



**Courage** or the lack of it  
To start a new business  
Make a business change  
Or Leave a business  
7 ways to trick fear

*The voice of fear tells us "if I am afraid, finding it hard to find courage, the fates are trying to warn me of impending doom.  
Don't do it Don't do it.*

**Fear is free floating.** It attacks when you don't see it coming. Every entrepreneur has faced it. It takes courage to pursue a new idea, start a business, change a business or leave a business.

The largest group of entrepreneurs are the visionaries. There are lots of dreamers. They are so comfortable with fear all they do is happily vision and dream. If you found them the strategies to produce - they would be in trouble.

The second largest group of entrepreneurs are those at the **startup** stage of a business. They managed to get past the fear and have started implementing their plans. They sometimes mistake the inevitable obstacles that get in the way of their business growth as a sign of failure, reinforcing the trick of fear. Perhaps the greatest obstacle to courage comes from being able to see the whole vision of the possibilities of your business all at once. The best antidote is to break the vision down into manageable parts. The 'one steps' at a time. Get help. Ask for help; better yet pay for good help. The more people who are involved in your dream the more you will have your ego on your side. You'll want to succeed even more.

It takes a tremendous amount of courage to **change or grow** a business. Slow it down. Just because you can do it doesn't mean you should. Don't make any blind decisions alone without research. Identify your assumptions and then prove if they are true or not.

Ask people you know and don't know. Be very clear on the trends in your industry.

Perhaps the greatest amount of courage is needed **to leave** a business. People often stay in a business far longer than they should. It takes courage to stop. There might be payables left over at tax time. What will they tell their family and friends? What about the image they now have? What now? Do they have to get a job and work for yet another boss? Strategy? Perhaps you are overestimating the impact on others of what you decide to do. Everyone has his or her own busy lives too. Visualize telling someone and rehearse your answers to their questions. Visualize a different life that satisfies you more. There is an old expression that it is time to stop when it is no longer fun.

### **Handling Fear**

Recognize the free-floating aspect of fear. Do you notice it comes more when you are tired, fixated on money, unhealthy, or worrying about many things at once? See fear as something you can examine under glass. Look at it in the eye in the light of day. The expression 'sleep on it' comes from the tendency for things to look better in the morning than they did last night.

Take care of your foundation of health, which makes all things more possible. Look at the top 4: good food, sleep, water and exercise.

Do not start, grow or leave a business unless you are healthy as you can be.

Sometimes we need some help. Think about hiring a personal or a business coach.

Honor the fear. The universe could be telling you YES you should be scared. Are you comfortable with your research and planning, better yet talk to people and get more opinions.

Have a frank discussion with yourself. Do a worst-case scenario, if this happens, I will do this. If this happens I will do that.

### **Bottom Line?**

The visible face of entrepreneurial courage is done To Do Lists.

**Do you consider yourself courageous? Prove it.**

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If **you are seriously considering working with a business coach**, please feel free to call me, I would love to talk with you, give you a free demonstration, and then you can decide if there is value for you in business coaching.

**You can reach me at [YourBusinessCoach@shaw.ca](mailto:YourBusinessCoach@shaw.ca) and 250.881.1114  
Linda Conn Your Business Coach**

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