



**Your Emotional Turnaround  
(Part 4)**

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**How to Stop Getting in Your  
Own Way**

## How To Stop Getting In Your Own Way

Hello, and welcome. This is Naomi from IttyBiz, and you're listening to the Emotional Turnaround track, part 4, called How To Stop Getting In Your Own Way.

In this section, we're going to talk about eliminating some more of the big psychological barriers that are standing in the way of your ittybiz success. Except, if I'm being really honest, that title is a bold-faced lie, which we'll talk about in a moment.

Before we begin, I just want to tell you that you're doing great because you've taken the time to listen all the way through to the end of the emotional turnaround track. That shows that you're serious about turning around your ittybiz, because you're already following through. I know you can do this, and you're proving me right already. So congrats.

Now, let's get started.

### The Big Lie

So, yes. About the title being a lie. It's not a lie, per se. It's more of a bait and switch. This module is actually about dealing with your fears surrounding success. The problem is, nobody's going to listen to a module about fear of success when they think the only thing scaring them is the chance of failure. They say, "Huh, that sounds okay" and they go get a coffee, and then they look at their email for a while, and then they click through and buy a product called How To Make A Million Dollars By Wednesday, because it sounds a lot more relevant.

The truth is, though, you're not going to make a million dollars, by Wednesday or any other day, if you don't deal with your fears surrounding success. And you're not going to deal with your fears surrounding success if you don't at least listen to the module about it. So here you are, module in hand – or ear – and I have successfully baited you into hearing what I have to say.

A lot of people, when they talk about this topic, refer to it as "fear of success", but I don't really like that too much. Like fear of failure, most people are not really afraid of success. They're afraid of what success means. But unlike failure – which seems to be a completely reasonable thing to be afraid of – fearing the implications of success feels ridiculous, and as such we don't really give it its due.

One thing I want to say before we get into the meat of this module is this:

The more you think fear of success is insane, the more likely you are to be unconsciously afraid of it. Call me a hippie if you must, but it's true.

Success and its unintended consequences is some pretty scary stuff sometimes and even if you don't understand it on a conscious level, your unconscious and subconscious minds understand it, and they're going to do everything in their quite considerable collective powers to keep you from succeeding until you deal with this drama-rama that you have going on.

When you find yourself with a goal or a life plan or a business direction and you want to achieve it, you're excited about the idea of achieving it and you're theoretically working towards it but you just can't seem to pick up personal momentum, that's probably a fear of success issue.

You're making some headway and you're kind of working in the right direction and you can't figure out why you can't pick up personal steam. That's probably when your unconscious or subconscious brain is telling you that you shouldn't be succeeding and you should just sit down, missy, and don't rock the boat.

Here's a quote I like on this topic from a guy named Steve Pavlina:

“There are often unexpected side effects that you may not be aware of consciously, but subconsciously they can be enough to prevent you from taking committed action. For example, if you lose a lot of weight, here are some possible side effects: people will notice and will comment about it, other people will ask you for diet advice, you may feel you need to continue with a permanent lifestyle change to maintain your new weight, you may need to buy new clothes, you may become more attractive to others and thereby attract more social encounters (wanted or unwanted), overweight friends might become jealous, your family may resist your changes, you may feel stressed about whether you can keep the weight off, you may worry about the loss of certain favorite foods from your diet, and so on.

It's rare that a goal is all roses. Success requires change, and change has both positive and negative consequences. Often while people claim to want to succeed at something, the reality is that the negatives may subconsciously outweigh the positives for them.”

Yikes. Maybe there is a little something to this fear of success, no?

Here are a few success-related fears that ittybiz owners sometimes come up with:

If I succeed, I'm going to turn into a person I hate.

If I succeed, I'll have to start paying my bills on time.

If I succeed, I'll have to move and the kids will have to change schools.

If I succeed, I'll have to get my admin organized properly.

If I succeed, I'll have to pay so much more tax.

If I succeed, my friends won't like me anymore.

If I succeed, my husband will be jealous.

