

Face Your Fear

DIGITAL GUIDEBOOK



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Why Face Your Fear?



Hey there!

I'm Sage Grayson, and I help ambitious career women edit their habits, routines, and mindsets to balance their happiness at work and home.

I'm a Life Editor...and so are you!

I live in Orlando, Florida with my husband, Chris, and dog, Skyla.



Welcome to the Face Your Fear Digital Guidebook!

In this guide, you'll learn how to confront your fear so you can live an authentic, edited life.

Wait a minute—why should we *face* our fear? Is that really the right word?

Shouldn't we bury our heads under our pillows and cower in the dark?

Shouldn't we cry for our mommies and pray that whatever horrible thing that scares us just goes away on its own?

Or maybe you're feeling a bit more kickass...

Maybe you want to crush your fear. Or wad it up like a piece of paper and chuck it into the trash. Grrr!

Maybe you want to pull out your bazooka and blast your fear into smithereens! Take THAT, you sucky fear!

Well, I'm here to shift your perception around fear and all the things that scare you. It's time to broaden your scope of what fear really is.

Because truthfully, fear has a place in your life.

It was a purposeful choice of mine to name this guidebook "Face Your Fear" instead of "Kill Your Fear" or "Destroy Your Fear" or "Beat the Livin' Crap Out of Your Fear."

Fear isn't necessarily good or bad.

It just is.

Fear is your body's way of warning you about danger.

Sometimes this danger is real such as risky situations or toxic people.

And sometimes this danger is imaginary such as when your fear convinces you to play small or put your dreams on hold.

But hiding from your fear or pushing it away with all your might is ignoring the important message it's trying to convey to you.

By facing your fear and looking deep into its scary abyss, you can avoid hurtful circumstances, push past your known boundaries, and gain limitless success in your career, health, relationships, and all areas of your life.

So come out from hiding and put away your weapons.

There's nothing to be afraid of.

It's time to face your fear!



Fear of Failure

No matter how much we want a certain outcome, eventually we're going to bump up against disappointment in our lives.

It can be heartbreaking to experience failure, and most of us will do just about anything to avoid it.

The fear of failure shows up in my life more than any other kind, and I'll bet it's the same for you too.

You might be fearful of a work project because you don't want to screw it up and disappoint your manager, so you put off starting it.

You might be afraid that you won't keep your resolution to lose weight, so you skip your workout.

You might expect your business to fail so you don't even try to create the products and services you dream about because it would hurt so much if no one bought them.

Fear of failure makes us procrastinate, play small, and dismiss our self-worth.

We've all experienced failures: bad grades in school, not getting the job you really wanted, gaining weight, losing money, or feeling like a bad partner, sister, parent, or friend.

When you're going through a tough time, the last thing you want to think about is what you can learn from the situation. I usually want to punch something!

But after a while, you can look back on your failure and realize that something good DID come from the pain. It might not have been the outcome you wanted, but I've found that most people are grateful for the struggles they've faced (at least a little bit).

Think about a time when things in your life didn't go as planned.

What have you learned from failing?

There's a bright side to every failure you've experienced. In fact, here are 3 reasons why failure is awesome.

You Become a Batman

No, I don't mean you become a brooding vigilante who lurks on rooftops and stalks bad guys all while dressed like a giant flying rodent.

If you ARE doing this, you've got bigger problems than I can help you with.

I mean that it makes you a better detective. Hindsight is 20/20, and once you experience a negative result, you'll be able to look back on all the little things that led up to it and recognize the actions that caused the most harm.

In the future, you'll look at your life through this filter and spot the red flags before they lead you to disaster.

Remember, your fear is your warning system.

For example, if your ex-partner cheated on you, then the next time you're looking for a romantic relationship you'll be able to recognize a distrustful person and know better than to get involved with that joker.

It's your choice if you want to throw on a cape and beat the livin' crap out of your ex too.

I won't tell.

You Become More Compassionate

Think about a time in your life when you failed. It hurts, and we've all been there.

But here's the thing: experiencing a failure doesn't make YOU a failure.

When you don't get what you want, you understand that you're human and life isn't perfect. This disappointment will make you more compassionate to other people who are hurting.

Let's say your best friend doesn't get the job she interviewed for. Are you going to tell her to suck it up and move on? No! You'll comfort her and maybe

take her out for margaritas because you understand what it's like to experience a setback.

