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# *Fearless* **PROSPECTING**

Moving from Fear to Freedom...



...in just 30 days!

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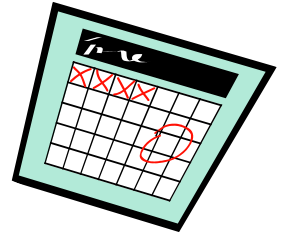
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# WELCOME

Welcome to the Fearless Prospecting System. This system has been designed to assist you in reprogramming yourself, your mindset and your habits for success.



It is based on the premise that:

## **HOW YOU DO ANYTHING IS HOW YOU DO EVERYTHING.**

This system is a microcosm for your life. If you start the system but then don't finish it, that's how you live your life in other areas. If you get stuck and then don't ask for help, again, that's your life.

The system also only works if you are really motivated towards success and that you have a specific goal you are striving for.

Research shows that people who have written goals are 10 times more likely to get what they want in life. So that's the first step.

And we know, people are creatures of habits. Your habits have created your current results. If you want different results, you must change your habits.

Research also shows that it takes 28 to 30 days to change a habit. That's why we strongly encourage you to commit to working this system EVERY DAY.

If you miss a day, simply start the VERY NEXT DAY. (And don't beat yourself up mentally. Guilt-tripping is a bad habit you will want to eliminate over the next 30 days.)

The bottom line is if at the end of the day you have not completed your daily actions, you have a choice to make.

You can take 5 minutes before you climb into bed and work the system (it could be as simple as sending an email to someone telling them you are going to call them the next day!) or recommit to beginning the system again the next day and increase your chances by asking someone to hold you accountable.

# HOW TO USE THIS MANUAL

## Getting Started

Whatever day you decide to begin, just turn to day one and enter the date.

## Free Days

In your Fearless Prospecting System, we have allowed for 2 FREE DAYS every 7 days. Since we don't know when your FREE DAYS will fall (everyone works a different schedule) we just put them at Days 6 & 7 in the Manual.

You may start on a Wednesday, work the system on Thursday and not work on Friday or Saturday. So Wednesday would be Day 1, Thursday would be Day 2, then just turn to your FREE DAY pages and complete them on Friday & Saturday.

FREE DAY exercises are optional fear-busting challenges, reflection exercises or stories to inspire you. No real hard work to be done (unless you choose to). We figure you will be working plenty hard the other five days if you're following the system – you will need a rest!

## Work Days

On the days you are working, you will start each day with a different exercise. Sometimes we ask you to write down a BIG GOAL you have, other times we ask you to list the people and things you are grateful for in your life.

This initial exercise is to put you in a positive, inspired frame of mind because the exercises that follow might not be so easy.

Then you will notice the following exercises for each day are the same after that. The reason for this is that every working day, you will be picking one activity or phone call that you are afraid to do and you will use the tools of this program (found in the Tools Appendix) to push through that fear.

## Working the Program

Below we will outline the exercises you are asked to complete each day. We want you to fully understand what we are looking for so you get the absolute most out of this system.

**Call (or activity) that will get me closer to my short term goal:**

*(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your Gremlin may tell you. Write down the action you will take today.)*



What you want to select is an action that you are afraid to take that would clearly move your business forward. How do you know you're afraid? You likely engage in counter-productive behaviors whenever you think about taking this action. Maybe you procrastinate by checking email, Facebook or calling a friend.

Try to pick an action that is more than just something unpleasant you've been procrastinating. Cleaning your desk off may be something that you've been avoiding but is it REALLY going to move your business forward today?

The kind of fear this system is helping you push through usually involves another person. And since email is an easy thing to hide behind – we're really looking for you to CALL or APPROACH another person about your business.

Maybe this means following up on a lead, calling a current customer to get feedback, or engaging in "warm chatter" with someone who looks like a prospect.

This is where the "rubber meets the road." If you wimp out on this exercise, you're not going to get the full value of this system.

**The story that is creating my fear or hesitation:**

*(What am I telling myself about the situation that is creating my fear?)*

Here we are looking for the story you are telling yourself that is keeping you from taking the action above. Here are some of the most common stories we tell ourselves that keep us from prospecting:

- They won't be there.
- They'll see it's me and they won't answer.
- They will think I'm being pushy.
- It will make them uncomfortable if I ask them to meet with me.
- I won't know what to say (make a fool of myself).
- They'll say NO.
- They'll say YES.
- They'll say "never call me again."
- They'll think I'm needy.
- They'll think I'm using them to make money.
- They won't see the value in my offer.

