For Coaching Clients, Members and Friends of Coach Beate

Beate's Tip Sheet

Insider Information for Photography Professionals # 36

Pushing Through Fear

Are you good enough? Will your business ever make money? Does anyone even care?

One thing I can say with absolute certainty is that this relentless feeling of insecurity, inadequacy, and doubt keeps sneaking up on me. My fears and I have had many days of intense wrestling matches. Every time I think I got that miserable companion in check it finds another backdoor and sneaks up on me. What if that little voice of nagging doubt is right? What if this really isn't good enough and will never make any money and what if nobody cares?

Is this feeling something you are familiar with? Are you 'spending' too much time, money, and energy on something you are so passionate about and it still won't love you back the way you deserve?

We are starting the reflective season of the year. From here on until the end of the year you will be much more tempted to ponder over the questions I am raising in this edition of the Tip Sheet. In my home state of Bavaria there is a term for it. It's called 'die staade Zeit' meaning that it is the time when things are quiet, calm, and reflective. Read on to find out how you can use this time to your total advantage. I am going to share some of my strategies that I use to get me through my own fears.

pg. 2

Mark The Date

November 17th is our next Free Call. I'll be chatting with Jody Apap from KeywordSmart about… you guessed it right keywording! With some 250,000 images under his belt it's amazing how easy Jody makes complex ideas such as algorithm, industry standards, meta data, and expanders sound. This is a hot topic. Why? Not just will images that are keyworded right show up in stock syndication searches higher but it can greatly influence how your website is ranked by search engines. Good SEO includes your images on your website. Very few photo professionals know and use these tricks. Sign up to get the skinny: http://www.photobizcoach.com/photobizcall/

Where is fear coming from?

Back when we were kids, our world was full of superheros and we had magic powers. Nothing seemed impossible. Then it happens. Things start to go wrong.

You leaped and fell and got hurt. You screwed up a test. Your parents didn't cherish the ground you walk on and your partner has realized that you are not quite perfect. Ideas have not panned out and you have learned what life is all about- some victories and a lot of failures. I like to think that our failures are what define us, not our successes. The speed in which we get up and do it anyway, that is what it's all about.

When you learn that things go wrong you get cautious. You remember the pain and you don't want to repeat this experience. Your thinking becomes more 'realistic' and you adjust your expectations to terms that are commonly accepted. Next you ask yourself the question:

Is this all there is for me?

One of my favorite examples is when my daughter had a career counselor at school. The class was told to be realistic. The example was, don't expect to be selling your company to Bill Gates! All eyes went to my daughter who said calmly, you are wrong, my mom did.

I can only hope that her entire class was listening. Because I can tell you based on my experience: It is possible. It won't be easy and it will require everything you've got more than once over.

Monthly Inspiration

This month my inspiration comes from an amazing woman, my client Victoria Hulett-Gross. Talk about pushing through your fears and following your passion! Victoria just launched VenusStock http://venusstock.wg.picturemaxx.com/ in New York this past month. I predicted that she will be the star of two major industry events and to no surprise of mine she did just that. What inspires me about her is her grace and elegance. No phone call or email exchange ever ends without her telling me how much she appreciates what I have been consulting her on. She beams with excitement when she talks about the beauty, wellness, and fitness images she produces and licenses all over the world. I am in awe how quickly she takes information and makes it hers. I personally feel blessed every time I can assist this powerhouse in achieving her dreams. P.S. Venus is searching for contributors!

Your Monthly Three Goals

1. Reflect. What about your dreams?
2. Watch out for never, always, ever.
3. Someone has to live their dream, why not you?

There are many people who were unable to manifest their own dreams and desires. They often think that their inability to make it happen for themselves stands as the ultimate universal truth for everyone else. That makes me furious! Are you really willing to let go of your most passionate idea because someone else hasn't been able to do it? Is this other person so enlightened and powerful that their one failed experience will be your gospel?

Or is it possible that after you realized that it's hard work, you don't want to do what it takes because it is too difficult and you feel fear?

I have learned that the harder the path, the bumpier the road, and the darker the tunnel is – the better it is on the other side. If there is a way to do it, you will find it. And that is all there is to it.

If You Don't Feel Fear You Don't Need Courage..

.. says Maria Shriver in one of my favorite quotes.

We all feel fear. It's about how much courage you can muster up beyond this fear. This is the same courage you needed when you climbed on your bicycle without training wheels for the first time. I heard that FEAR stands for False Evidence Appearing Real in a seminar by James Malinchak a few years back. I love this analogy and it helps to remind yourself of it.

Worst-case scenario's and mind movies that we play over and over in our head often don't even end up happening.

Limiting Terms and Thoughts

Ever, never, always – really? Between black and white there is an entire gray scale. Watch your terminology. A temporary set back will not define your future.

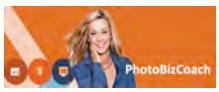
When your mind goes into what I call helicopter mode, it circles over and over the same issue, I suggest to putting K.A.R.L., a term I invented to use.

- *Know: What is going on, where are you at?*
- *Accept: Is there anything you can do about it right now? If yes, do it, if not move to the next point.*
- *Relax: If there is nothing you can do about it you may as well relax.*
- *Live: Get back to the present, the things you have control over.*

A Word About Your Timing

There is something to be said about divine timing. Success comes when preparedness meets opportunity. Trust that. Trust yourself and follow your gut instinct. Even if that means that your head has to overpower you heart or visa versa. At times what you want is not in sync with when it should happen. I call this your gestation period. In order to be successful, "IT" needs time to define itself, to flush out the gunk. Make sure your message is clear, and stay focused on getting ready. With that in place now you are unstoppable.

Comments? beate@PhotoBizCoach.com



Beate

Who is proof reading this Tip Sheet? Thank you: www.ProofYourCopy.wordpress.com.

My Favorite Testimonial for This Month:

"Beate thinks outside the box in profoundly effective ways. She has helped me over and over since 2003. She is brilliant, savvy, wise...and a street fighter to the core. You will never, ever go wrong if she chooses you, and you choose her for a project that inspires you both. Call me if you would like to know more, directly, from one of her most awe-inspired, biggest fans."
~Roger Ressmeyer

Science Faction http://www.ScienceFaction.com

Roger, this is entirely mutual! You are one of the smartest and most interesting people that I know. I am a fan, too! BC

P.S. If you are a photographer with specialty in science ask me how to get in touch with this awesome company.

Published by Chelette Enterprises Inc. All Rights Reserved

The views expressed are those of the author and do not reflect the official policy or position of any entity or association mentioned.

Chelette Enterprises, Inc.
P.O. Box 1293
Culver City, CA 90232