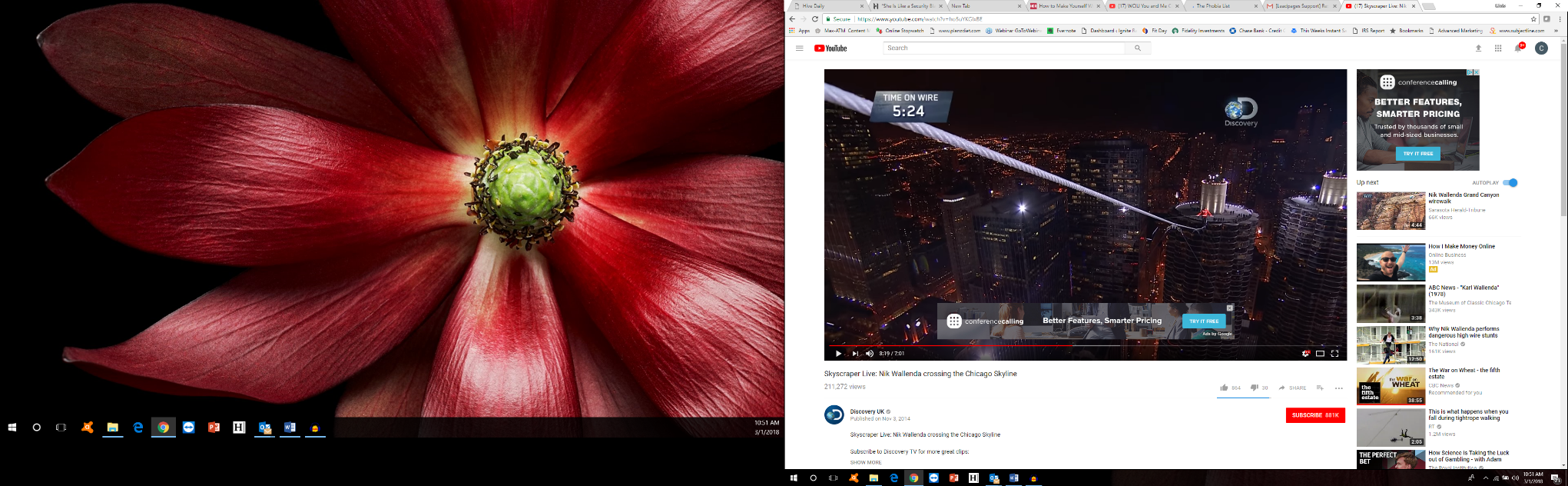
**What Are You Afraid Of?** [](https://www.youtube.com/watch?v=ho5uYKGIxBE)

Click the picture to see Nik Wallenda's Skyscraper Wire Walk. My palms are sweating as I type this.

Yesterday (Sunday November 2nd, 2014, Sarah and I went to the board of elections to cast our early ballots. Then we headed for lunch at a nice downtown restaurant.

On the way to lunch, we passed the production trucks for *Nik Wallenda’s* *Skyscraper Wire Walk*. It was shortly after noon, more than six hours before the event. I look up and saw the shiny cable stretched across the Chicago river more than 600 feet above. And I shuddered.

“What is he thinking?” I thought. And I shuddered.

I didn’t attend the *Skyscraper Wire Walk*, nor did I watch it on TV. But as I reflected on how I felt when I saw the shiny wire for myself, I got to thinking, “How can I make this into an article that contains a sales idea.

Here goes.

**What are you afraid of?**

Susan Jeffries, PhD is the author of *Face the Fear and Do It Anyway*.

She writes, “In all my years, I have never heard a mother call out to her child as he or she goes off to school, 'Take some risks today, Darling...' She is more likely to convey to her child, 'Be careful, Darling.' This 'be careful' carries with it a double message: 'The world is really dangerous out there AND you won't be able to handle it.'

“Apart from such seemingly obvious connections, it is possible the cause of our fear lies elsewhere. But does it really matter from where our self-doubts come? I believe not. It is not my approach to analyze the whys and wherefores of troublesome areas of the mind. It is often impossible to figure out what the actual causes of negative patterns are, and even if we did know, the knowing doesn't necessarily change them. I believe that if something is troubling you, simply start from where you are and take the action necessary to change it.

In this case, you know that you don't like the fact that lack of trust in yourself is stopping you from getting what you want out of life. Knowing this creates a very clear, even laser-like, focus on what needs to be changed. You don't have to scatter your energy wondering why. It doesn't matter. What matters is that you begin now to develop your trust in yourself, until you reach the point where you will be able to say: ‘WHATEVER HAPPENS TO ME, GIVEN ANY SITUATION, I CAN HANDLE IT!’

“. . .When you notice you are afraid, you say to yourself, ‘So what. I’m going to do it anyway. Fear is something you must go forward and through instead of letting it hold you in place.”

I don’t know if Nik Wallenda felt any fear at all that night. He thinks he was born to live on the wire and his family has done it for 200 years. And while his act doesn’t inspire me to want to do what he does, it does put in perspective my own fears and insecurities.

What about you? Are you afraid to pick up the phone and call a client to see how what you sold them is working for them? Are you anxious about picking up the phone and calling a prospect about an appointment? Nervous about an upcoming presentation?

Well, what’s the worst thing that can happen? Go forward and through your fear. Don’t let it hold you in place.

If you aren’t successful, you’ll be alive and still have a job. Unlike Nik Wallenda.

*Feel the fear and do it anyway*. Whatever happens, you can handle it. Living without letting fear dictate your success is a great way to sell and to live.

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