



What Fears Do You Need to Overcome for Running a Successful Business?

Many of the entrepreneurs we coach at BSH are failing to achieve success in their business, and they are often unable to recognize that there are many reasons behind that failure.

It is essential to remember that fear impacts the overall management of the business.

Here is a list of different concerns that may exist in you, but you have not paid sufficient attention to dealing with them. Paying attention can not only help you recognize the fear but also analyze its influence and the essential measures you should take for achieving success in your business.

Fear of Failure

Entrepreneurs live in fear of failure even when they have not introduced their products and/or services in the market. Sometimes they fear the competitive market and they doubt their strength and focus on the weakness. They also worry of investing, losing money, reputation, and the challenges of future. It is the reason many business owners stop putting the right amount and the right kind of effort in their business. You have to see what kind of fear of failure is surrounding you and then you have to seek ways of letting the fear out and bring the courage back in your life.



Lack of Vision

Another factor you keep in the world of fear is the lack of vision where you do not pay any attention to your future. Those who are not able to see the beyond what they have today are the ones who lead themselves towards destruction. Do you ever think whether you want a long-term business and impact on the world or you are just concerned about today?

The quality of a sound business owner is that she/he keeps involving herself/himself in today's matters and plan about what she/he wants to offer in future.

Start thinking about how to meet the needs of people in future and build the business strategy according to that because preplanning would help you compete and thrive in the business market going forward.

Poor Management

The next impact of fear and lack of vision is the poor management of the business that leads to failure. Many entrepreneurs start doing business at a young age where they do not have enough expertise in finance, production, sales, and administration of staff.

It is the point where small mistakes lead to significant consequences.

You have to see what skills you and/or your team lack and then start educating yourself and the team. This would ensure that there would be more skilled employees in your company to handle the work according to the modern business world challenges.

It also includes your own efforts of organizing, planning, controlling activities within your business.



Insufficient Capital

When you do not pay attention to the management of your business, you suffer because you are not able to attract customers, generate sales and you have nothing in return. In other words, there are no funds and capital to run the business and the employees are leaving the workplace because they have better opportunities in other companies. You are in a state of worry because your business goes down rapidly. You not only have to generate funds for meeting all the needs of business but also to pay for other expenses too.

Location is Another Problem

The term location is very vast in the business world. It is not only the location of your office, but it is also much broader than that. It includes the position of your customers too; the location of the customers who are attracted towards your service. Location of your competitors even plays a role as you have to see whether they are offering the services in your area to increase the competition or their position is keeping you safe. Now it is also about the place of your company, the safety of the building and its condition even play the critical role. The benefits of local business and the flavour can help you direct your business towards success.

Lack of Planning

All the successful owners of companies know that it is the careful strategic planning that keeps them moving forward in the market. Your fear of competition increases when you are not planning realistically and accurately for business. You have to analyze the market and the needs of the workforce. You have to act accordingly by



seeing the potential problems. You have to keep an eye on the financial matters such as the balance sheet, cash flow, and the expense forecast. You have to see how much you need to pay for the marketing advertisement for increasing the sales. Once you start getting more confident about planning everything, you would not feel any fear.

Ignoring the Needs of Customers

Fears arise when companies fail to research about the market research and the needs of customers. If you do not know the needs of the customers, then you would not be able to meet their needs and you would sell nothing. You have to start reaching potential clients with the modern strategies so that you would know the requirements of your customers. Remember that your customer and quality of customer service is the goal of your company and you have to make all the efforts to reach them successfully.

How to Achieve Success in Business?

Now the question is how to achieve success? Let's have a look on it.

Ways to Follow for Achieving Success in Business

You might be thinking of the ways that can be useful for overcoming the fear of failure. We always carry self-sabotage thoughts that impact our emotions, mold our behavior and hold us back. We all have dreams, but we need to pay attention on how to fulfill those dreams. We make excuses for not having enough money and resources.



It is our conscious and sub-conscious desires that bring changes in us. We become confused and give more priority to our ego than to our identity. It is the fear of failure that connects us with egoistic behavior. We live telling ourselves that we cannot achieve what we want and the thoughts keep us away from gaining the success and greatness we deserve.

We have discussed the things that stop entrepreneurs from moving forward in life and reaching a level of success they always dream.

Let's have a look at the different useful ways that we can take for stopping sabotaging our inner self and behavior:

Consider Regrets Worse than Failure

Yes, these are the regrets that would keep us behind. You might have thought about success but delaying one project or a step took you to a stage where you start regretting the fate, capital, and resources.

However, there is a strategy you can use; try saying "I should start working on the marketing strategy", rather saying "I wish I had started the marketing strategy". Turning regrets in new goals would help you achieve what you want. Do not keep regretting what you haven't done but renew your vigour to get those things done.

Identify the Main Cause

There is always a point from where the failure would originate. You would be able to overcome the fear if you would know the cause from where it started. You have to relax and close your eyes for some time to understand your concern and its root



cause. Once you get face to face with the anxiety, you would be able to overcome it in a better way.

