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The Fear Strategist®

the FEAR of SUCCESS

What if the very thing you're working towards is also the thing you're afraid of?

First of all, let's get something straight...

You are allowed to want more. And you are allowed to have it.
More money. More freedom. More visibility. More clients. More success. More joy. More opportunities to do the things that light you up.

And yet, sometimes, the very things we say we want are the things we unconsciously hold ourselves back from achieving.

You might have a brilliant idea for your business, but somehow never quite get around to launching it...

You might know you need to raise your prices, but keep putting it off because you worry about how your clients will react...

You might dream of having a fully booked diary, a thriving business, and the financial freedom you've always wanted, but when an opportunity comes along that could make it happen, you find yourself hesitating...

You procrastinate. You overthink. You find reasons to wait until you're more prepared.
Or perhaps you get tantalisingly close to achieving something wonderful, only to lose momentum, distract yourself with something else, or quietly retreat to the safety of where you are now.

Sound familiar?

If so, your biggest obstacle might not be a fear of failure - It might actually be a fear of success.



Why Would Anyone Be Afraid of Success?

At first glance, it sounds ridiculous, doesn't it?

Surely success is what we're all working towards!

But here's the thing: we don't just fear the possibility of something going wrong. Sometimes, we fear what might happen if everything goes right.

Because success brings change. And change can feel uncomfortable, even when it's the change we've been dreaming about.

Think about what success might mean for you...

- If you earn more money, will people expect more from you?
- If your business grows, will you have to work harder to maintain it?
- If more people see you, will you be criticised or judged?
- If you become more successful than your friends or family, will you still fit in?
- If you finally achieve your dream, what happens if you can't sustain it?
- And if you really can achieve everything you want, will you have any excuses left for not going after even bigger dreams?

Sometimes, the fear isn't success itself. It's the consequences we imagine success might bring.

Our minds like familiarity. Even when our current circumstances aren't particularly wonderful, they're known to us. We understand how to operate within them.

A bigger business, a higher income, or a more visible version of ourselves might be exciting, but it also takes us into unfamiliar territory - and our brains can interpret that unfamiliarity as a reason to be cautious.
So we stay where we are - not necessarily because we're happy there, but because some part of us believes it's safer.

The important thing to understand is that you can consciously want success while another part of you feels uncomfortable about what success might mean.

Those two things can exist at the same time - and once you recognise that...

You can begin to change your relationship with success.

FEAR OF success

The Hidden Beliefs That Might Be Holding You Back.

Fear of success doesn't always announce itself with a great big sign saying, "I'm terrified of doing well!" Oh no. It's far sneakier than that.

It often disguises itself as perfectly reasonable thoughts. Let's look at a few examples.

"Who am I to charge that much?"

Imagine you're a coach, consultant, or business owner. You know your work helps people, and you've been thinking about increasing your prices. But every time you consider it, you hear that little voice:

"Who am I to charge that much?
What if people think I'm greedy?
What if I earn more than I need?"

Perhaps you've absorbed beliefs that wanting money is selfish, that wealthy people are somehow less caring, or that charging more means you're taking advantage of people...

So you keep your prices low.

You tell yourself you're being fair, accessible, or realistic and perhaps you genuinely are making a thoughtful business decision. But it's also worth asking yourself whether guilt, fear, or old beliefs are making the decision for you.

You can be a kind, ethical, generous person AND earn good money. Money doesn't automatically change your character. What matters is how you choose to earn it and what you choose to do with it.
You don't have to choose between being a good person and building a successful business.

"**What if I can't keep it up?"**

Perhaps you want more clients, more sales, or a bigger audience - but then you start imagining the workload...

What if you become so busy that you have no time for yourself? What if your clients expect more than you can give? What if you burn out trying to maintain your success?

So you unconsciously keep your business at a level that feels manageable.

The interesting thing here is that you're not necessarily afraid of succeeding. You're afraid of the version of success you've imagined.



But what if success didn't have to mean working every hour of the day? What if you could build a business with boundaries, systems, support, and enough space to enjoy your life?

You are allowed to design success around the life you want, rather than sacrificing your life to fit around success.

"What will people think if I outgrow them?"

This one can be particularly tricky. Perhaps you've always been the dependable one, the one who doesn't make a fuss, the one who gets on with things without drawing too much attention to herself. Now imagine becoming more visible, earning more money, or achieving something that others around you haven't achieved. You might worry that people will think you've changed, become arrogant, or forgotten where you came from.

So you make yourself smaller.

You downplay your achievements. You avoid talking about your goals. You hold back from putting yourself out there.

But here's a question worth sitting with:

Are you making decisions based on the life you want to create, or the version of yourself you think other people will find most comfortable?

You can remain grounded, loving, and connected to the people who matter to you without staying small to make everyone else comfortable. Your growth doesn't have to be a rejection of anyone else. And the people who genuinely want the best for you should be able to celebrate your growth, even when their own lives look different.

5 Ways To Start Overcoming Your Fear of Success.

Now let's turn all this awareness into action, because understanding your fear is useful, but learning to respond to it differently is where the real change begins.

