

MLM Training Article

Addressing Your Fears!

By Tim Sales

MLM Lessons

Providing Time, Tricks, Training and Lessons on Network Marketing Business

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By Tim Sales



Scared of Public Speaking? Cold Calling? Talking to Strangers?

Diffusing live explosives can produce some enormous fears. But fear is not welcome while working on anything that blows up. It distracts one terribly. I was fortunate to have a *Master Blaster* by the name of Master Chief Hufty teach me how to overcome fear. Little did I know the number of times I would recall this lesson, nor did he realize he helped me become a better public speaker. I would like to share this valuable lesson of how to overcome fear with you.

Master Chief Hufty was probably the smallest physical man I ever met. He stood about 4'3 and weighed around 95 lbs. Yet he is the largest man I've ever met. In the military when one achieves something praiseworthy he/she receives "medals" to be worn at formal events. In non-formal situations he/she substitutes *ribbons* for metals. The ribbons go above the left shirt pocket and each ribbon is approximately 1/2 inch high and one-inch long. Master Chief Hufty had so many rows of ribbons they actually went over his shoulder and started down his back. He was the most decorated soldier I'd ever seen! To be educated by him was a true honor.

One afternoon we were working on a bomb and I freaked out....I'd rather not detail that portion of the story. But, Master Chief Hufty disassembled fear for me. He broke it down into digestible and visible parts so that I could "see" it and define each section.

When we (you and me) encounter unpleasant or alarming conditions our mind becomes a stage of conflicting voices. Some would define this as the *Fight or Flight* theory. Parts of us want to fight whatever we fear, and other parts of us want to run (*flight*) from what we fear. Master Chief Hufty called it "mind chatter." Fear, especially sudden fear can cause the best in us to freeze. What is freeze? Freeze is stuck between *fight* and *flight*. If you neither fight nor flight you're wasting your only asset - TIME.

To gain control of my thoughts again, Master Chief Hufty told me to repeat this sentence over and over, "**First I do this, and then I do this, and then I do this.**" By repeating this, I could slowly walk myself out of the "mind lock" by directing 100% of my attention to *what I needed to do next*.

Worst-case scenario for a bomb squad technician is obviously death. Dwelling on harmful outcomes only leads to that reality. Yikes!

Now let's take a look at the fear of public speaking. As a network marketer this could take the form of conference calls, training and opportunity meetings. The fear is that you will look or sound stupid. What are the chances of delivering an intelligent presentation while mentally forecasting stupidity? Very low.

So what is the solution to fear of public speaking?

1. **Be prepared.** Know what you're going to say. Never "wing-it." Before diffusing my first live bomb, I spent copious hours studying the anatomy of explosives. I furthered the learning process by role-playing for days with dummy bombs. In our platoon we lived by the phrase, "the more you bleed in training the less you bleed in combat." Bravery and success comes from confidence in ones own ability, not from placing oneself at risk. The same principle applies to public speaking. Study your materials; prepare your notes; role play what you will say into a tape recorder. When you stand up in front of people just think – first I'll say this, then I'll say this.

2. **Don't focus your attention on you.** Focus your attention on your audience. If you're scared – you're thinking of you instead of your audience. Put 100% of your attention on your audience and what they most need to hear from you. Rarely does a speaker sound “stupid” if they're focused on helping their audience.

You must earn the right to being a great public speaker. There are no *natural* public speakers. It takes practice, persistence and more practice to truly master the art of public speaking. If you will take the time to think through each step and learn how to bypass the mind chatter, you can improve your abilities to present a great conference call, conduct an electrifying training seminar or host a successful opportunity meeting.

Tim Sales

About Tim: About Tim: In 1989, near the end of an 11-year tour with the US Navy Underwater Bomb Squad Team, Tim answered an ad in the Washington Post newspaper that led him to his first and only network marketing company. Five years later his network marketing income rose to over \$150,000 per month with over 56,000 people in his organization. His most noted contribution to the Network Marketing Industry is the Brilliant Compensation presentation. In addition, Tim is a teacher at the university-affiliated Network Marketing Certificate Seminar sponsored by the University of Illinois at Chicago. To learn more about Tim visit his website at <http://mlmlessons.brilliantexchange.com>

Also, get great MLM prospecting movies by Tim Sales and Dr. Charles King on your website for only less than \$1 a day.

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MLM Resources

MLM Brilliance - by **Tim Sales**

One of the most brilliant MLM prospecting presentations on the Internet. The movies professionally explain the concept of Network Marketing and why you should get involved in the business. Get these movies on your own website. If you don't have a website, MLM Brilliance will provide you one for FREE.

Professional Inviter - by **Tim Sales**

How much is it worth to you to listen to a real network marketing professional talking to real 'live' prospects? Personally speaking, it's precious!

The Ultimate MLM Blueprint for Massive Success - by **David Ledoux**

David Ledoux spills out his Massive Success secrets in his highly-acclaimed masterpiece. Available in both digital and physical formats.

103 Ways & Places to Sponsor New Distributors

- by **Tom "Big Al" Schreiter and Art Jonak**

With this Power-packed 500+ page manual from two top Network Marketers, Tom "Big Al" Schreiter and Art Jonak, you'll never run out of prospects to show your opportunity.

MLM Success Tips - by **Joshua Shafran**

Little Known MLM Sponsoring Secrets Cause Hoards of Prospects to Beg (even plead) to Join Your Network!

How To Get Rich In Network Marketing In The Internet Age

- by **Frank Garon and Terry Dean**

Doing A Network Marketing Business Using Methods From 5 Years Ago is Like Trying to Fight a Battle with Clubs and Spears...When You have Laser Guided Tomahawk Missiles Available to You.

Kiosk Webhosting - by **Kiosk Team**

Ever thought of making an online presence? The answer is... build a website with your picture and information on what you do in life - another great way to get your prospects to know and trust you on the internet, and much more. Kiosk can give you all the support you need to build a great website.

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