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the Mindset **SHIFT**

from EMPLOYEE to
**HOME BUSINESS
ENTREPRENEUR**



Get the F*** Out of Here!

When you face your fear, most of the time you will discover that it was not really such a big threat after all. We all need some form of deeply rooted, powerful motivation—it empowers us to overcome obstacles so we can live our dreams. —Les Brown

The F word; **Fear**; It plagues us all.

That list of fears we cited earlier are all too common and affect so much of our lives without us even being aware of them. Like all fears, they are deeply seated in the unconscious and often disguise themselves as helpful protectors. Unlike the more tangible things like the fear of death, public speaking and creepy-crawlies, we are often unaware of their origins and often even their existence.

Some fears need to be faced head on, whilst others require more delicate plans of attack. The important thing is to understand where they come from. The good news is that most of them are monsters of your own creation - and that's the bad news too!

That voice inside your head is the mother and father of your fears and until you make it change its tune, they will continue to exist. Tackling your self-talk, the things you say to yourself all day long, is a brilliant place to start. Interestingly, you can often tell a lot about the origin of your fear by identifying that voice. Who does it sound like? Like someone from your past, a parent or authority figure perhaps? Or maybe it's your own voice with a particular tone – admonishing, mocking or warning or maybe one of caution and concern?

Exercise

This is a really simple one.

Listen to the voice inside your head and become your own censor. Do not allow yourself to say or think anything negative about anyone, and especially yourself.

If you can do this consistently for 10 days you will be amazed at the difference, not only to how you feel but also to how you behave and how others behave



towards you. If you find yourself thinking unkind things about someone else, force yourself to think of one nice thing to counteract it.

If you think something negative about yourself, find two things to replace it with – and make them different things each time! This will start to build you up a good list to use later when you have to assess your strengths too! ***

The thing is, that the majority of your fears will never ever actually happen, they are just figments of your imagination. You give them life by thinking about them and because of the way your mind works, you will find more and more things that make them appear real.

Your 'reality' is created by a complex set of unconscious filters, which knock out the majority of what's around you without it ever getting as far as your conscious awareness. Of the two million bits of information that are picked up by your unconscious every second, about 7 (*give or take a couple*) actually make it through your filters. So if the filters are not set up to support the life you want to create, you just won't get the information you need, or the reality you want.

It's a bit like a sieve. If the holes in your sieve are big enough to allow pebbles through, you'll never catch the gold dust. Two sets of filters that you will definitely need to work on in order to get the success you want, are your beliefs and your values. If they are out of alignment with what you want to achieve in life, you won't get it. It really is as simple as that!

You can find lots of information on the unconscious processes of your mind, the filters and how they help create your reality through affirmations which you can [check out here](#)

If you believe that you will never be rich for example, or you had a value which said that money was evil, even if someone gave you lots of money you wouldn't keep it. You'd either give it away or lose it all. There are often stories in the media of people who win millions on the lottery and then a few years later find themselves destitute, just as there are those who seem to make



money out of thin air. It all fits with what you fundamentally believe to be possible.

Be careful though as these beliefs are often very well camouflaged as something else. A very common scenario, is the person who gives away much of their fortune, thinking themselves to be the great philanthropist but still feels unhappy. Quite different to those who help others and feel fulfilled by it. The difference lies in the belief set that underpins the action. The first person is giving the money away to get rid of it, because they do not consider themselves to be deserving or worthy, or capable of success; the second is sharing their fortune in the belief that doing so will enhance their lives and fortunes. Whilst both may have a positive short term effect, the second will also have a longer term one for them.

Assessing your beliefs with regards to success and wealth is a key exercise and again an easy one to do.

Your beliefs, are basically generalisations about the world that you accept with conviction, as being true. They are created, for the most part, when you are quite young. Some you will adopt because they are taught or shown to you as being truths, some because of something you see, experience or think yourself. In either case, it is important to remember that your beliefs are only true if you want them to be.

At some point, you decided (*unconsciously*) that something was true for you and then, because of the way your unconscious works to support you, you acted as though that belief was true. This will in turn have given you more cause to believe that **'thing'** in the form of apparent evidence, and strengthened your conviction. Much like a snowball rolling down a hill, with time and accumulated experience, your belief will seem more and more real.

Positive beliefs can be empowering and increase your chances of success. Negative and limiting beliefs will at best restrict your achievements and at worst can really ruin your life.

If something doesn't support what you believe to be true, you won't pay as much attention to it, because your beliefs are so fundamental to you. They are



like the framework or skeleton of your life. Your unconscious will simply delete things that don't match your beliefs before you are even aware of them.

If you had a belief about something and then never saw, heard or felt anything to support that belief, it would be pretty hard to continue to think the same way wouldn't it? So your unconscious will rank things which support your beliefs higher and you are more likely to notice them.

The problem with this is, as we have already mentioned, your beliefs are not empirical truths. They are just things that you have decided are true for you at an unconscious level.

Examples

Imagine that when you were young, you were frightened by a dog. You may well create an unconscious belief as a result, that all dogs are dangerous. This would happen to protect you – a very common reason for beliefs to be created – and you would likely grow up being afraid of dogs, even though you probably wouldn't remember that first incident. This doesn't mean that all dogs really are dangerous though does it? Your behaviour and attitude would make it seem so and you'd probably miss lots of chances to be proved wrong!

Another example. Imagine hearing your parents talk very disparagingly about rich people during your formative years, saying "they're all greedy and make their money by ripping people off". You would construct a belief, a generalisation, that all rich people were unpleasant, greedy con-men. Not only would it make you less likely to become rich, because your unconscious would want to avoid you becoming like those people and therefore help you avoid getting rich, but, because of the way your internal filtering system works, you wouldn't spot things to prove you wrong either. Your filters tune in to the things that match your beliefs and simply ignore the rest, so you'd never notice all the evidence around you to contradict them.

You will have taken on a lot of the beliefs of the people who brought you up and socialised with you when you were young. This will have helped you to fit



into their world and create a safe zone for you to grow up in, but this has its own problems too.

* Whilst the belief might have worked for that person, it does not mean it is right for you too

* You may have been too young to make a proper evaluation of the facts or to explore other alternatives

* It may have worked for you at a certain point in your life but that doesn't mean it does now or will in the future

* As well as your own evolution, the world is also constantly changing and what stood true 20 years ago, for example, may no longer be so.

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