You Become Stronger

Failure sucks. There's no getting around it.

It sucks when you're fired, it sucks when your car won't start, it sucks when you're broke, it sucks when your loved ones die, and it sucks when you've experienced abuse.

I'm living proof that overcoming life's problems makes you stronger. And so are you.

It might not always seem like it, but every time you decide to keep moving, to look for solutions, and to fight back, you are becoming a more resilient person.

Life editing isn't about eliminating problems. It's about making the most out of what you've got...disappointments and all.

When the fear of failure is consuming you, shift your thoughts to experiences from your past and what you learned from those setbacks.

You'll discover that failure isn't so bad after all. In fact, if you be brave and proceed anyway, you might just succeed.

Of course, success brings its own challenges...



Fear of Success

Sometimes it's scary to be successful—even if you're aiming for something you've always wanted!

You might be fearful of making more money than your spouse, so you don't apply for that high-paying job you'd be perfect for.

You might be afraid of alienating your overweight loved ones, so you avoid starting a diet and exercise plan.

I've found it's easier to admit your fears to others when it's something that most people can relate to.

But who in their right mind is scared of success?

Of course we fear creepy strangers, being out of the loop, looking foolish, and man-eating grizzlies. Those things fall under what I like to call "acceptable fears."

Not many people admit fearing success because isn't that what we're all looking for?

When I think about what my life would be like if I succeeded in all my endeavors, my heart starts beating fast. True, some of that is excitement, but some of it is fear too.

Have you ever had a big goal that you couldn't reach no matter what you did? A subconscious fear of success might have been working against you.

Why We Fear Success

It sounds silly, right? Why would anyone fear success?

If anything, we're OBSESSED with success. We want to lose weight and rock a bikini, get a new job or start a business, get organized, find love, and make self-care a priority.

Why would we be scared of getting all those good things?

When you think about it, success brings a lot of changes to your life, and not all of them are positive.

For example, losing weight might make you feel fabulous, but your partner might feel abandoned now that you won't pig out on the couch with him or her anymore.

If you get promoted at work, you'll get a bigger paycheck, but you'll also get bigger responsibilities and possibly longer work hours.

Success isn't all sunshine and rainbows, and it's normal to fear the consequences.

Nearly all of my clients are working on breaking through their self-sabotaging behaviors that keep them from success. When we examine the things they fear about success (losing friends, a busy schedule, loss of identity), then we can determine whether the pros outweigh the cons and if this is an outcome they should be chasing.

Why Success Is Worth It

As for me, I know in my heart that I want to empower as many women as I can so they can live the edited lives they've always imagined.

But since I run an online business, I'm leaving myself open to criticism and judgments in a way that I wouldn't be if I had a brick and mortar coaching center. Like in a strip mall next to IHOP.

My fear of success most likely comes from the years of abuse I experienced from bullies and my family. My past sucks, but I can't let it affect my future.

But you know what keeps me chugging along despite my fear? I need to be out here for all the women who fear success so they know it's worth it. Even if everything changes.

And so do you.

You NEED to succeed at whatever it is you want more than anything in the world. There are people watching you right now (even if you're not aware of them), and they WILL notice if you do what you say you're going to do.

Maybe it's your kids. Or your best friend. Or your partner. Or your dog.

You need to succeed so they know it's possible. And then they'll follow their dreams too, despite being scared.

Here are some powerful reasons why you should face the fear of success.

Staying Small Hurts Everyone

When you work towards a goal and do something incredibly big for yourself, you might feel guilty about outshining other people. You don't want to hurt your loved one's feelings so you'll be tempted to play small next time. The fear of success makes you want to hide.

Fight this urge! Downplaying your accomplishments hurts the very people you're trying to protect.

You're here for a reason, and it's not to be lazy and apathetic. By achieving your life's goals, you'll be lifting up those around you.

Let's say you want to go back to school, but you feel guilty about spending time away from your family. However, by earning an advanced degree, you'll be better able to support them, and your children will learn that their mother cares about education.

That's a win-win situation.

Not Everyone Wants Your Dream

If you feel guilty for going after your dream when other people don't take that route, remember that they have their own lives to live. They have their own passions and dreams to pursue; ones that are special to them.

You achieving your goal has nothing to do with the direction of their lives.

If you score a promotion at work that thrusts you into a manager role, go ahead and feel good about it! Many people don't want to move up the corporate ladder and are happy right where they are.

