

# Face Your Entrepreneurial Fears and Challenge Yourself

HOW TO REMOVE OBSTACLES  
AND TAKE ACTION

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by Yamilette Williams, Ed. D.

Dr. Yam   
KEEP IT SIMPLE COACH



Hey There Aspiring and New Entrepreneur!

Have you ever gone mining, like for shells, rocks, four-leaf clovers, or maybe gold? Well, I have. And the wonderful thing about mining is that you know what you're looking for, you just don't know what you'll end up with. However, over time, you gather a collection of those particular objects. And for many of us, we tuck them away for safekeeping, put them proudly on display or we may create something with them.

I call the resources and information that I provide to my [JumpStart](#) clients and members of my [Facebook Groups](#) ([Small Biz Society](#) and [Women Getting M.A.D.](#)) **knowledge nuggets**. The reason I call them knowledge nuggets is when I share my knowledge and information I keep it simple by chunking them into manageable pieces that people can receive, process and apply. The information can be used independently of anything else and work just fine. However, if you were able to pair them with another or group all of the knowledge nuggets, you would be able to accomplish a larger project or outcome. It all depends on where you are on your entrepreneurial journey.

As the [Keep It Simple Coach](#), I work with struggling solopreneurs and small business teams that took their side gig to full-time operations and had a weak launch. They want to be more productive and manage their time and increase their skills to earn the income they always dreamed of. Together through a combination of coaching and consulting we get BIZY!

After 20+ years of being a business education teacher, college instructor, technology trainer, leadership coach, served in c-level leadership positions and small biz owner, I've learned alot along with way. The good, the bad and the ugly. It's the bad and ugly I want for you to avoid as you reach for your goals of running a company. By pairing my experience with my passion and purpose — to inspire, educate and lead growth in others; I get to do just that, help go-getters like yourself to plan, launch and grow their dream biz!

And that's the goal of resources like this one, and others that are available on my [website](#).

Take THIS knowledge nugget for what it has to offer to you for the purpose that you have today. And then I encourage you to participate in related events/programs and gather the other nuggets that are a part of my online community and resource library. And don't hesitate to share your journey with me - I'd love to hear how it's going and most importantly, how I can help.



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### BONUS!

Download this digital journal to capture your thoughts as you take a pause with each step and reflect.

## Introduction

Welcome! Thank you for joining me to read my report, [\*Face Your Fears and Challenge Yourself Daily\*](#). Overcoming anxiety and fears surrounding changes in our lives is a common issue for people everywhere. Worry doesn't have to overwhelm you and keep you in your tracks, though. There are ways to push past it and to live the life you desire and become a successful freelancer or entrepreneur.

One of the most important things I hope you'll take from this eBook is that we actually achieve a great deal of personal growth when we face our anxieties head on. You can gain specific skills, as well as enhance your already amazing character traits like resilience and creativity, when you step up and kick those jitters to the curb. I'll share tangible ways to help you do just that.

However, pushing past the fear won't be easy. You'll need to challenge and push yourself each and every day. You can do this in a lot of ways, some of which are even a lot of fun. I'll teach you mind tricks and little games that will help move you past your comfort zone and onto achieving awesome things. I'll also show you some real strategies to overcome serious overwhelm. Engaging in these methods will help you to gain confidence and motivation for achieving even bigger and better goals.

Soon, there'll be no stopping you. Success builds upon itself. The more experiences you gain with moving past the unknown and doing the hard stuff, the better you'll become at it. It's kind of like building muscles. Each time you work out, you get stronger and stronger. Your muscles grow, and your previous routine starts to seem simple. Similarly, every new [\*anxiety\*](#) you conquer will get easier.

This guide will help you along your journey. I'll teach you strategies that will propel you toward accomplishing some of those things that scare you. I hope to accomplish this

## Face Your Entrepreneurial Fears and Challenge Yourself Daily

in an encouraging and empowering way. Before long, you'll see that each hurdle you face becomes smaller and smaller.

There's a lot of information packed within these pages. I'll break it all down so that you can take time to digest each section as you go along. We'll start out with a general discussion on making changes and facing fears. I'll emphasize just why this is such a personal process and how the courage has to come from within.

We'll also examine goal setting. Pushing past your hesitations in order to achieve your dreams requires planning, in addition to courage. Setting goals and breaking those down into achievable steps will give you a road map to follow along the way.

Next, we'll look at the positive side of fear. Yes, there are actually a lot of good things about being afraid and dealing with those concerns. Once you're able to see the benefits, you'll probably feel a lot better about taking on your worries in a direct way.

Finally, I'll share with you how to make stepping out of your comfort zone a daily habit. Yes, let me remind you, I said "daily." By working each day to challenge yourself, you'll make strides you likely never dreamed were possible. As a bonus here is a digital journal you can use to capture your notes, reflection and actions!

By the end of our journey together, it's my sincere wish that you'll actually look forward to taking on even your biggest fears. Each time you take on a fear, no matter how terrifying the rewards become bigger and better. You'll feel confident in future endeavors and obstacles won't seem too overwhelming.