As you can see, the list of stories goes on and on. After all, we are story telling machines. That is why it's essential to identify exactly what you are telling yourself that keeps you from taking action.

***The tool(s) I will use to conquer my fear (refer to Tools Manual):***

Now you will refer to the Tools Manual. At the “Overcoming Sales Call Reluctance” training, you learned some tools that can help you deal with your stories. We’ve included them in this system (plus some additional ones) with worksheets for you to complete. Some of the exercises will help you reframe your story, some will help you get to the “real” story and some will simply help you ACT in spite of your story.

You may find you have one favorite tool or you may use a combination of a few. Others may not resonate with you at first. But the more persistent a story is, the more tools you may have to utilize to deal with it.

***Acknowledge your success:***

No matter what progress you made, it is important to acknowledge it. There is nothing more demoralizing than to try something new and then beat yourself up when it doesn’t work.

Thank goodness when you were a baby and you were learning to walk, you didn’t quit when you fell down. You didn’t sit there and go, “Well this walking thing doesn’t work, guess I’ll just stick to crawling.” No, you got up over and over again until eventually – YOU WALKED!



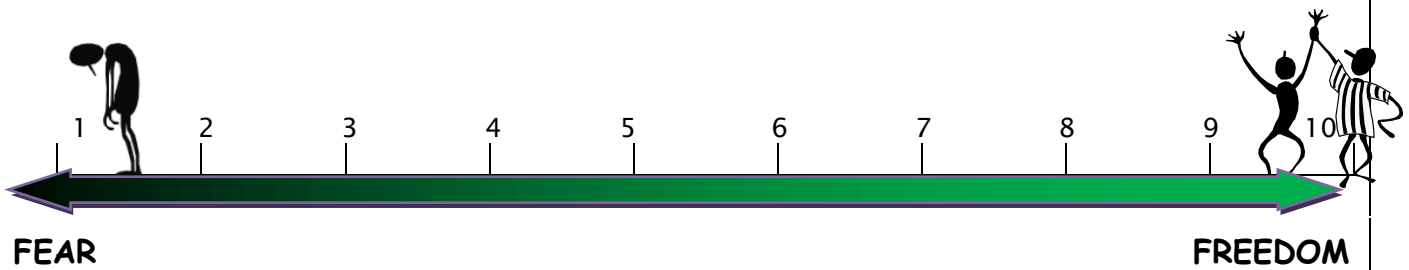
So be **patiently ruthless** with yourself. Meaning, acknowledge any success you had (if you got someone on the phone but they weren’t interested, at least you called; if you didn’t call, at least you worked through one of the tools; if you didn’t use one of the tools, at least your still filling out the workbook – get the picture?).

But then recommit to working the system the next Work Day.

You may also want to reward yourself each day for the activities you completed – not the outcomes you achieved. The activities are within your control, the results are not. You have no control over whether someone says “yes” to your offer, but you did have control over making the phone call.

So reward yourself for that courage. Maybe put \$5 in a jar every time you make a call you’re afraid to make. In very short time, you’d have the money for a pedicure, a nice dinner out, whatever feels special and indulgent to you.

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



Success and financial freedom are the result of small incremental steps we take every day. Remember this formula:

$$\mathbf{CZ = \$Z}$$

Your comfort zone equals your money zone. The extent that you are able to consistently move yourself out of your comfort zone, you will reap the rewards, financial and otherwise.

So every day, track your movement. If you were feeling really scared (2 or 3) and you made a phone call where you were shaking, flushed, stammering, etc. – **regardless of the outcome** – you moved yourself significantly towards the freedom side of the scale!

