

# 10-21-20 What Do I Tell Someone When They Are Afraid?

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## SUMMARY KEYWORDS

coach, fail, business, create, step, questions, leader, focus, ultimately, afraid, answer, milestones, legend, roadmap, pursuing, clients, helping, women, legendary, successful



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Hey, everyone, welcome to another episode of legendary leaders. I am excited as always, to come and join you today, thank you for taking a few minutes out of your day to listen. My goal is to arm you with the tools and strategies and the knowledge that you need to step out of the world in the life that you're living today go create a successful business. And then as a result, be



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able to live the life you deserve your legendary life. So



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every single day, I bring this to you hoping that I can empower you and move you forward down that pathway.



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Today is not going to be any different. So



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today, I'm going to continue on with the theory or the the perspective of me stepping out of the corporate world, pursuing my passion, my dream, my desire to help other women go and create their own businesses and not only empower you, as a female business leader to go and start your own business, but then help you master the nine. So not only do you do you have the courage to create your business, but then you create a successful sustainable business



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that truly has staying power,



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right, that is sustainable, that lasts.



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And that truly is



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having the impact on the world for many years to come.



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Because who wants to go and leave something that's pretty successful? To have a one hit wonder no one. So we've already talked about mastering the nine, you already understand what that looks like at a high level. Now we're talking about how do we have the courage and what does it look like to really go and pursue this dream in the first place? And I told you yesterday that over the next few episodes, I'm going to answer some common questions that I get. And so let's go ahead and dive right into it. Another common question that I get is something like, okay, Katrina. So you're helping women who know they want to step out of the corporate world and start their own business? That's cool. That's cool that you're helping that group of women. But what do you tell them when they're afraid? It's a great question, right? So first, let me just tell you, because I always shoot you straight, you know that I'm direct. And I'm clear, I'm honest.



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So let me be honest, and let me tell you,



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we are all afraid.



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All of us.



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Like I said, I'm confident, I'm direct, I handle my crap. I'm just, I'm that type of person. But when I started going through this process, I was terrified.



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For the same reasons, we're all terrified.



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You know, I started



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asking myself these questions like,



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I built



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this career, and, and I've been given this amazing gift to continue to move forward. And I have, you know, have all of these things. And I had this income that I'm counting on, I

have my family to take care of, and I have responsibilities. It's not just about me anymore, I've got to take care of other people. And, you know, all of these things that were going through my head, like, Okay, well, what if, what if I can't make the same amount of money? I'm not going to be okay with that.

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What if

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I become less of a person than I am now? Right? Like, what if all that I am is tied up into this job? What if I'm not anything more

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than this position?

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And I would tell you, just as an aside,

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if you're thinking that you probably are just mostly that position, which means you do need to go and become something more, I figured that out. Because all I was was my job. Right? The other thing that I would say to myself is something like, Who will I be without this job, right? Sort of, similarly, my identity was tied to my job.

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And then ultimately, I was terrified because I kept

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thinking, well, what if I fail? I'm okay with failure, business failure happens all of the time. But if I feel here, there's, there's something wrong with me. Because everybody else can

can run businesses, I see all these other people stepping out and doing it. So if they can do it, I can't. There's something wrong with me. I just assumed I was better than what I really am. All those things went through my head and more. I mean, that was just the tip of the iceberg. But there are tons of questions that were swirling in my brain that are probably swirling in your brain. And ultimately, I had to just move through those pieces. And the cool thing about it is that you have me sitting here right now telling you about my experiences I didn't have. I didn't have anybody to listen to I didn't know, anyone that had gone through it. And so even when I felt like my gut was right, I was like, Oh, is that right? Oh, who do I ask? Oh, crap,



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right. So



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all I did was I sat down and I said, I have to tackle this head on. I can't be worried about all of these pieces. I ask. When I sit down, and I start working with a client or I start helping an amazing female business leader to go out and be her own leader of her own business. What I do is I ask a ton of questions. Now I know that may sound scary, but I asked myself the same questions that I'm asking you. That's why I know what to ask. Because here's the deal. Number one, that's what good coaches and trainers do. We're going to ask you a ton of questions, right? We ask lots and lots of questions. And it's not because we don't know, right? It's not that I don't know, the answer is that I need you to walk through the path of finding the answer with me. Because it has to be your answer. You have to anchor yourself in that answer. So ultimately, the short answer to the question of what do I tell people when they're afraid, these amazing women? What do I tell them when they're afraid? It's not It's not me telling them?



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It's them telling them?



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Because they answer the questions. I'm just the guide. The way that I know how to guide you, because I've done it, not gonna let you fail, I'm not gonna let you jump over the cliff. We're not that's not, that's not a coach, that's not a trainer. But here's the thing. We all

know, deep down, that we can fail. We know that that's what that's what we're afraid. It's possible for any and all of us to fail. The true question to ask is not what if I fail? The ultimate question to ask yourself is,



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how do I ensure I don't?