**Let's get started!**



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## YOUR DAILY CHOICE:

### MAKE PROGRESS OR STAY WHERE YOU'RE AT

Overcoming fear often involves embracing change. That can be one of the toughest things to do. Accepting change is something that ultimately must come from within yourself. It involves some extensive soul searching and brutal honesty. That's what I want to encourage in this chapter.



## Getting Honest with Yourself

One of the very first things you need to do when staring a big, scary change in the eye is to ask yourself why you want a particular outcome. Whether it's a new job, to accomplish something you've never done before, to make a major move or any other unknown, it's important to understand your deepest reasons for wanting the thing that's in front of you.

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One way to accomplish this is to start writing. You can do this through note form, in an outline, with a [mind map](#) or using other such tool. What's important is to get the ideas from your head out on paper or on the computer screen. Seeing them will allow you to process them and to put them into action.

You'll want to ask yourself tons of questions during this exercise in order to elicit ideas and to make sure you get down to the nitty gritty of your soul. Remember, the purpose of this entire venture is to get past your fear. Holding back during this brainstorming session will only hinder your ability to do this.

### Getting Honest with Yourself

How would you like it to play out?  
What would the ultimate, best outcome be?  
Why do you want this to happen?  
Who is involved in the events?  
How would you feel if this were to happen?  
What would it look like?  
What would your surroundings involve?



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Consider what your ideal scenario would be with regard to the issue at hand. How would you like it to play out? What would the ultimate, best outcome be? Why do you want this to happen? Who is involved in the events? How would you feel if this were to happen? What would it look like? What would your surroundings involve? Delve deep and pull out all the details you can possibly consider. Keep going until you feel satisfied you've made sufficient progress.





## Find Your Why

Knowing your why will help to provide motivation when the fear threatens to overtake you. It can also reinforce your decision to pursue a particular desire.



## Find Your Why

Your "why" is the answer that comes from the above exercise. It's the deepest reason for your wanting this particular thing. You might even say your why is your purpose. It's personal and unique to you. For it to be meaningful, it must be honest and relevant to what you truly believe and desire.

Take all of the information from your brainstorming session. Pull out what seems most important or what resonates with your heart. Then refine that information further by creating a statement declaring your why. It can be one sentence or up to three, maybe four. Try to make it as succinct as possible in order to keep it simple and commit it to memory.

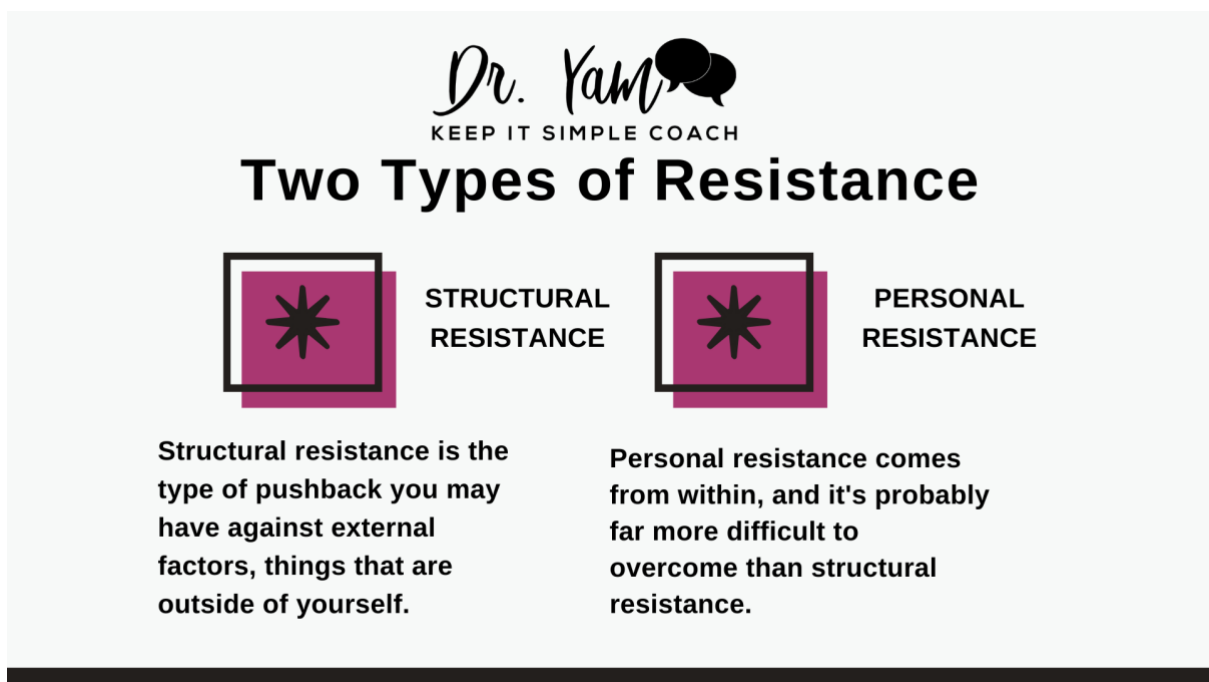
One why statement may be, "I wish to leave my current job to start my dream business. Providing personalized coaching and consulting to creatives that have online stores is my passion. It will help me to lead a more personally and fulfilled life that will provide the same if not more income for me and my child." This statement answers a number



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of questions relating to the writer's core values, what's important to them, what they will achieve by obtaining their desire, how it will affect their overall life and what they will gain from it.

