Network Marketing will have you building your group faster than you ever have before."*

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