This is the stuff that feels silly and trivial on the shallow, conscious level, but when you look at it subconsciously, this is really big stuff. Because truthfully, when you succeed, your life usually blows up with all the new changes that success brings. Not necessarily in a bad way – if your life sucks, maybe it could use some blowing up – but blowing up is traumatic.

Here's an example of when this happened to me.

When I was a little younger, a friend of mine's Dad wrote a self development book about goals and building the kind of life you want. One of the exercises he had you do was to make a list of 100 things you wanted in your life. They could be possessions or achievements or nagging to-dos that you've been meaning to get to for a long time, experiences or whatever.

I sat down to write this list out probably 20 times over the course of ten years. (Incidentally, I could never get past around 40 before I couldn't come up with any more.) And in my top ten were always, ALWAYS, get my birth certificate, get my health card, get my passport, get new glasses, and get a drivers' license.

My logic here was that I wanted to get a drivers' license, but in order to do so, I was going to need to get glasses. In order to do that I was going to need a health card, and

in order to do that I was going to need my birth certificate. Yay! Driving! The birth certificate was also necessary to get my passport, which I was going to need in order to do pretty much anything else on the rest of the list.

And I never got around to the birth certificate. Never. It was the very first thing on my big list and I could never do it. I couldn't even pick up the form.

I spent years beating myself up about this. What kind of a moron couldn't even get it together to send in a form to get a duplicate birth certificate? I felt so dumb and self-sabotaging. And without that piece of paper, I couldn't get my passport, and then I couldn't travel. I couldn't go on my honeymoon. I couldn't do anything.

And yet, I just couldn't bring myself to fill out that stupid form.

Flash forward many moons, and many self-abuse sessions, and someone was asking me when I was in my twenties if I had a car. No, I didn't, because I didn't have a license. (Insert some self-abuse here for good measure and consistency.) And they said something that totally changed my life.

"Oh yeah? I don't have a license either. I never felt safe getting behind the wheel of a car."

And holy crap. It hit me like a ton of bricks. I didn't want to drive.

I didn't want the responsibility of driving. I didn't want to have to pay for insurance. I didn't want to have to give up taking the train. I didn't want to have a panic attack behind the wheel of a car. I didn't want ANY of it. The idea terrified me. Did. Not. Want.

And this other sane, reasonable, adjusted human being didn't want that either, and there was nothing wrong with them.

I could finally admit that I didn't WANT a drivers' license. And not wanting a drivers license was stopping me from doing all the other stuff. My unconscious brain realized that if I got the birth certificate, I'd get the health card. If I got the health card, I'd get the glasses. And if I got the glasses, I'd have everything I needed to get my license. And then I'd have no excuse. I'd HAVE to do it. Danger, Will Robinson.

I never did get my license, but within 4 weeks I had a birth certificate, a health card, a new set of glasses and a passport. Just like that.

### **My point, and I do have one**

So, here's the point: We go through life doing all these things we call "self-sabotage" and we wonder why we can't get it together to do the things that will give us the success we so desperately want.

Well, maybe we're doing it because we don't really want success. We want the shiny parts of success that we like to dream about, but deep down, we don't want the potential downsides that come with it. And our brains, which are very good at seeing the deep down stuff, make sure we can easily and thoroughly screw things up, mainly through inaction.

In other words, if you can't seem to get it together to do the things that will give you the results you want, maybe there's a damned good reason for that. When you just can't seem to get motivated to do something, maybe it's because deep down you don't want the implications of success.

I mean, think about it: If you won the lottery today, on the surface you'd feel fantastic. All your money problems go away. But you know what else goes away? Pretty much all your friends and family. It's a well-worn path that every lottery winner's relationships go to hell right after they win the big jackpot.

The people around them become greedy and pressure them for money. The winner doesn't know who to trust anymore, even when people are being nice. And a whole lot of friends just drop off the map, because they just can't handle being around someone who, through no fault of their own, makes everyone around them feel dirt-poor. Almost every relationship they have becomes tense, poisoned, or simply absent, forever.

That jackpot doesn't sound so hot now, does it?

Well, maybe your goals for success are a little bit like that jackpot. Sweet on the surface, but scary underneath.

So, let's take the scary out for a while so you can look deep inside and see what's really holding you back, shall we?