Keeping Eyes on Goals

The moment you have identified the primary cause of your fear, you have to start focusing on the goals. You have to set goals first about your business, and it is very wise to start with the small goals. You have to start from the low steps and tasks and finish them successfully. If you need others to help, then you have to ask and accept it. If any fear appears, then you have to direct yourself towards the outcome of your attempt. You would see that you are becoming more optimistic when you have set your mind on the result.

Recognize Avoidance and Focus on Moving Forward

Once you start keeping your eyes on the goals, you would see that you are getting out of the victim mindset and you are becoming bolder in life. Remember that being afraid sometimes lead us to spend the whole day in useless activities as we pretend to be busy because we do not want to confront problem issues. The time you start avoiding your business dreams and trying to turn them into reality is the step where you consider lack of progress your lifestyle.

Recognizing own attitude is very important as many times it is not the world that blocks our way. Instead, we are the one who ignores our dreams and goals by spending our precious time in ordinary activities.



Never Give Up

Give a new start to your thought pattern at the time when you see the challenges are more significant than your willpower. You have to change the design of your thoughts and your actions as well. You never have to say no to your dreams.

It does not mean you should give up on your dreams and not believe in what the circumstances say. At this moment, you have to challenge yourself about how badly you want to achieve something. It is the way of becoming the motivator, and there may be a need to look for inspirational heroes in times of struggle. You have to strengthen yourself with courage and continuous efforts. No matter if you fail twice, you have to try with more energy for the third attempt.

Trust and Follow your Inner Guide

You have to start trusting your feelings. Discuss the arguments by having a detailed discussion with yourself. You will see that sometimes your inner voice may guide you better than the people around you. You would know that you have found the solution to many of your problems. It is the best guide, and it is your responsibility to hear the voice and follow your inner self when you are around the doubts and fear.

Make Endurance and Faith Your Best Friends

What is patience in the life of an entrepreneur? It is the courage to see the best of everything. You have to keep your eyes on the positive side. It is true that no one will decide the destiny of your life. You have to keep faith in yourself and walk on the difficult and painful ways of your journey. You will see that you would start exploring uncharted places with a new spirit. You would not be a person who readily admits



to failure; instead, you are a fighter who keeps fighting for his chances to succeed. Even failure is the beginning of a new chapter in your life where you learn a lot of lessons, and you recharge and reinvest for your unique goals. It is the point where you have become a new person who sees failure as nothing and courage as everything.

Things That Need Your Attention

Apart from changing your attitude, you also have to pay attention to other things as well such as your overall business growth and strategy.

Following are some of the things that might need your attention:

Use Latest technology

Including strategies such as using visual aids for fundraising, advertising and marketing are essential. Using social media is much more appreciated in the IT advanced world so you can build a good social media profile. Use online bookkeeping services and software for tracking your projects. It would help you see where you fall and where you rise in work. The world now sees the online image of businesses more than vesting their office. You have to choose the right technology to reach the maximum number of customers.

Make Your Team more Accountable

Using a weekly updates strategy is also very good when you have to keep your company in the top position. You have to keep following a system with targets and achievements and keep motivating your team on their excellent performance. Engage



in active conversation with your team so they may know that you are concerned about them as well as driving the business. You have to respect your team so they would put more effort in the market and produce more good results.

Follow S.M.A.R.T Goals

First, when you can break up your projects into small portions, you would be able to focus more on challenges. You would be able to achieve more when you take small steps of the big project, and you also set S.M.A.R.T goals. It means that your goals should be specific, measurable, achievable, relevant and time-bound. You would see a drastic change in the level of growth of your business when you would start setting and following smart goals.

Balance your Personal and Professional Life

Sometimes the stress of personal life influences your professional life, so you have to keep your work life balance in check.

Personal care plays a significant role, and you have to keep paying attention to a good routine where you exercise, eat healthy food, and live with a positive attitude. It will help you better concentrate on your essential tasks. You also have ensure you don't bring the professional stress to your home as it will be the time for relaxing and getting ready for the next day.

Practice Gratitude Every day

Practicing gratitude is necessary as it improves the quality of your life. No matter if you do not see any results of your efforts, you have to be thankful for everything you



have and everything you will have. Your attitude of being grateful would not only give a positive impact on your life, but your colleagues would also get a natural power from you to move towards the goals achievement.

Conclusion

Now you are aware of the fact that the fear is not only a feeling it is a dominant force that can bring a huge negative impact on your overall business. You have to make efforts on a daily basis towards fighting any fears you may have and moving forward. Remember fear itself is not a bad thing ... it stops us being reckless and putting our bodies in danger, but you do have to keep yourself motivated by giving rewards of your efforts. Running a successful business is only possible when you stay conscious of the existing challenges but not fearful of them.

BUSINESS SUPER HEROES