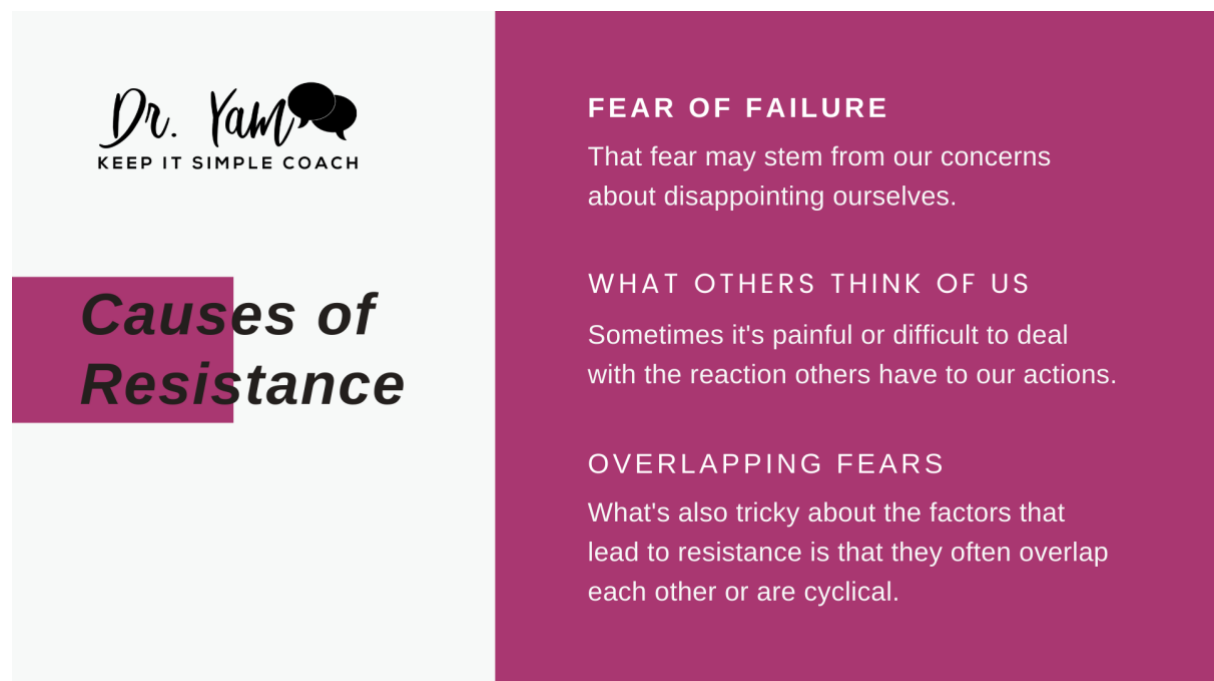
Knowing your why will help to provide motivation when the fear threatens to overtake you. It can also reinforce your decision to pursue a particular desire. After all, don't forget that change must come from within.



## Two Types of Resistance

There are two types of resistance to change you should know about. These are structural resistance and personal resistance. Structural resistance is the type of pushback you may have against external factors, things that are outside of yourself. These include factors such as a job change, geographic relocation, family growth or graduation. This type of resistance comes as a result of something that happens in your life.

Personal resistance comes from within, and it's probably far more difficult to overcome than structural resistance. These mental blocks cause us to freeze. They can be the most frustrating because they don't involve logic. They're not caused by one specific event. When resistance comes from within, it's usually more paralyzing than anything caused by external circumstances. After all, we're almost always hardest on ourselves in difficult times.



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## ***Causes of Resistance***

**FEAR OF FAILURE**  
That fear may stem from our concerns about disappointing ourselves.

**WHAT OTHERS THINK OF US**  
Sometimes it's painful or difficult to deal with the reaction others have to our actions.

**OVERLAPPING FEARS**  
What's also tricky about the factors that lead to resistance is that they often overlap each other or are cyclical.

## **Causes of Resistance**

You absolutely must overcome any type of resistance in order to improve your life, do better, achieve more or gain something you want. However, you should probably understand what's contributing to your resistance in order to most effectively battle it. There could be multiple causes of your particular resistance. Let's take a look at some of the most common.

You probably know that one of the biggest issues at play here is fear of the unknown. In fact, we often will choose to remain in a situation that makes us miserable rather

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than risk moving toward something that's uncertain. Another problem that holds us back is fear of disappointing others. We may think that we'll never live up to the expectations of those who matter to us or the individuals we wish to impress.