We're going to play a little game I like to call, seeing the downsides.

### **Seeing the Downsides**

Ok, here's what I want you to do. Think about success and what it means to you. This will work so much better if you get some paper and a pen and write this down, but for now just listen to how the game works. Think about what you want to achieve, what would be the ideal things that will happen when your ittybiz is going strong.

You've got more money. You've got more public attention. You've got more success than you can shake a stick at. Just imagine what all that sweet, sweet success will bring you.

So, how are things different? How will your day-to-day activities be different now that you're completely successful? How many hours a week will you be working? What kind of work will you be doing? How easy will it be to leave the office, even if it's still a home office? What will your email inbox look like each day? What will your physical mailbox look like each day? How much time will you spend on the phone, or with clients, or with customers?

Seriously, imagine it. How busy will you be when you've reached this level of success, and how many more demands will be put upon you? If you've got a full book of clients, or 30 orders a day pouring in, what will it be like to manage that? If success means ten times more money, for example, what are the implications of ten times the volume of work that you're experiencing now? And what are the implications of doing that for the next ten years, as you grow even more? Or twenty? Or thirty?

And how will your relationships change? If you're making double or triple what your partner is, will that change things? Will they leave you? Will you leave them? If you've bought the fancy new house with the new furniture, how will your less well-off relatives and friends feel when they visit? If you want to go out to dinner with friends, how will they feel when you can afford things on the menu that they can't? How will your children, or your partner, want to spend your money, and how do you feel about

that? Will you move to a new town? How will everyone handle that? How will **you** handle that?

And as your ittybiz grows, and it becomes THE thing that you do, how will you feel if you ever want to get out of it and do something new? Can you? Or will you be tied to it forever?

I'm not trying to scare you here, but I know that you might be feeling a little worried here. You might be seeing that the side effects of success when it comes to workload and relationships are a lot heftier than you imagined.

Don't worry, we're going to take that fear away. Here's how.

### **How to feel better**

Now, the point of that exercise wasn't to scare you out of your ittybiz, but to look forward in time and see if your current idea of success will really give you the happiness that you want. If it will, then fantastic, go for it. But if it's making you feel less than happy, here's what to do about it.

If you're feeling uncomfortable because you don't like being tied to the results of that success, then you can begin to change your business model up front. If you're a coach, for example, and you work half-days and make \$20,000 a year, and you want to make \$60,000 a year, you probably don't want to book 3 times as many clients, and that's why you're afraid to do things that will bring new clients in. You think you want more clients, but you don't. Dropping the ball on new clients gives you the benefit of not having to work so much.

So maybe if you mitigate things by earning income another way, like through products, you'll be happier. Just by realizing that, you can instantly become motivated to do that, and you won't worry so much each day and sabotage yourself.

If you're feeling uncomfortable because making the money means you'll finally be able to get that new house, and you can't imagine facing cleaning your current one before the move, that's why you're afraid to grow your ittybiz. Dropping the ball on growing your business gives you the benefit of not having to clean and move.



But you can mitigate that, too. You can clean a little bit each week, clear out a little of the attic at a time, and then you won't have as much stress and self-sabotage when it comes to growing your business.

Basically, once you realize what truly makes you uncomfortable about what success means, then you've named it. And if you can name a problem, you can overcome that problem. But you have to get honest about the problem so you can see what the real issue is. Because again, you don't fear success, you fear what success will bring. Figure out what it will bring and why you don't like it, and you can work around it.

This isn't going to be an easy process, but there's not an ittybiz owner alive who doesn't have some level of fear of success. Even I do. A few times a year I have to do this exercise to see why I'm getting in my own way, and while it's not exactly fun, it's an incredible relief, because I finally get to see what I'm really afraid of. And then I can decide how to mitigate the downsides of success, or pick something else to succeed at that doesn't have that downside.

And so can you. Take a look deep inside, and see what your brain is trying to tell you. It will help you so much. Promise.

Thanks for listening to part four of the Emotional Turnaround track, called "How to Stop Getting In Your Own Way." I'm Naomi from IttyBiz, and I'll talk to you very soon.