

## CONQUERING YOUR FEARS OF STARTING YOUR OWN BUSINESS

### *Feeling the Fear, Wanting to Flee (eBook)*

*Fear is like a dry tree that is planted in a dry land with no water to feed its roots. Do not ever fear mistakes, they are there to teach us about life.*

#### **Stepping into My Brilliance:**

Resolving the root of problems relating to overcoming fear, and adjusting my mindset, was not always easy but it was worth it. During this journey, I appreciated for the first time who I genuinely was and what I had to offer. I knew then it was crucial to change and redirect my steps toward becoming my true self and loving who I have become.

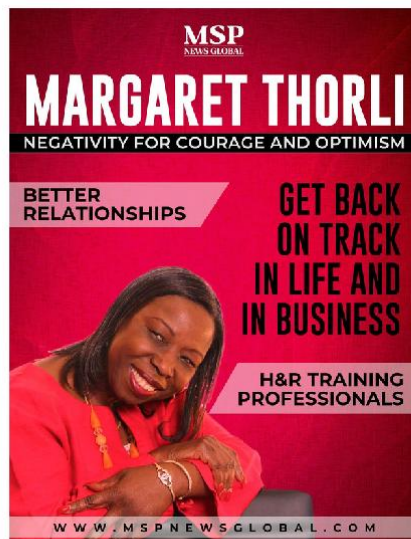
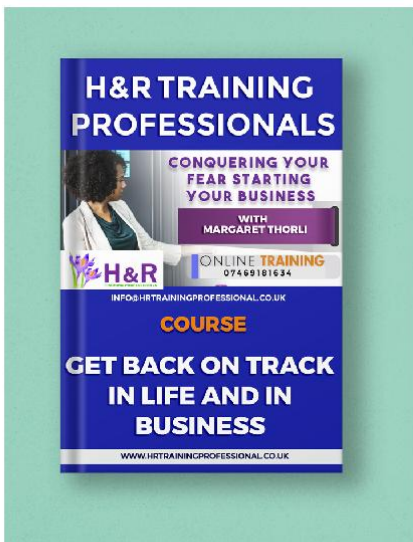
I promised myself I would never look back and would embrace change, new habits, and reprogramming my mindset, which was necessary for true success.

#### **Stepping Out of My Fear To My Brilliance:**

There came a point that I realized I must face my demons, and step outside of my comfort zone, in order to step into my brilliance, which was helping, training, supporting, and coaching others to overcome their fears, help them obtain the best version of themselves and reach their destiny.

## OVERCOMING FEARS & EMBRACING THE BUSINESS YOU DREAM OF TIPS:

- Make up your mind to run the race of life with purpose and endurance. TAKE ACTION!
- Give yourself positive affirmations, adopt positive mindset, read motivational materials.
- Connect with your fear; identify your mistakes so you can avoid them in the future.
- Develop trust in your decisions and thought process, and positivity will follow and become natural.
- Determine what type of time-management skills best suit you, recognizing what wastes your time.
- Create To-Do Lists to stay on track.



## Conquering Your Fears in Starting Your Own Business:

Having been in business for over 30 years, I understand the struggles that go along with starting a business. I am also familiar with strategies to use to manage those fears.

As a young mum, I recognized a gap in the market for reasonably priced cosmetics for women of colour. Coming to the conclusion that I could make this happen I used £250 that I had set aside for household expenses, I bought makeup wholesale and went on to become a cosmetics trader for over a decade. I helped influence the London make-up industry by encouraging local suppliers to invest in beauty products for women of colour.

Admittedly, my inner fears still existed but my ambition was stronger so I continued to pursue new ventures and became the first single, black woman to open a pub in London. This wasn't easy as many times I faced adversity and rejection but managed to make my business a success.

In my 40's, I once again decided to follow my dreams and went back to school. Once again, negative thoughts filled my head telling me that this journey would not be easy. I decided to trust my proven strategies and adjusted my mindset, reminding myself that positive affirmations and a 'can do' mentality would get me through, and it did!

After conquering many intimidating obstacles I am pursuing yet another business venture, which is helping individuals just like you build the business they dream of!

## OVERCOMING FEARS & EMBRACING THE BUSINESS YOU DREAM OF TIPS:

- Redefine FEAR - for example:
  - F - Freedom
  - E - Empowerment
  - A - Adventure
  - R - Reality
- Keep tasks simple and bite-size.
- Surround yourself with motivating people, seek out mentors.
- Get trained/re-trained, learn new skills to build confidence.
- Analyze business and finances to create realistic goals and expectations.
- Celebrate wins - big or small and leave time for fun!
- Recognize strengths and use them to your advantage.
- Create 5-year business plan and remain determined.
- Always believe in yourself!

*"Do not fear mistakes, there are none." - Miles Davis*