(1) Get Curious About What Success Means To You.

Take a moment to imagine that your business becomes everything you've dreamed of.

You have the clients. You're earning the money. You're making an impact. You have the freedom and flexibility you wanted when you first started.

Notice what happens inside you.

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Are you excited? Proud? Relieved?

Or do you notice a little tension creeping in?

Perhaps you start thinking about expectations, responsibility, judgement, or what other people might say.

Don't judge those thoughts. Get curious about them. Take a piece of paper and complete these sentences:

- If I became really successful, I would be afraid that…
- If I earned more money, it might mean…
- If more people knew about me and my work, I would worry that…
- If my business grew, I might lose…
- The thing I secretly worry success would take away from me is…

Be honest with yourself.

You may discover that you aren't afraid of success at all. You're afraid of losing your freedom, disappointing people, being judged, or becoming overwhelmed.

And those are things you can plan for.

You can build boundaries into your business. You can decide how much you want to work. You can create support systems. You can define what success looks like on your terms.

You don't have to reject your dreams to protect the things that matter to you.

(2) Challenge The Beliefs You've Inherited.

We all pick up beliefs about money, achievement, visibility, and what it means to be successful.

Some come from our families. Some come from our culture. Some develop through our own experiences. And some may no longer serve the person we're becoming.

Perhaps you've grown up believing that people who earn a lot of money are selfish.

Ask yourself: Is that true of every successful person I've ever met?

Perhaps you believe that if you become more successful, you'll have to work constantly.

Ask yourself: Do I know people who have built successful businesses while protecting their time and wellbeing?



Perhaps you believe that being visible means opening yourself up to criticism.

Ask yourself: Can I learn to handle criticism without allowing it to define me?

The goal isn't to replace every negative thought with an unrealistic positive affirmation - it's to recognise that a belief is not automatically a fact.

Try this exercise:

Old belief: "If I become successful, people will think I'm full of myself."

A more empowering belief: "I can celebrate my achievements without believing I'm better than anyone else."

Old belief: "If I earn more money, I'll become greedy."

A more empowering belief: "I can earn money ethically, use it wisely, and continue to be the person I want to be."

Old belief: "If I grow my business, I'll lose my freedom."

A more empowering belief: "I can build a business that supports my life, with boundaries that protect my freedom."

Choose one belief that feels particularly familiar and begin questioning it.
You don't have to believe the new thought with every fibre of your being straight away. Start by allowing the possibility that another way of thinking might be available to you.

(3) Practise Receiving Success.

This is a simple but powerful exercise.

The next time something goes well, resist the urge to immediately minimise it.

- If a client compliments you, say thank you.
- If you make a sale, celebrate it.
- If someone praises your work, allow yourself to enjoy the moment instead of immediately explaining why it wasn't that impressive.
- If you achieve something you've been working towards, take a moment to acknowledge what you did to make it happen.

You don't need to dismiss your success to remain humble.

And you don't need to wait until you've achieved something enormous before you're allowed to feel proud.

Start getting comfortable with the small wins.

You are teaching yourself that good things can happen, that you can receive them, and that you don't need to immediately find a reason to feel uncomfortable about them.

You can let success feel good without needing to apologise for it.

(4) Take Action Before You Feel Completely Ready.

Sometimes, we wait for confidence to arrive before we take action.

But confidence often develops because we take action, discover we can handle it, and learn from the experience.

So rather than waiting until you feel entirely comfortable with success, start practising the behaviours that move you towards it.

- If you've been avoiding raising your prices, research what a considered price increase could look like.
- If you've been putting off launching an offer, choose a realistic launch date.
- If you've been hiding behind your website instead of showing up online, share a post about something you genuinely believe in.
- If you've been turning down opportunities because they feel too big, consider saying yes to one that aligns with your goals.

Choose one small action that moves you towards the success you want - then take it.

You don't have to solve every future problem today. You only need to take the next sensible step.

And when the uncomfortable feelings appear, remind yourself that discomfort isn't necessarily a warning to stop. Sometimes, it's simply the feeling of doing something new.

(5) Create Your Own Definition of Success

This might be the most important step of all - because if your definition of success comes entirely from other people, it's very easy to become afraid of achieving it.

Perhaps you've absorbed the idea that success means a six-figure income, a huge audience, a packed diary, or being recognised as an expert in your field.



But what if your version of success looks different?

- Perhaps you want a profitable business that gives you time to travel...
- Perhaps you want to make a meaningful difference to your clients without working evenings and weekends...
- Perhaps you want financial independence, creative freedom, and the ability to spend more time with the people you love...
- Or perhaps you want all of those things!

You get to decide - so ask yourself:

- What do I genuinely want my life to look like?
- What does financial success mean to me?
- How much time do I want to spend working?
- What do I want to be able to say yes to?
- What am I no longer willing to sacrifice?
- What would success look like if I didn't need to impress anyone?

Write down your answers - because once you know what you're working towards, you can begin building success that feels exciting and sustainable, rather than frightening and overwhelming.

You aren't here to live somebody else's version of a successful life.

You're here to create your own.

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. ❤️