**DAY 1 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Big Dream/Goal:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

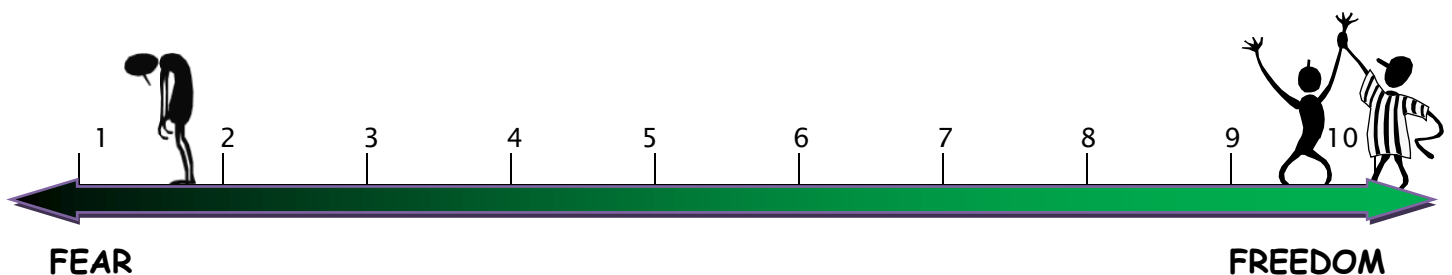
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 2 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Take 1 minute and visualize your Big Dream or Goal. Write down how you will feel when it is a reality:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

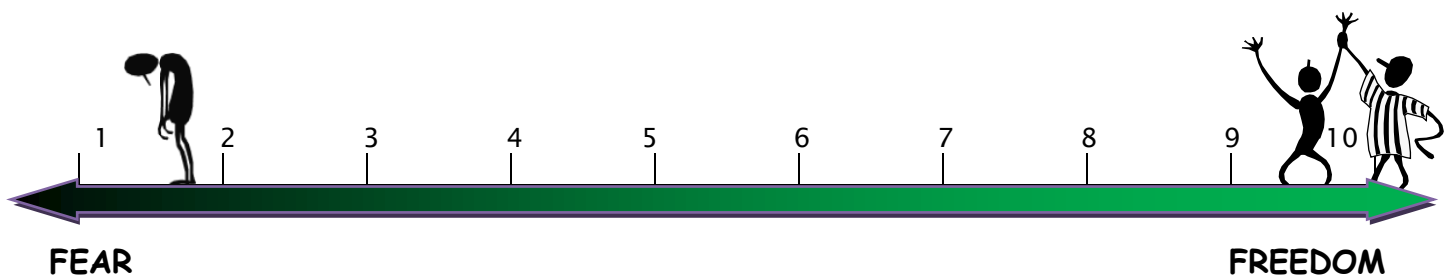
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 3 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List 3 reasons why you CAN BE and DESERVE TO BE wealthy and successful:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

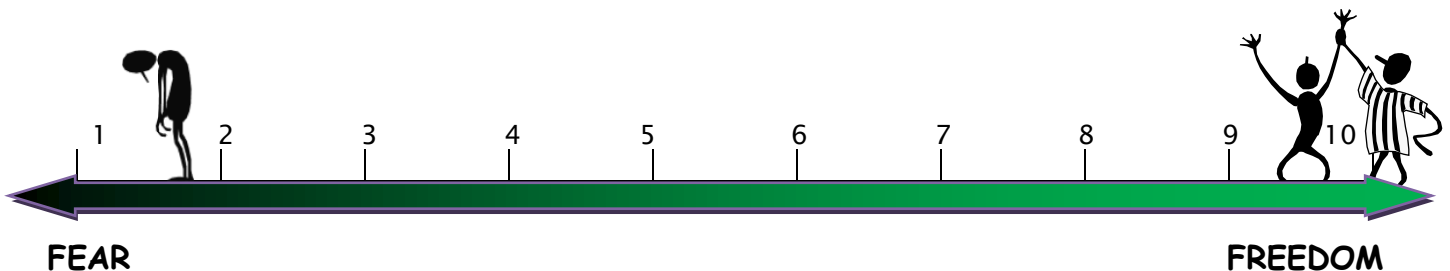
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 4 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Describe how you help people; the benefits your product, service or job has for others.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