Some of my favorite former jobs were very low-level, but I thoroughly enjoyed what I was doing.

We all have unique dreams.

Your Future Self Is Counting on You to Succeed

If you let the fear of success sabotage your efforts to live the life you've always imagined, you'll be disappointing the only person who truly matters...yourself.

Think about your ideal future. What does your life look like in 5 years? In 10 years?

What do you want to be doing? Where are you going? Who are the people you invite into your life? What makes you happy in this vision?

Now, imagine your future self standing in front of you. You can see how joyful and content she is. Do you have the heart to tell her that she can't have those things anymore?

Will you be the one to crush her spirit?

Your future self is counting on you!

Face the fear, push through it, and pursue all your wildest dreams as if your life depends on it...because really, it does.



Fear of the Unknown

When you don't know what's ahead, it's easy to stay put right where you are.

Chris and I procrastinated FOR YEARS about moving to San Francisco. We had a lot of good reasons to move from Chicago to San Francisco: we hated Midwestern winters, the best jobs in Chris's field are on the West coast, we have no other family so there's nothing tying us down, etc.

But we were fearful about the unknown. Would we have enough money to move? Would our house sell? Would we be comfortable in a new state?

The unknown aspects of moving were scary, and even though we weren't happy in Chicago, we stayed because it was familiar. We did NOTHING because of fear.

Eventually, we pushed past our fears and worked our butts off so we could move to California. We had to get comfortable without having all the answers.

When you don't know what will happen, that doesn't always mean the result will be bad. It could be amazingly positive! You just don't know.

Fear of the unknown often manifests itself as worrying.

The world can be a scary place (like the contents of my playlist labeled "Guilty Pleasures"), but worrying about the unknown makes it even more terrifying than it really is.

Here are the most common worries about the unknown that I hear from my clients and readers:

- I'm worried I'll never find a career I can be passionate about.
- I'm worried about making enough money to support myself.
- I'm worried that if I put myself out there, people will laugh at me.
- I'm worried that my business idea will flop and I'll be a failure.
- I'm worried that these sad feelings will never go away.

Whoa. That's some heavy stuff.

Worrying about unknown outcomes keeps us from achieving our goals. You bet I worried about starting my own business, but it was so worth it once I pushed past my fears.

What unknown dangers are you trying to protect yourself from?

Here's how you can face and embrace the unknown.

Figure Out the Worst Case Scenario

One of my most popular blog posts is called "What's the Worst That Could Happen?" It resonates with you gals because it's all about going to that worry-filled place in your mind...and realizing it's not so bad after all.

Think about your problem, then ask yourself these questions:

- **What's the worst that could happen?** Really, go there. Map out the extreme worst case scenario. Don't hold back, and get as detailed as possible. Mine involves grizzly bears.
- **What's the most likely thing that could happen?** Think about what is the most realistic outcome, seriously. Be honest with yourself, even if you have to admit that there's no real danger.
- **Is the risk worth taking anyway?** Life is scary, but we'll never grow unless we take risks. So, ask yourself if this risk is worth taking even if the most likely unpleasant scenario happens.

Swim in the Positivity Pool

Your worrying might start with just a few small doubts: "I'm not as smart as she is" or "I don't have enough time to do what I want to do." But then your worries get bigger and dirtier until you're covered in a mucky sense of self-doubt.

The best way to clean off that icky negative feeling is to take a swim in the positivity pool.

By surrounding yourself with feelings of gratitude, optimism, and hope, you'll begin to think clearer and more objectively about your situation.

I encourage all my clients to start a gratitude practice, which can include writing in a gratitude journal or filling a thank you jar with all your daily blessings.

And a vision board is a beautiful way to surround yourself with images of what truly matters in your life.

Your future is unknown...and that means it can be wonderful too.

Zone Out in the Zen

But what if nothing seems to squash your worrying? If you're really struggling to stop worrying about the unknown, it's time for you to focus on what you do know.

The present moment.

Meditating is an excellent way to center yourself and be at peace with where you are right now. There's no right or wrong way to mediate. I do visualization meditations, smile meditations, walking meditations, and I even meditate in line at the grocery store!

Take 5 minutes today to step away from your computer or phone and find a quiet place to sit. Breathe in and out slowly and imagine the tension flowing out of your body. Visualize your worries shrinking in size until they disappear completely.

Mediation works best when you make it a habit, so it's OK if you still feel worried after your first try. Keep at it, and remember to pause and mediate when you're feeling most anxious.

