

FEAR THE FEAR

The main function of an entrepreneur or small business owner is making decisions; and the main obstacle for that is *fear*. Fear to take the worst option. Decisions that could go from choosing the package color of the product to weather start or not a new business. And it is always there, the fear to be wrong. Fear can generally be due to 2 reasons: (1) Uncertainty and/or (2) Ignorance. The first is justified but not the second. Let's start by the last one. Decisions based in the lack of knowledge are the worst recipe. Guiding ourselves only by *instinct* reduces everything to an act of luck. The research, exploration and knowledge about the options can substantially reduce the possibility of being wrong. There are circumstances that escape from our hands but those that we can know before making the decision will help us to have a greater success margin. Now, any decision generates uncertainty, no one can predict the future. Having fear when you are about to make a meditated decision is an excellent signal because it will surely be a decision that will take us to a different level. When you have the necessary elements, you need to think in the worst case scenario. If the worst scenario is not death, it may be worth to risk. The next time you are about to make an important decision based in knowledge, instead of thinking that you could be wrong, think that you are making the CORRECT decision. You will be less stressed. The desire to accomplish something should be enough impulse to transform fear into excitement. As time goes by you could regret saying "what if..."



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