



# latest word

issue 22

February 2013

## The fears we don't face become our limits.

***"Fear defeats more people than any other one thing in the world."***

Success in business and success in life, however you define them, are the result of your consistent actions and behaviours. Only action changes outcomes and even acting and failing is more effective than not acting at all.

Success can be defined more broadly as desiring to be, do or have something in your life and achieving it.

Action and failing, more action and more failing equals experience and experience increases the likelihood of action and achievement/success. Are you prepared to fail enough?

So the question is, what do you want to be, what do you want to do, and what do you want to have?

With these targets in sight, isn't it just a matter of trying and failing until you achieve those outcomes you desire?

The next question is, are you trying and failing enough to get what you want? There's another great quote, *"If you are not failing, you're not trying hard enough"*.

So are you trying (and failing) hard enough?

And if not, why not?

Is it that you don't know what you want? (could be)

Is it that you don't want it enough? (maybe)

Is it that you don't believe you can achieve it? (now we're getting hot)

and/or

Is it that you are afraid?

So my next question is, what role is fear playing in your life?

What are you doing and not doing, because of fear? (in every aspect of your life ... money,



**FAIL**  
- better -

You will find that almost anybody who has achieved anything, has experienced as much failure as success.

Samuel Beckett famously advised, *"Ever tried. Ever failed."*

*No matter. Try again. Fail again. Fail better"*.

business, relationships, health .... the lot)

- Fear of failure? (that word FAILURE can sure pack a punch, particularly in Ireland. It's a badge of honour in the US)
- Fear of rejection?
- Fear of not being good enough?
- Fear of success? (believe it or not !!)
- Fear of embarrassment?
- Fear of what others will think of you? (peer pressure is for life, not just for teenagers)
- Fear of commitment?
- Fear of the unknown? (now that's a good one)
- Fear of writing an article and people thinking it's rubbish? (maybe so, or maybe it will cause one person to think just a little differently ..... that's good enough for me)

The **ONLY** thing  
we have to fear is  
**FEAR ITSELF...**  
and spiders 

Do you know that some people fear Public Speaking more than Death? Now what is that about?

Fear paralyses, and the resultant inaction in turn breeds that doubt and fear.

I like to think of it as a kind of groundhog day. Never moving forward .....

Action, in spite of fear, conquers fear.

The problem is that we don't often think beyond our fear.

By this I mean .....

What if what I fear does happen? Then what? What is the worst that can happen? What then could you do? Accept it, learn from it, rectify it, get past it?

What if I DO NOTHING? No failure? Or maybe you've failed to be all that you could be? Is that better?

I've heard hell defined as the person you are, meeting the person you could have become, on the last day of your life.

Or, are you going to live forever?

So why not take some time and ask yourself , what role is fear playing in your life?

After all, *"the fears we don't face become our limits"*.



### Last word

Thanks for taking the time to read our "latest word"

Feedback on our newsletters is always welcome and gratefully received. [joe@fwf.ie](mailto:joe@fwf.ie).

Contributions to our monthly Framework Financial Newsletter are made from our Business & Professional Development Expert, John Byrne.

(Email : [john@mindcoach.ie](mailto:john@mindcoach.ie) Phone or Text: 086 8116101)

Disclaimer: This information has been provided by **framework financial** and by third parties for information purposes only. Whilst every care has been taken to ensure that the content is useful and accurate, **framework financial** and any contributing third party shall have no legal liability or responsibility for the content or the accuracy of the information so provided, or, for any loss or damage caused arising directly or indirectly in connection with reliance on the use of such information.

#### framework financial:

Unit Ab1, Centrepont House, Rosemount Business Park, Blanchardstown, Dublin 15

Phone: 01 - 8829938 Fax: 01 - 8829772 Email: [info@fwf.ie](mailto:info@fwf.ie)

Joe McGuinness & Company Limited trading as framework financial is regulated by the Central Bank of Ireland

