tfs.

The Fear Strategist®

the FEAR of FAILURE

What if you get it wrong?

First of all, take a breath. ❤️

If your biggest fear is failure, it doesn't mean you're not brave, capable or ambitious. In fact, it often means the opposite - you care deeply about what you do. You have dreams, ideas and a vision of what you'd love your life to look like.

But somewhere along the way, your brain may have decided that getting something wrong is dangerous - so it tries to protect you by encouraging you to play safe, wait until you're ready, do a little more research... and perhaps just reorganise your desk for the 47th time.

Why You Might Fear Failure.

Our brains are wired to look for potential threats. And although we might not be facing a sabre-toothed tiger these days, our brains can still react to the possibility of embarrassment, criticism or rejection as though something genuinely dangerous is happening.

If you've experienced disappointment, been criticised for making mistakes or grown up believing you need to get things right to be accepted, you may have developed a strong association between failure and feeling bad about yourself.

- Perhaps you believe that if something doesn't work, it means you're not good enough.
- Maybe you worry that other people will judge you, that you'll lose credibility or that you'll prove to yourself that you're not as capable as you'd hoped.

And sometimes, the fear isn't really about the failure itself. It's about what you believe that failure would mean about you.



For example:

- If my launch fails, perhaps I'm not cut out for business.
- If someone says no, perhaps I'm not good enough at what I do.
- If I make a mistake, people might realise I don't have everything figured out.

Can you see how quickly one disappointing experience can become a judgement about your entire identity?

But here's the truth: ***you can fail at something without being a failure.***

A decision that doesn't work out is not a verdict on your worth - it's an experience. Something you can learn from, adjust and use to make a different decision next time.

You are allowed to be a beginner. You are allowed to get things wrong. And you are allowed to learn as you go, rather than magically knowing how to do everything before you start!

How Fear of Failure Shows Up In Your Business.

Fear doesn't always announce itself with a big, obvious feeling of panic. Sometimes it disguises itself as being sensible, productive or simply wanting to do a good job.

Here are three ways it might be showing up for you.

(1) You keep preparing, but struggle to take action.

You research, plan, learn and perfect. You tell yourself you just need a little more knowledge before you're ready.

But underneath that preparation may be a fear that, once you actually put your idea into the world, you'll discover whether it works or not.

While preparation is valuable, there comes a point when the next step isn't another course or another spreadsheet. It's taking action and allowing yourself to learn from the result.

(2) You play smaller than you really want to.

Perhaps you have an idea for a new offer, want to increase your prices or dream of reaching more people with your work.

But you hesitate. You worry that it won't work, that people won't buy or that you'll somehow let everyone down.



So you stick with what's familiar, even when a part of you knows you're ready for more.

The difficulty is that staying small can feel safe in the short term while quietly becoming frustrating in the long term.

(3) You take setbacks personally.

A client says no. A post gets very little engagement. A launch doesn't bring in the sales you hoped for.

Instead of seeing these things as part of running a business, you interpret them as evidence that you're not good enough.

You might lose confidence, question your abilities or decide you should give up on the idea altogether - but business involves experimentation.

Not every offer will sell, every marketing message will land or every opportunity will turn into something wonderful.

That doesn't mean you're doing it wrong. It means you're learning what works.

3 Ways To Start Overcoming Fear of Failure.

The aim isn't to become someone who never feels afraid. It's to develop a different relationship with fear, so it no longer takes the driving seat in all your decisions.

(1) Separate your results from your identity.

When something doesn't go to plan, notice the story you immediately tell yourself.

Do you think, "That didn't work" - or do you jump straight to "I'm rubbish at this"?
Those are two very different things!

Practise looking at the situation more objectively. What happened? What can you learn? Was there something you could change next time? Or were there factors outside your control? You can take responsibility for your decisions without turning every setback into a personal attack.

A useful question to ask yourself is: If this happened to a woman I cared about, would I decide she was a failure - or would I help her work out what to do next?

Offer yourself the same compassion and perspective.



(2) Take imperfect action before you feel ready.

Confidence doesn't usually arrive first, neatly wrapped in a bow, before you're allowed to begin.

More often, confidence develops because you take action, discover you can handle the experience and learn that things aren't always as frightening as your brain predicted.

So instead of waiting until you feel completely ready, choose one manageable step you can take now.

Share the idea. Have the conversation. Put the offer out there. Make the decision.

You don't have to bet your entire business on one giant leap. You can experiment, test things on a smaller scale and build confidence through experience.

Remember, you are not committing to getting everything right. You're committing to learning.

(3) Redefine what success means.

If success only counts when you get the exact result you wanted, you'll miss so many opportunities to recognise your own progress.

What if success also meant doing something that scared you? Learning a new skill? Speaking up when you would previously have stayed quiet? Trying something different even though you couldn't guarantee the outcome?

Imagine launching an offer that doesn't sell as well as you'd hoped. Yes, you might feel disappointed. But you might also discover which message resonates, what your audience needs and what you'd change next time.

The outcome wasn't what you wanted, but the experience could still move you forward.

You don't have to pretend disappointment feels wonderful. You simply need to recognise that disappointment and progress can exist together.

A Little Reminder of Who You Are.

Your fear of failure may be connected to some wonderful qualities.

Perhaps you're conscientious, ambitious, thoughtful and committed to doing a good job. You care about your clients, your reputation and the business you're building.



Those qualities are valuable. You don't need to lose them. You simply need to stop believing that you must guarantee a perfect outcome before you're allowed to try.

Because the woman you want to become isn't necessarily the woman who never makes mistakes. She's the woman who trusts herself to navigate them.

She knows she can learn, adapt, ask for help and begin again. She doesn't need every decision to work out perfectly because her confidence comes from knowing she can handle what happens next.

And imagine how much more freedom you might experience if you no longer needed to get everything right to feel good enough.

You have ideas worth exploring, experiences worth sharing and possibilities you haven't discovered yet. Don't let the fear of getting it wrong stop you from finding out what might happen if you give yourself a chance to get it right.

Ready To Explore What's Holding You Back?

Understanding your fear is a brilliant first step. But imagine what could become possible if you could stop letting it make your decisions for you!

If you'd like some help exploring what's really going on beneath the surface, I'd love to invite you to book an **Insight Session** with me. Together, we can explore the patterns that might be keeping you stuck, uncover what's getting in the way, and start identifying a way forward that feels right for you.
Because you don't need to become fearless to create a different future. You just need to learn how to stop letting fear lead the way!

BOOK YOUR INSIGHT SESSION **HERE**

I look forward to meeting you. ❤️