



FEAR-SETTING WORKBOOK

Your workbook to go beyond your fears

by Business & Dreams

**Business
& Dreams**



DEAR BUSINESS & DREAMER

We are truly so proud of you. We are so proud of you for taking the time to do this workbook.

It means that you are a woman with big dreams in life.

It means that you are a woman who is not going to let any fears stop you.

We truly admire that in you.

Our mission is to empower women. We want every woman to have the resources she needs to create the life she truly desires.

We know that fear can sometimes be a factor why we don't go after our dreams. Even though our fear might be irrational, it can still be blocking us from reaching our goals.

We created this workbook with exactly that in mind. We wanted to create a workbook where you can become clear on what it is that is holding you back from your dream life and to together find a way to go through that.

We are so confident that everything you dream of is just around the corner.

With love,

Camilla & Vendela

Introduction

INSPIRING VIDEO

This workbook is inspired by Tim Ferriss' TED Talk "Why You Should Define Your Fears Instead of Your Goals".

We can highly recommend to watch it to gain more understanding and insights about the exercise.

In the video, Tim Ferriss will explain why understanding and processing your fears is important to reach your goals in life.

Watch Tim Ferriss' TED Talk
"Why You Should Define Your
Fears Instead of Your Goals"

Introduction

WHAT DO YOU FEAR?

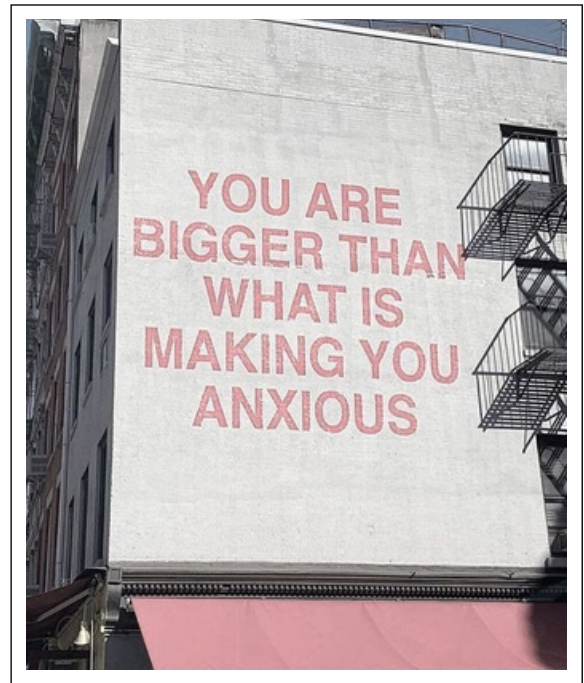
In order to reach our goals and fulfill our dreams, we have to understand what could potentially hold us back. Oftentimes, we have fears that are blocking us from taking the actions that would lead us in the right direction. Our brain is almost two million years old and has been developed to protect us from danger. Since today's world looks very different, it is important to understand how your brain works and make conscious decisions on how you want to live your life.

The title to this part, what do you fear, may not sound like that much fun. After all, who likes to think about what scares us?

The reason why this is valuable is because of the fact that brain is smart and stupid at the same time.

It is smart in the sense that it is more powerful than any intelligent machine in existence. With around 100 billion cells, it is more complex than anything humans have studied. However, it is stupid in the sense that we are quite bad at predicting what actions that are good versus bad for us. As an example, studies have shown that humans are more scared of public speaking than of dying.

To live our best lives, it is therefore helpful to be aware of our fears and in a sense outsmart our brains.