There's also fear of failure. That fear may stem from our concerns about disappointing ourselves. Again, don't you tend to be hardest on yourself when it comes to placing judgment? We may also be afraid that we aren't capable or talented enough to accomplish a goal. This is a big one when it comes to self-doubt and personal resistance.

We might also get nervous with regard to what others may think of us. We worry about what "they" might say. Our actions reflect upon us. Sometimes it's painful or difficult to deal with the reaction others have to our actions.

What's also tricky about the factors that lead to resistance is that they often overlap each other or are cyclical. Fear of not being capable can lead to fear of failure. Being afraid of others' opinions can influence your own views of yourself, as well as compound any worries you have about disappointing people.

### Ways to Overcome Resistance



#### **BE HONEST WITH YOURSELF**

Nothing will get better or move forward if you can't face reality.



#### **SURROUND YOURSELF WITH POSITIVE PEOPLE**

Negative folks are usually content to remain unhappy



#### **ACCEPT IMPERFECTION**

If you think everything has to be perfect, you'll remain stuck because perfection isn't truly possible.



#### **BE GENTLE ON YOURSELF**

Brush yourself off congratulate yourself for giving it a try, recognize that you learned something and move on.

## Ways to Overcome Resistance

I'd like to end this chapter by giving you examples of some ways to overcome resistance to change and the things that cause you fear. Most of these involve looking within yourself, knowing that you have to take charge of your life and are responsible for your own happiness. Give some of these a try and see if you don't start to think differently about what scares you.

I've said it before, but it's worth repeating. Be honest with yourself. Nothing will get better or move forward if you can't face reality. Also, surround yourself with positive people who lift you up. Negative folks are usually content to remain unhappy, and they tend to want those around them to be miserable, too. Look for cheerleaders and people who inspire you.

Accept imperfection. If you think everything has to be perfect, you'll remain stuck because perfection isn't truly possible. Concentrate on what is within your control, and try not to worry about the things that aren't. Take proactive steps to handle those things you can control. You'll feel more confident and will fear change less.

Along with being honest with yourself, you should also be gentle on yourself. Nobody's perfect. We just touched on that. Forgive yourself for making mistakes and know that you probably will. Brush yourself off, congratulate yourself for giving it a try, recognize that you learned something and move on.

Put yourself first and consider yourself to be a priority in your life. Sometimes we don't give ourselves the time, care and attention we need. If you want to face your fears and accomplish great things, you absolutely must believe that you're worthy of doing so.

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Also, avoid comparing yourself to others. You're unique and talented in your own ways. Comparison leads to feeling you're not good enough and will never measure up. These beliefs become self-prophecies and hold you back from greatness.

Finally, don't feel the need to explain yourself to others. It doesn't matter if they believe in you or if they think what you're doing is worthwhile. This is your life. What matters are the things that are important to you. You'll see that the freedom of living life on your own terms is one of the best gifts you can give yourself.

I know these suggestions are often easier said than done. I believe the information I give you throughout the next few chapters will help you put these tips into action. Up next, let's talk about setting goals and making a plan to reach them. When you're able to do these things, you'll see that what you once thought was impossible is usually something well within your reach.



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## The Eyes on the Prize

**– SET YOUR GOALS APPROACH**

Setting goals and creating a strategic step-by-step plan to implement them are crucial to overcoming your fears.

## Eyes on the Prize – Set Your Goals

Setting goals and creating a strategic step-by-step plan to implement them are crucial to overcoming your fears. You need to do these things in order to take action. Otherwise, your worries will keep you stuck and will hold you back from your dreams.

## Setting SMART Goals



### MEASURABLE

When a goal is measurable there are criteria that allow you to check its progress.

### RELEVANT

This term refers to where your goal's focus should lie.

### ATTAINABLE

Your goals should be realistic.

### TIME BOUND

Having a deadline is important to goals.

## Setting SMART Goals

Goal setting doesn't work if it's not done in an efficient way, though. Knowing how to set goals that will help you succeed is important. If you've never heard of SMART goals, I think this concept will help you to create targeted objectives that you can achieve. Even if you are familiar with SMART goals, a refresher is always useful. When you set SMART goals, you'll have far fewer big ideas that are never accomplished.

SMART is an acronym. It stands for **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime Bound. Let's briefly talk about what each of those means in this context.

**Specific** – In order for a goal to come to fruition, it has to be specific. Essentially, this means you have to know what you want and include multiple details. Too many times, we have only a vague idea of our actual desires. In these cases, it's no wonder we fail

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to reach our end game. I'll talk more about how to discover what you want further along in this chapter.

**MEASURABLE** – When a goal is measurable, there are criteria that allow you to check its progress. Include factors like how many, or how much when you plan to reach your goal and other measurable details. Amounts and time frames are imperative factors in your goals. They let you set milestones for celebration and give you an end point for success.

**ATTAINABLE** – Your goals should be realistic. That's not to say you should avoid reaching for the clouds. You can dream big, as long as you're not setting yourself up for failure. Having a plan will help to ensure your goals are within your reach and avoid burnout.

