

March 28, 2008 Vol. 5, 3b

Special Message:

FEAR OF FAILURE II

Fear of failure is a serious issue in American society, and is everywhere. The unique thing about failure is that it is most often generated internally. In other words, it comes from the mind of the one who fails.

Yes failure can come from external sources. The Great Depression was a time in our history when many businesses (and the people who worked for them) failed due to circumstances beyond their control. Yes, these things can happen, and they do.

But the kind of failure I'm talking about comes from within the individual who fails. Literally, his or her mind is constantly sending them the message that their ultimate failure is inevitable. They subconsciously are convinced that they can't make it.

This often takes the form of blaming others for one's failure - it's easier to blame others (and circumstances) than to endure the pain of honest self-assessment.

But where does this come from? In my last Special Message, I compared career failure to heart disease, and so I'll continue with this analogy.

People can be born with a heart condition, or it can be caused by an external event. But assuming you have a normal heart, disease usually comes from lifestyle habits - smoking, eating garbage instead of good food, lack of exercise, and other things like drug use (legal and illegal) for example.

Fear of failure is similar; it comes from a lifetime of eating "mental garbage" and developing lifestyle habits that reinforce failure as a normal outcome of one's circumstances.

Like heart disease, the treatment for failure is often a change in lifestyle habits. Here's an example:

Atherosclerosis (artery disease) is in large part due to our eating habits - but the catch is that we can't stop eating - we must eat. It's what we eat that makes the difference!

Failure is like eating, we will always fail *some of the time*. To not fail is to not live. To beat failure, we must "eat" good psychic food. This means that the way we digest failure, and what we allow into our minds, is the key.

Next month in my Special Messages, I will talk more about beating failure.

Good selling,
John White