

The Tracy Biller Success-Training Newsletter

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Fear is like quicksand. It will continually suck you down.

Dear Network Marketer,

It is January 21 as I write this newsletter. The Prime Recruiting Season began 18 days ago on January 3. On that day you should have began a “90-Day Blitz”.

I started talking about the Prime Recruiting Season last November in an effort to “get people ready” and “inspired” to take advantage of it. Sadly however, human nature dictates the majority of people who heard me preach about the importance of the Prime Recruiting Season still haven’t done anything.

And the primary reason for their inactivity is **FEAR**.

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Regardless of where you get your dose of daily news, surely you’re aware of the onslaught of bad news about the economy.

Fear is like quicksand.

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Just this morning I read that some of the states are considering bankruptcy, that California has declared emergency for being so deep in debt, that home sales have hit a 13-year low, that two new waves of foreclosures are coming, that retirements funds are drying up, and more.

So much negative news . . . and all of that was just on the first three pages of one of my morning papers. I haven't even gone online yet to read some of my favorite news sites.

Bad news is hitting us every day like a non-stop tidal wave, and more and more Americans are feeling hopelessly mired in problems.

It's depressing, to say the least!

Our country is in an absolute horrible situation, and this tends to make people panic. It makes people feel as if they are sinking, sinking, sinking into an abyss of helplessness.

But is it the economy that's pulling us down, or is it our own fear?

Some great advice on the subject of "fear" was given by Shane Falco in the movie "The Replacements". Falco was a football quarterback played by actor Keanu Reeves.

There's a scene in the movie in which the football team is in the locker room before a big game. The head coach (played by Gene Hackman) asks his team to define "fear".

When it's Falco's turn to define fear, he says "quicksand".

He goes on to explain what can happen to person when things go wrong and troubles begin piling up. He says that that's when a person starts looking over their shoulder for the next thing to go wrong.

The problem is that when you're looking over your shoulder in terror, you can't possibly keep your eye on the goal.

Paralyzed by fear and uncertainty, you sink downward, just as if you were in quicksand.

United States President Franklin Delano Roosevelt said it best: "The only thing we have to fear is fear itself— nameless, unreasoning, unjustified terror, which paralyzes needed efforts to convert retreat into advance."

Consider your own situation. Are things coming at you rapidly? Does each day seem to bring more apparent difficulty or strife? Are you deep in debt? Are you making far less money than what you need to sustain your family's lifestyle?

Do you feel like everything is dragging you deeper and deeper into the quicksand?

I you've answered "yes" to any of these questions, then you need to stop and look at the things that matter most to your business and your family. If you stay focused and take action, rather than be inactive and thus sinking in the fear, then you won't fall prey to the quicksand.

Action solves all problems. It always has, and it always will.

Sincerely,

Tracy Biller
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