**RELEVANT** – This term refers to where your goal's focus should lie. You want to place your energies into achieving something that is meaningful to your current place in life and that is in line with your values. This part of goal setting is where the concept of being honest with yourself comes into play again. If something isn't really what you want or isn't all that important, you're bound to lose interest and give up.

**TIME BOUND** – Having a deadline is important to goals. A goal has an end-date. Time bound differs from measurable. The measurable portion of your goals can be check-ins, where you measure how far you've come to ensure you're on track. A deadline is the date you hope to have completely achieved your goal. It gives you a sense of urgency and provides a feeling of accomplishment.





## Knowing What You Want

Your goals need to be relevant to your life right now.

They must be specific and purposeful enough to motivate you when the going gets tough.

### Knowing What You Want

In order to set goals that are specific, you first have to know what you want. This goes back to our exercise on getting honest with yourself. Revisit all the questions you asked then and be sure you're able to fully answer them without doubt. Your goals need to be relevant to your life right now. They must be specific and purposeful enough to motivate you when the going gets tough.

Choose only the goals that have a high priority to you, the ones that call to your soul. These pursuits will sustain you and hold your attention. They'll inspire commitment. Reminding yourself of your why can help to ensure the goals you choose to pursue are ones that are important enough to complete. Going after too many things spreads your focus too thin and leads to unfulfilled objectives.

When you feel that you know what you want, write it down. Use powerful action phrases such as, "I will," and, "I must." Doing so will compel you to act. It gives more urgency and meaning to your pursuits. Place your goal statements in areas where you

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will see them regularly. These visual reminders will help to ensure you're constantly moving toward making changes. Remember, this is a daily pursuit.



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### CRAFT A PLAN OF ACTION

#### STAYING ON TRACK

- You've done a lot of work so far toward creating goals that will help you to face fear and challenge yourself.
- You have a strong idea of what you want and why. You know how to write SMART goals that get results.
- Now, you'll take this knowledge you've gathered and use it to craft a plan of action.



## Make a Plan

You've done a lot of work so far toward creating goals that will help you to face fear and challenge yourself. You have a strong idea of what you want and why. You know how to write SMART goals that get results. Now, you'll take this knowledge you've gathered and use it to craft a plan of action.

With a plan in hand, you almost can't fail. Work the plan, and you'll stay on track. If things go awry or an obstacle crosses your path, just tweak things and find a way to get back to working your plan. Having a structured guide can make all the difference between failure and success.

Trying to achieve a goal without having a plan will simply lead to frustration. You won't know which steps to take next, and measuring your progress will be impossible. Once

## Keep It Simple Coach

you're able to come up with a blueprint for reaching your goal, achieving it will be much more doable.

One strategy you can take in order to create the steps you'll need to take is to work backward. Look at your ultimate goal, and then break it down into smaller chunks. In order to achieve x, what will it be required of you each month or even every week?

Once you've broken things down, you can begin to strategize just what it is you'll need to do in order to meet these mini-deadlines. For example, if you're hoping to lose weight on the road to living a healthier life, you might include some steps such as go to the gym three times each week and remove all junk food from your home by a certain date. These things are tangible and measurable. They make the vague goal of "losing weight" more achievable.

Again, I want to emphasize that making real, lasting change requires daily work. Once you've brainstormed some ideas for what you'll need to do on a regular basis to meet your goals, write those steps down in your calendar. Commit to doing these things regularly in order to ensure they are completed and that you are continuously moving forward.

Also, you'll want to be sure to evaluate your progress on a regular basis to be sure you're on track. Schedule check-ins at least every few months to assess where you are toward meeting your goal. Celebrate your successes with relevant rewards. This is a routine that boosts confidence and motivates you to keep going.

Finally, remember that you can always make adjustments if something isn't quite working out. However, if you don't have an action plan with steps in place to make it happen, there's really no room for tweaks. When you have a plan in place, you're also better able to foresee and make accommodations for any obstacles that can occur.

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Taking a preventative approach is a way to avoid becoming frustrated and deviating from your plan or giving up entirely.

### Fear Isn't a Bad Thing



You gain strength, courage, and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I lived through this horror. I can take the next thing that comes along.'

ELEANOR ROOSEVELT

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### Fear Isn't a Bad Thing

Fear isn't always such a bad thing. In fact, it actually can have a number of advantages. Growth occurs when you push past your comfort zone. If not for fear, you wouldn't make significant progress in new or exciting areas of your life. You would remain stagnant, and this usually leads to unhappiness. It's pushing past the fear that helps you to move beyond dissatisfaction.



## Evolution of Fear

*How fear manifests....*

This struggle to avoid loss is what so strongly influences much of our decisions to remain in a current circumstance that may not be in our best interest.

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## The Evolution of Fear

Before we look at the benefits of fear, let's first talk a bit about its evolution. If you understand a bit about the ways in which fear manifests and its intended function, you may be better armed to battle it.

