

# *The Surprising Power of Fear*

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"Fear" is an important part of success. In fact it's the most critical part because it's a natural part of who you are.

It's part of your hardwired survival mechanism which has kept you safe all these years and allowed you to become the person you are today.

From an evolutionary point of view, fear is designed to keep you safe. It's designed to have you freeze, fight or flee in the presence of danger.

In modern society, the conditioning around fear is designed in a way that every time you fear something, you're conditioned to automatically step back from it.

When you do this, you feel OK because you're back into the familiar feelings of your comfort zone.

However, this will never allow you to feel the extraordinary success that still forms part of your unmet potential.

**In order to move beyond the results you're getting today, you must move beyond your need to "feel safe".**

"Fear" will never go away... it's a primary survival emotion that has hundreds of millions of years of evolutionary development behind it.

I don't think you can ever be in a place where "Fear" does not exist... and I'm not sure you can literally destroy "Fear". However, you can move to a place after fear; a place that empowers you.

You can learn to move through fear and use this natural hardwired survival response mechanism to your advantage.

That's what every successful person does... they use fear to their advantage by giving "fear" new meaning.

Any "Blueprint For Success" suggests that all true learning moves from the "known" to the "unknown".

Your "known world" contains all your familiar experiences and your results to date. For these to change, you must enter a new, but as yet "unknown" world of new knowledge and new learning experiences.

In order to achieve extraordinary success in any endeavour, you must have a mindset that allows you to travel forward despite the obstacles you might meet.

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You must be able to step forward from the safety of old thoughts, ideas and experiences, and move toward a world of ideas you've yet to explore.

When you do this in a supportive environment with a mentor who holds a safety net for you, your progress is rapid.

That's why the most successful people in the world seek out the best mentors and coaches they can find.

You'll never see a world class golfer without a caddy by their side, nor world class athletes without a coach, or world class boxers without corner people, or world class business people without mentors.

The concept of using fear as motivational force by giving the physiological experiences of it "new meaning", takes a bit of getting used to.

But the main point is that the most successful people in any discipline use "fear" as a form guide. They literally give fear new meaning.

They use the fear response as the "correct" response to feel because they know that "fear" only kicks in when they're at the cutting edge of the successes they want to achieve.

What successful people know, more than anything else, is that "success" is gained by moving through the fear response. It's not gained by backing away from it.

Instead of allowing themselves to be controlled by hardwired meanings of safety and danger... successful people use the physiological response of "fear" as a guide to what they're aiming for.

Fear becomes a motivational force that moves them forward to the exceptional things they want to experience. When they feel fear, they know they're progressing and that they're on track.

Recently, Frenchman Guerlain Chicherit became the first person to successfully complete an unassisted 360 degree back flip jump in a car.

It's not that he didn't feel fear in every practice session. It's not that he didn't feel fear when he finally lined up for the jump attempt with the world's media looking on.

Chicherit said that before the jump, "Everything was crazy. I was alone in the car before the start and I just had to do it... when you attempt something nobody has ever achieved before, the stress is really high, but the only way is to just try it."

It's not that Felix Baumgartner didn't feel fear when he broke the sound barrier while free falling to earth from the stratosphere at an estimated speed of 1,357.6 kph.

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When he stepped out of his space capsule ready to jump from 29.339 miles, or 96,453 feet, above the earth, Felix Baumgartner had one thought. "When you're standing out there on top of that step, you become so humble. In that moment, it's not about breaking records anymore."

Successful people use fear as a motivational tool to break through previous boundaries and gain both time and money freedom.

By using their "Blueprint for Sameness", most people use fear as a motivational force to remain safe and secure in comfort zones and gain both time and money indebtedness.