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And that's really where I take all of these women and I take you on this journey. Don't ask the question of what if I fail? I don't want you focused on the what if I do something wrong? What I want you to focus on is the positive of how do I ensure I don't fail? What are the actions I need to take? What are the steps I need to follow the pathway I need to go down to ensure I don't fail, because ultimately, when we step off of that cliff, when we go down that path, let me say that again, because we're not going off a cliff, when we make that amazing step and we start climbing that mountain to go up our journey, right to reach the peak of being a successful entrepreneur. Because we're not losing something, we're not falling, we're climbing. Okay. When we start going on that journey, I want you to focus on Okay, well, how do I get to the next step? How do I get to the next camp on this hill? How do I get to the next camp and the next camp and the next camp, only you climbing? I don't want you looking off the side of the mountain, I want you looking up the mountain. If you're looking backwards, then you can't see the direction that you're going. So the way that I help you overcome your fears by keeping you focused on your milestones and moving you forward. So, ultimately, here's the deal. Don't worry about what might happen. Focus on setting goals. You absolutely I'm telling you get a mentor or a coach, I wish I had one to get me through all of these transitions. As you know, as I went through it, I had a couple people here and there, but not someone who had done exactly what I'm coaching you to go do. Okay, add a piecemeal it all together, and I screwed up, I made mistakes and took a long time. Right. So that's what I'm helping you overcome. So you need to coach and you need to figure out how to ensure your success. By asking the question, How do I ensure I don't fail. As I continue to remind you over and over and over Tony Robbins says the chokehold on the growth of any business is the leader, right? Remember, I've said that many times. He says that 80% of success is psychology. So as I'm helping you move through, I need you to believe that you can do it, if I'm going to teach you how. So the first thing I do is I help you get your mind right and understand and know that you can, because we're going to set up a pathway to make sure that you don't fail. And then I'm going to arm you with the strategies on how to create a successful business. But I can't teach you how to master the nine. If you're not ready to even take the

leap and start your business. Right? My role is to help you have the right mindset. That's the 80%. Okay, that's step one, the right mindset, and I'm gonna keep you focused on that throughout the whole process. Then, like I said, I teach you the strategies, which is the 20%. I give you both. But you have to maintain the 80% to move forward. So for me, what I tell my clients is how they can do it, how they are doing it,



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I remind them of their pathway or the roadmap



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that we've created together.



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I remind them of their why. And so that's the second piece mindset is saying you can and focusing on the right piece of the problem, then I need you to know why you are doing this.



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So when things get hard, you stay focused on



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keeping at it and keep moving forward. Because if I sit down and say I just want to start legend to make some extra money. Well, it's pretty easy to then decide that I'm going to go make an extra money. Being a pharmacist because pharmacists make pretty good money. So that can't be the reason why I started legend leaders, my the anchor, my y has to be much deeper than that. My y has to be that I want to be a good role model for my kids. And I want them to see me pursuing my passion. So they need they know they can do anything in this world. Right? My Why is I want to have a better life. For my entire family. I want my family to have the freedom and flexibility that comes with having our own business. I have another why right? I have multiple wives the other why is that I'm committed to you. I know that if I didn't start legend leaders, and start bringing this knowledge out, there are going to be



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thousands upon thousands of women



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who want to go and start their own business, but they're too afraid. Because they don't have a roadmap. They don't have anyone teaching them the steps. And so either they take forever.



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And they get to it.



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But but they feel like they've wasted time and there's a regret there. Or they don't ever take the leap. And they always have regret. There's there's something that that's holding them back. And my Why is to help you have the answers that you need to go and be successful. So I have several wise, okay, but they're all anchored. And they're important. And when I look at the road ahead of me, and I'm afraid or it gets hard, I can look back at my wife and say, Oh, nope, I've got to do this. I have to, there's no choice. I have to keep moving forward. And that's what I hope my clients see as well. Right. That's what you learn in legend leaders. That's what you need to do. Okay, so I do have an I have, you know, I do a lot of conversations, I have a lot of conversations about staying focused on your mindset, your why your motivation, focusing on the roadmap that we work together to create, and then celebrating the milestones. And let me tell you, it works. It's how I made it to where I am. It's how my clients make it to where they are. So if you want to leave your corporate career for your own business, I would tell you to believe that you can, it's number one, create a mindset that focuses on creating a framework for setting yourself up for success. Don't focus on what you don't want, focus on what you do. And put milestones in place to measure your success along the way, get a coach or a trainer, and then just keep taking action each day. That's what I want to leave you with. That's how I help women who who say that they're afraid because we're all afraid. But we have to have reasons to push past the fear. And we have to be able to take one step forward every single day until suddenly, we're at the top of the mountain and we're looking around and we've made it



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that's when we look down over



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the side of the mountain. It's when we've made it to the top, not when we're looking backwards, fearful that we're not going to make it to the next level. Okay.



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I'm going to leave you with that. Go and be legendary.