When we encounter change, the events we ordinarily experience are altered in some way. Our brains kick into a hyperdrive of sorts when such new information is presented. It doesn't matter if the change is good or if it's bad, the same physiological result will occur.

Our levels of stress begin to grow because we're suddenly faced with variables that may not make sense. The information we once knew has failed us, and we need to process new data.

The amount of stress we feel depends on a number of factors. One is the experiences we hold. What we've come to understand as our core beliefs about the world are usually ingrained in us as young children. The more something presents as contrary

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to those beliefs, the more resistance you will have toward it. Thus, the higher your stress levels and fear will probably be.

A factor that significantly affects our response to fear is that of loss. Our brains are programmed to avoid loss. Change, whether good or bad, usually involves leaving something behind. Your brain will perceive this event as losing that thing. Your brain tells you that all the time and effort you've invested in that thing is being wasted, despite the fact that this is likely not logical in reality. In fact, this struggle to avoid loss is what so strongly influences much of our decisions to remain in a current circumstance that may not be in our best interest.

Now that you understand a bit of why your brain works the way it does when presented with life changes, let's move on to discover some of the benefits of the fear that new things can bring.



**BENEFITS OF FEAR**

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Change also brings with it opportunities.

One of the biggest benefits that can come from moments of fear is clarity.

Fear also brings with it focus.

## Benefits of Fear

One of the biggest benefits that can come from moments of fear is clarity. You start to see what really matters and why a change may be necessary. It's that kind of realization that can give you the oomph you need to push forward even in hard times. You start to determine your priorities and what doesn't belong in your life.

Fear also brings with it focus. When you feel afraid, you're pushed to concentrate on working things out and on discovering an alternative to what currently isn't satisfying you. You can see what needs to be done, and you're more inclined to take firm action than you might have otherwise. When fear isn't present, you have the leisure of paying attention to other things.

You also have the freedom to take your time if there's no urgency. Fear pushes you to action, and that's a good thing. It motivates you to get things done. Those are usually the difficult things that would have waited or may never have been accomplished at all if there hadn't been a catalyst to action.

Change also brings with it opportunities. Things won't get better in your life if you stick your head in the sand and avoid change entirely. You'll gain some wonderful experiences when you open yourself to change. You also develop new skills when faced with times of adversity or novelty. Such skills include resilience, flexibility, creativity and ingenuity. Also, you almost always become a stronger person. There's always growth in change.

Another advantage that you may not have considered to be a positive thing is that fear often leads us to rely on help from others. Asking for assistance isn't a weakness. When we're afraid, the clarity we receive is sometimes enough to show us we simply



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can't accomplish something on our own. Getting help builds bonds, and it can bring you to your destination much faster than if you were to try to get there on your own.

Sometimes being afraid can push you to perform necessary actions. It's the evolutionary response of fight or flight that is stimulated by fear. You go on autopilot in the face of fear and do what absolutely must be done in that moment in order to get you out of a jam help you avert a crisis or literally save your life.

### How to Cope with Change

***FOCUS ON BETTER THINGS TO COME.***

Placing your energies into seeing the positives and how much better you'll feel when you get through this period will help to keep you moving in the face of fear.



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## How to Cope with Change

Now you know how your brain works in times of uncertainty, and you understand the advantages change can give you. It's time to discuss some concrete ways you can cope with change in order to gain the most from it.

Focus on better things to come. The situation that's in front of you is leading you to something. Even if this is a hard time, the fact remains that you need to move forward. Placing your energies into seeing the positives and how much better you'll feel when you get through this period will help to keep you moving in the face of fear.

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Always communicate when going through a change. Whether it's personal or career, chances are others will be affected by this change, too. Sharing information with them will help to keep you all on the same page and to avoid miscommunications. You'll be more likely to find success if you work well with those around you. They may even be able to help you if you let them know what you need.

Stay positive and try to keep the big picture in mind. Change happens for a reason. Once you understand that reason, it helps just to give into it and accept it with a positive attitude. Your journey will go more smoothly once you're able to overcome your resistance. Focusing on the prize at the end of the process also helps to motivate you and keep your spirits up while dealing with uncertainty.

Finally, it's important to accept that change is unavoidable. It's one of the only things that's actually a constant in our lives. You can run and hide, but you can rarely avoid it completely. Don't let the fear postpone the inevitable. Facing what you're afraid of will almost always bring you a sense of confidence and accomplishment.

There's nothing like the taste of success. Once you've learned to battle and overcome your fears, you'll be filled with a sense of pride. You may even wonder what it was you were so worried about in the first place.



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Getting in the Habit of  
Challenging Yourself Daily



**BRAIN IS PRIMED TO RESIST CHANGE**

Moving forward is what brings you bigger and better things.

**WORK THROUGH YOUR NEGATIVE FEELINGS**

I recommend getting in the habit of challenging yourself daily.