There will always be unknowns in your life, but focusing on a possible positive result can make it easier to face this fear.



Fear of Missing Out (FOMO)

Whenever your schedule is packed from morning 'til night, whenever you can't find a moment to sit and breathe, whenever you lose yourself on social media for hours, and whenever you can't remember the last time you said "No!" to something, you're probably dealing with the fear of missing out.

The fear of missing out also goes by the name FOMO. It's when you feel like you need to stay connected to everything that's going on or else you'll somehow be "less than" everyone else.

FOMO can show up in 2 ways: informational or material.

Your fear could involve missing out on news, gossip, or information so you stay glued to your phone, Facebook, or the TV. This also includes joining tons of groups and committees so you'll always be in the know.

Or your fear could involve missing out on material things like a fancy car, trendy clothes, or expensive vacations. Keeping up with the Joneses is your favorite pastime.

No matter which kind of fear of missing out you're experiencing, here are some easy ways to say No Mo' to your FOMO.

Informational FOMO

If you have informational FOMO, practice mindfulness.

Turn off your phone, step away from the TV, and focus on the present moment. Unsubscribe from pointless email lists and promotions. Do you really need to be getting all the junk that clogs your inbox?

Be brave and cut back on reading and watching the news. Honestly, the news doesn't change much from day to day, so choose one day a week to catch up on current events. I promise you won't be missing much.

Look at all the committees, groups, and events you've signed up for. How many of them are actually adding value to your life? Are any of them draining your energy?

Be ruthless and cut out any obligations that don't keep you in a positive frame of mind. **Your time is priceless.**

Taking a walk outside and breathing in the fresh air can snap you out of your FOMO state and help you appreciate how precious life is right here, right now.

This moment is all you've got. Embrace it! Don't concentrate on the future or gobbling up all the information you can.

Material FOMO

If you have material FOMO, practice gratitude.

Get out your journal and write 10 things you're grateful for such as your home, having food to eat, or your business. At dinnertime, go around the table and have each person share the best part of his or her day. You'll find that many of life's simple pleasures mean the most.

Reminding yourself about how much abundance you already have will turn down the intensity of your material desires.

Besides, chasing the latest tech gadget or other material thing could negatively affect you by adding debt to your life. Is obtaining the newest gizmo really worth the strain on your finances?

The next time you experience informational or material fear of missing out, use mindfulness and gratitude and tell your FOMO to Go Go!



Fear of Change

When I start working with a new client, we'll talk about her goals and why she hasn't reached them yet.

Sometimes she'll want something SO bad she can taste it, but the idea of busting out of her comfort zone is too scary. The fear of change means letting go of all that's familiar and safe.

Like a baby bird who won't leave the nest, she might need a push if she's ever going to fly.

It's time for an instant change.

An instant change is just what it sounds like. You're through messing around, and you want this thing changed, improved, or gone—NOW!

When fear of change has slowed you down in the past, seeking out an instant change—a big splash!—is a good way to face that fear and get some pretty fabulous results quickly.

Instant change is the "sexy" kind of self-improvement. Who wouldn't want to improve their lives right away instead of waiting weeks or months to see results?

As a coach, I know the value of taking your time and gradually making consistent progress. But sometimes enough is enough! Instant change might not be common, but it is possible under the right circumstances.

Here's how you can face your fear of change in an instant.

Choose to Go No Further

Most people wait until they hit "rock bottom" before they make a change. When you've sunk lower than you've ever gone, then there's no place to go but up, right?

I hate the idea of waiting until you've hit rock bottom to make a change because you're often damaging your body, mind, relationships, professional reputation, and more in ways that aren't always salvageable.

Let's say you want to lose weight. Are you going to wait until you have 100 pounds to lose? 200?

If you hate your job, are you going to treat your customers and coworkers horribly? Slack off until you get fired?

Why not start now instead of going to that dark place?

To create an instant change, you must make the choice to go no further.

This is your rock bottom. Right here. Right now.

It doesn't matter if you or the people around you don't think your situation is that bad. The point is that you're unhappy now and you want a change.

Choose to go no further. End it now.

Do you want to change enough to stop heading down the destructive path you're on?

Believe in the Change More Than Anything Else

In my opinion, change is 20% action and 80% mindset. You can achieve anything if you have unwavering faith in the change and yourself.