Introduction

HOW TO USE THIS WORKBOOK

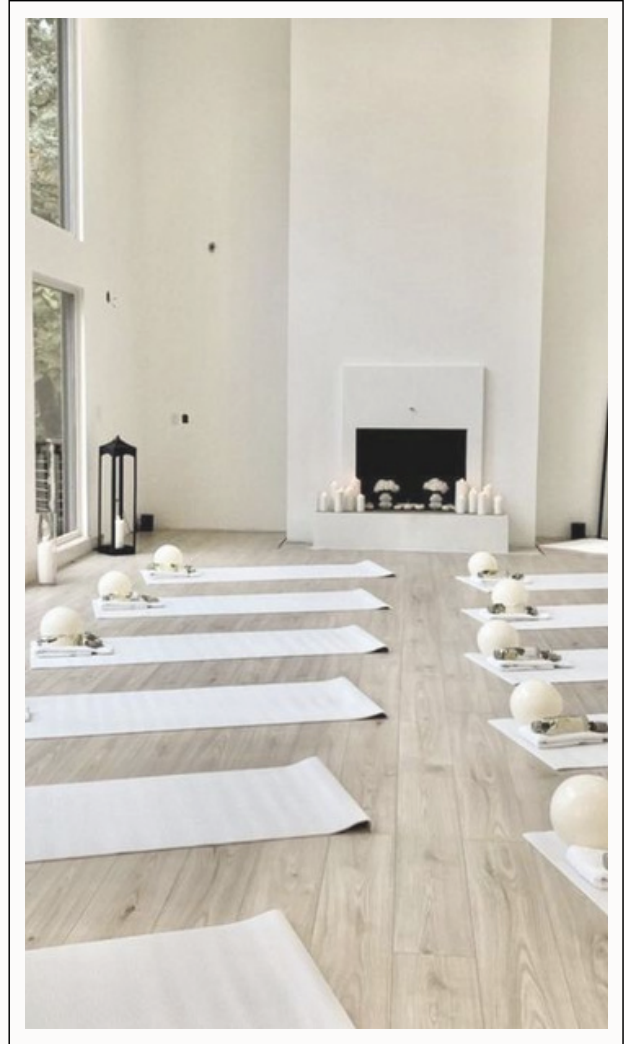
We hope that you will allow yourself the time that you need for this workbook. Imagine if someone gave you a really hard math question. You wouldn't just be able to tell the answer straight away without making some notes. And even if you did write your calculations down, it would take a while to come up with the right answer. The same logic applies when we get to know ourselves. When we ask ourselves big questions, it is great to both write down our thoughts and to allow ourselves the time we need.

The workbook is divided into two parts.

The first part is called "Making a Plan". In this part we will define our fears, analyze how we can prevent them from happening and lastly write down how we can repair the situation if our fears would become our reality.

The second part is called "Cost of Inaction". In this part we analyze what would happen if you let your fears hold you back and not take any action. It is easy to forget that inaction is also an action. This exercise will show you that there is a cost of inaction as well.

We truly hope that you will enjoy this workbook.



Let's get started

MAKING A PLAN

Let's start with the first part. We will in this part define your fears, see how we can prevent them and lastly how we can repair the situation if your fears do happen.

Define: what is it that you are experiencing fear about?

Prevent: how could you prevent what you're worrying about to become reality?

Repair: If what you're worrying about would actually become your reality, what could you do to repair the situation?

Let's continue

COST OF INACTION

Let's continue with the second part. The second step is to see what would happen if you would let your fears hold you back and not take any action. We will now define what it would cost you to not take any action in different time frames.

What would the cost of inaction be, e.g. emotionally, physically and financially, in...

... 6 months

... 1 year

... 3 years

Lastly THANK YOU

We are so grateful that you took the time to do this workbook. We know that it can be challenging to think about your fears and we really hope that you found it valuable to do so.

Remember that even though our actions and emotions might be irrational sometimes, our brain is always trying to protect us.

Our brain is similar to parents who wants the best for us but their advice might not always be optimal. For example, you might say to your parents that you would like to start a company. Even though they want all the happiness in the world for you, they may advise you to not start a company because they have their own fears. Your brain works the same way.

When you acknowledge a fear that you know might not be rational, simply thank your brain for wanting to protect you. You can say to yourself "Thank you brain for trying to protect me. I know that you wish me the best and I am so grateful for that".

Your dream life is so much closer than you think!

Lots of love,

Camilla & Vendela