**TAKE SOME ACTION ON A REGULAR BASIS**

Even the little action you can take today can help you break free of inertia

## Getting in The Habit of Challenging Yourself Daily

Overcoming fear requires regularly challenging yourself. As you've learned so far, your brain is primed to resist change. It's in your deepest instincts to try to maintain the status quo and stick with what you already know in life. Logically, you surely understand that there's no growth in remaining still. Moving forward is what brings you bigger and better things.

Therefore, you know it's worth it to work through your negative feelings surrounding change and to push past the fear. In order to best do that, I recommend getting in the habit of challenging yourself daily. If you push yourself in small ways every day, it will get easier and easier with time. You'll soon be sailing through events that might throw you for a loop. You might even learn to welcome change. It's possible.

One of the most successful and powerful ways to overcome fear and deal with change is to take some action on a regular basis. Inertia is the state of doing nothing or remaining unchanged. It tends to be a go-to for many people because it's easy. Our natural inclination is to avoid loss, remember? Inertia is especially dangerous for those

who are going through intense periods of adversity or who may be prone to depression. It's a dangerous place to be because inertia is incredibly powerful. Digging yourself out of that hole can be next to impossible.

That's why baby steps are so important right now. Even the little action you can take today can help you to build the momentum necessary to break free of inertia and avoid getting stuck. Let's look at the importance of daily challenges and how they will always help you to reach your goals.

## The Importance of Challenges

How to See Challenges as Opportunities....



Taking on such challenges is an important part of growing and developing as a person if we want to lead a happier life. The more we can test our limits and capabilities, the more we will learn about ourselves.



To lead an authentic life, we need to take on new challenges that stretch our imagination, and give us more opportunities to be ourselves. It is not that fearless people are not feeling the same fear; rather, they are simply more willing to face their fear.

**New challenges are opportunities for us....**



Dr. Yam  
KEEP IT SIMPLE COACH

## The Importance of Challenges

Challenge is a necessary component of personal growth. Sure, it may be tempting to say you don't need growth and that you're fine just as you are. Logically, however, you know that's not really the case. Change is inevitable. We've been through this already. So let's put a positive spin on things and look at the benefits of challenging yourself.

Challenging yourself in some ways on the regular will help you learn to embrace the unknown. You'll push past yourself in tiny bite-size ways instead of being thrown

## Face Your Entrepreneurial Fears and Challenge Yourself Daily

unwillingly into giant changes that are beyond your control. As with anything, the more exposure you get to pushing your personal boundaries, the more comfortable it will become.

Let's face it. Challenging yourself also leads to leaving unhappiness or bad circumstances behind. You can't escape turmoil or dissatisfaction without at least inching out of your comfort zone. When you strive to do one daily activity that stretches your abilities, you'll be taking one small step closer to becoming happier.

You'll open your mind when you accept regular challenges. With each unfamiliar experience, you'll be exposing yourself to different situations. Such circumstances will inevitably require alternative skill sets than what you're accustomed to using. This is a fantastic benefit. As you expose yourself to these things, you'll become even more adaptable. You'll also be more capable and find that your confidence grows tremendously.

All of these things combine to keep your momentum building and growing. You'll soon realize that your motivation is revved up. You're ready to face each new day and open to receiving the opportunities that come with it. You'll develop a more optimistic mindset, as well.

You'll also develop self-reliance. While it's good to admit when you need help and can be beneficial to do so, it's also incredibly empowering to learn that you can accomplish a lot more than you may have once realized. As you tackle new challenges daily, you'll learn that there's not a lot you can't do when you put your mind to it.

Finally, as the adage says, "What doesn't kill you makes you stronger." Challenging yourself every single day will show you just how strong you are. This strength can take you far in life and makes future challenges seem less daunting.



## Ways to Challenge Yourself Daily

The ways you choose to challenge yourself each day should be unique and personal to you. Remember that goals should be relevant and meaningful. Try to come up with ways to push your limits that will improve your current circumstances or help you to move toward something that really matters to you.

With that being said I'd like to present you with some general ideas to help you brainstorm ways to expand your boundaries each day and push you toward bettering yourself. Getting started with any of these actions will help you to gain the momentum you need to start challenging yourself more freely.

- ☐ Talk to someone new or outside of your usual circle today
- ☐ Try a new activity or sign up for a class you've always wanted to learn
- ☐ Offer to help someone on a project or in some way that benefits them
- ☐ Join a group of some sort, whether it be career, community or leisure related
- ☐ Risk rejection by asking someone to join you in an activity or for a favor