I became a vegetarian (and later a vegan) instantly, and I've stuck with it because I altered my mindset to make this my most deeply held belief. There is nothing I care about more. Not my spirituality, not my business, not my relationships.

Let's have that sink in for a minute. An instant change will take an incredible amount of your mental resources.

Are you willing to prioritize this change above everything else in your life?

Going back to the weight loss example, you must believe in losing weight and getting healthy more than you want to sit on the couch, even when you're tired or sore.

And if you want a new job, you must believe that you are worth more than whatever issues you're dealing with at your current job, even if the pay is good and you're comfortable in your routine.

Can you put your desire for change above all the other distractions in your life?

Delete All Triggers and Limiting Beliefs

As a coach, I often tell my clients to “fake it ‘til you make it,” meaning to act like the person you want to be and eventually you’ll get there.

That’s good advice for gradual change, but instant change requires a more deliberate tactic. You must delete any negative triggers and limiting beliefs—you guessed it—instantly.

There’s no flip flopping or being wishy washy when it comes to instant change.

I compare this to Gretchen Rubin’s theory about abstainers and moderators. An abstainer completely cuts out things or behaviors that don’t support how she wants to live. A moderator is OK with doing a little bit of the bad behavior, but she knows not to go overboard.

A person who experiences instant change is an abstainer—there’s no going back.

A person trying to lose weight will remove all the junk food and other triggers in her house and go for a run that same day. And a person seeking a new job will submit 3 (or more!) job applications every day.

They instantly take on the personality traits and mindsets of a person who has already made the change.

This means deleting all self-doubt, limiting beliefs, and uncertainty about who you are. No more putting yourself down or feeling sorry for yourself and your situation.

Are you able to arrange your environment and mindset to fully support your change?

Ready to Face Your Fear of Change?

Reading over what I just wrote, making an instant change seems enticing. You just (1) stop what you’re doing, (2) believe in the change, and (3) rearrange your life and thoughts to support it.

Buuuut...as with many things, this falls under the category of “things that are easier said than done.”

An instant change might not seem that complicated, but it's not an instant change if you don't stick with it. Then it gets lumped with all the other failed attempts at improving yourself.

My advice: choose to make an instant change only when it REALLY, TRULY, HONESTLY matters. You have limited energy, and an instant change will take a ton of it.

Do you need to lose 20 pounds in a month...or do you just want to?

Do you need to quit your job tomorrow...or do you just want to?

Slow and steady is a great approach, and it's the one I choose 9 out of 10 times.

But an instant change is a huge confidence booster, and you might be surprised by what you're capable of.



Face Your Fear Action Plan

FEAR OF FAILURE

WHAT AM I AFRAID OF?

ACTION STEPS TO FACE IT

- 1.
- 2.
- 3.

FEAR OF SUCCESS

WHAT AM I AFRAID OF?

ACTION STEPS TO FACE IT

- 1.
- 2.
- 3.

FEAR OF THE UNKNOWN

WHAT AM I AFRAID OF?

ACTION STEPS TO FACE IT

- 1.
- 2.
- 3.

FEAR OF MISSING OUT

WHAT AM I AFRAID OF?

ACTION STEPS TO FACE IT

- 1.
- 2.
- 3.

FEAR OF CHANGE

WHAT AM I AFRAID OF?

ACTION STEPS TO FACE IT

- 1.
- 2.
- 3.

Bonus Quotes on Fear

“Do one thing every day that scares you.”

Eleanor Roosevelt

“The fear of death follows from the fear of life. A man who lives fully is prepared to die at any time.”

Mark Twain

“It is the unknown we fear when we look upon death and darkness, nothing more.”

J.K. Rowling

“There is only one thing that makes a dream impossible to achieve: the fear of failure.”

Paulo Coelho

“Have no fear of perfection. You'll never reach it.”

Salvador Dalí

“Men go to far greater lengths to avoid what they fear than to obtain what they desire.”

Dan Brown

“A man that flies from his fear may find that he has only taken a short cut to meet it.”

J.R.R. Tolkien

Thank You!

Thank you for downloading the Face Your Fear Guidebook. Facing your fear doesn't have to be something you do on your own. I'd love to keep you accountable as you edit your life.

Your fear can seem scary—so let's face it together!

Sage Grayson



Who's Sage?

Hey there! I'm Sage Grayson, a former book editor turned life and business coach. I'm a Life Editor . . . and so are you!

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