### Face Your Entrepreneurial Fears and Challenge Yourself Daily

- ☐ Start writing or journaling to help you brainstorm new ways to challenge yourself
- ☐ Take an honest look at your finances and try to cut back realistically in order to invest more wisely
- ☐ Compliment someone genuinely by telling them something you sincerely admire about them
- ☐ Read a news story from the opposite political spectrum to yours or an article on something you wouldn't normally find of interest
- ☐ Unplug by turning off your phone and ignoring social media for at least half of your day
- ☐ Engage in some small form of exercise if you're ordinarily a sedentary person
- ☐ Make a small contribution to a charity of your choice
- ☐ Do an activity all by yourself, such as going to the movies or dining at a restaurant
- ☐ Attend a seminar related to your career or hobby
- ☐ Find time to travel someplace new to you, even if it's just one town over
- ☐ Ask for honest feedback from a colleague, a superior or a friend
- ☐ Pick one activity that scares you and sign up to do it, like sky diving or learning to swim
- ☐ Learn CPR if you don't know it, as this skill can save a life
- ☐ Write down your five biggest assets and your five biggest flaws
- ☐ Take a picture of something meaningful each day for a week
- ☐ Try a new recipe each day for a week
- ☐ Take a different route to work today
- ☐ Skip alcohol, coffee, cigarettes or other vice for one whole week
- ☐ Take the stairs
- ☐ Park far from your building



- ❑ Try to avoid complaining or swearing for at least one day.

This is a pretty comprehensive list. It should help you to begin to expand your comfort zone daily. As I mentioned, though, it's important to choose activities that are meaningful to you. You're not really stretching yourself if you're only following someone else's suggestions. The ways you choose to challenge yourself every day should be ones that impact your life in the greatest manner.

Finally, one more suggestion I have for you is to reflect every day on the ways in which you're pushing yourself. Taking time to assess these activities will ensure that you're not choosing ones that are too simple. Ask yourself questions such as what challenges you faced that particular day, how you did you handle them, what was successful, in what ways could you have improved, how did you feel about those things and what things may you have backed away from because they were too intimidating? Then use that information to find ways to do better tomorrow. This is an activity that should become part of your routine each evening.

Speaking of routines, know that each time you expand your boundaries and try something hard, you're forming a routine of challenging yourself. We all know that routines soon become instinctive. Imagine that, before long, you might just kick that fear to the curb.

## Conclusion

We've come to the end of our time together, and I know we've covered a great deal of information. I'd like to go over some of the key points I've shared with you and encourage you to use them in your daily path toward facing your fears and challenging yourself every day.

A recurring theme throughout this guide was the push to be honest with yourself. Without putting in the effort to do this, any steps you take toward dealing with what scares you will be limited. Being brutally honest forces you to make the changes that will truly serve you best.

Finding your why will help you to gain that honesty. Your reasons for desiring to push the fear aside are usually pretty powerful. In order for them to motivate you, they really can't be anything other than honest and personal. Someone else's reasons will never hold the power necessary to push past resistance.

Speaking of resistance, I shared with you the most common causes of resistance and how they can sometimes work to keep you from accomplishing your desires. I was also thrilled to give you concrete steps to overcome any resistance that was holding you back. You're more powerful than you realize. A few simple adjustments to your attitude and mindset can knock even the strongest resistance to the curb.

Much of overcoming inertia involves understanding the biology of fear, along with the benefits that can come with being afraid. You now know that your brain is programmed to fight any perceived change to what it already knows and finds comforting. It's especially primed to avoid loss. That's why you need to implement tangible methods for overcoming these programmed responses.

## Keep It Simple Coach

Having trouble pushing past your fears and embracing challenges has nothing to do with your personal worth or your willpower. It's simply evolution and your past lived experiences that influence your current resistance. Knowing the strategies that can push you past fear and propel you toward your goals is a huge breakthrough.

Finally, we looked at just why it's so important to challenge yourself daily and the benefits you'll receive from doing so. I gave you what I think is a fun and useful list of suggestions for ways you can incorporate challenges into your daily routine. I also want to remind you that the activities you choose should be meaningful to you and to your goals. This will provide you with the maximum benefit.

My greatest hope is that you now feel that you have the tools necessary to manage fear, rather than allowing it to control you. I also wish for you nothing but forward movement and the embracing of the unknown. You'll soon discover just what an impact the skills you've learned can have on your life and your happiness.

You can continue working through your fears as you pursue your dream biz idea in the [Jump Start Your Dream Biz Facebook Community](#). It's a space designed to get your motivated, accountable and determined to successfully launch your small business with confidence! Ready to jump off the fence and begin your entrepreneurial journey? [Sign up for the next Jump Start Master Class TODAY!](#)

Many blessing and good wishes for success!



Dr. Yam





Overcoming anxiety and fears surrounding changes in our lives is a common issue for people everywhere. Worry doesn't have to overwhelm you and keep you in your tracks, though. There are ways to push past it and to live the life you desire and become a successful freelancer or entrepreneur.

This ebook "**Face Your Entrepreneurial Fears and Challenge Yourself** " helps you gain confidence in future endeavors and obstacles won't seem too overwhelming.

#### **About the author...**

Yamilette Williams, Ed. D. aka **Dr. Yam** has more than 20 years as a business teacher, administrator, college professor, cabinet member and leadership coach for large organizations and small companies. She made the shift to becoming a solo-entrepreneur now small business owner (*Synergy Solutions*) that inspires, educates and leads others by consulting, hosting seminars, keynotes and coaching groups. She leads The Small Biz Society and Women Getting M.A.D. Facebook Groups for new and aspiring entrepreneurs.



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