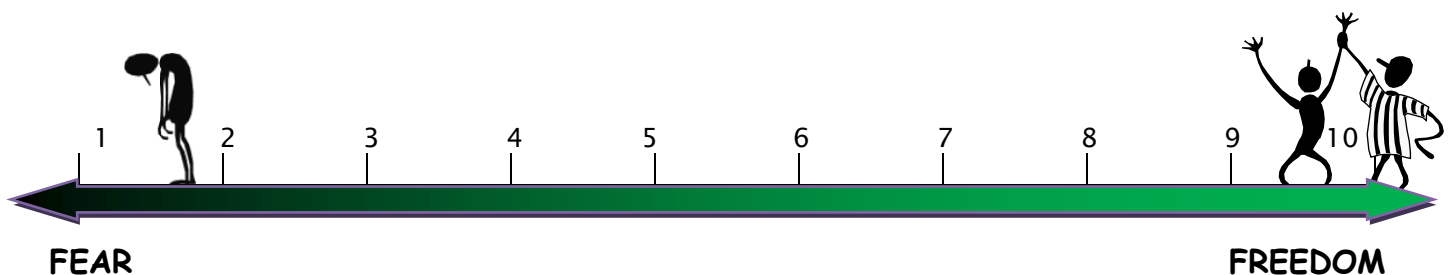
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 5 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List at least 5 people/things that you are grateful for having in your life right now.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

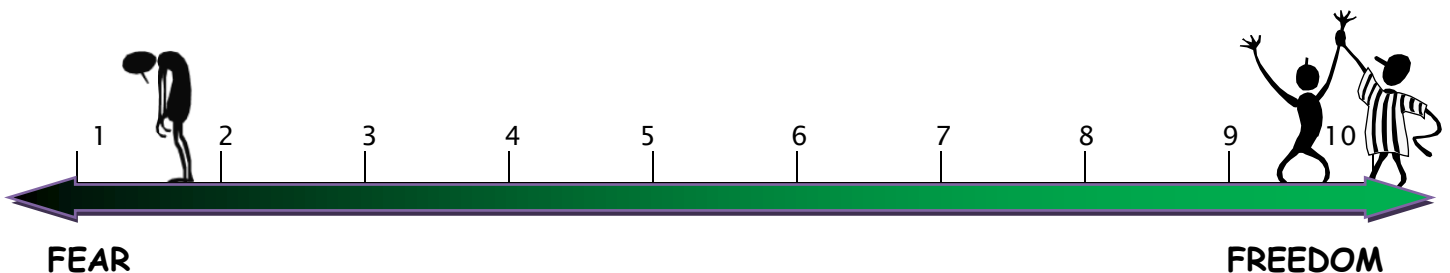
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



## FREE DAY (6)

- 1. Take a moment and write down the biggest success or accomplishment you've ever had.** (Could be the birth of your children, getting a great job, buying a home, finishing your degree, running a marathon, etc.)
  
- 2. Describe how you felt at that exact moment when you knew you made it** (holding your new baby for the first time, being handed the keys to your new home, being offered the new job, walking across the stage at graduation, crossing the finish line, etc.).
  
- 3. Now write down some of the challenges you had to overcome to accomplish this goal or success.**
  
  
  
  
  
  
  
  
  
  
- 4. PONDER:** Most likely there were times along the way when you were uncomfortable, anxious or downright terrified while pursuing this goal. What you will discover is that the times in your life that were the most rewarding, there was some element of fear involved. Maybe a moment when you thought "I can't do this." But you pushed through and it brought you to the most amazing accomplishment.
  
  
  
  
  
  
  
  
  
  
- 5. LESSON:** Anything you want in life is on the other side of the fear that is currently holding you back. BIG RISK = BIG REWARD
  
  
  
  
  
  
  
  
  
  
- 6. What is it you REALLY, REALLY want NOW?:**
  
  
  
  
  
  
  
  
  
  
- 7. What fear or self-limiting belief is holding you back?:**

## FREE DAY (7)

Yesterday, we asked you what fear or self-limiting belief is holding you back from achieving what you want. Beliefs are created by repeated messages we (or others) have told ourselves.

If we think we are not capable of running a business, we have most likely told ourselves all the reasons we are not capable over and over again until we believe it like it is true.

To counter limiting beliefs, we need to focus on all the reasons the opposite is true. What are all the reasons you will be successful in business?

Using a table as an illustration for a belief, a table can only stand if it has at least three legs. The more legs, the more solid and stable the table will be. Just like a belief, the more evidence and examples you have to support that belief, the stronger it will be.

Here's an example:



Looking back at the self-limiting belief you wrote on the previous page, create the opposite belief and complete your own table below.



**DAY 8 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Who else in your life does your success impact? Choose one of those people and write how your success will positively impact their life:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

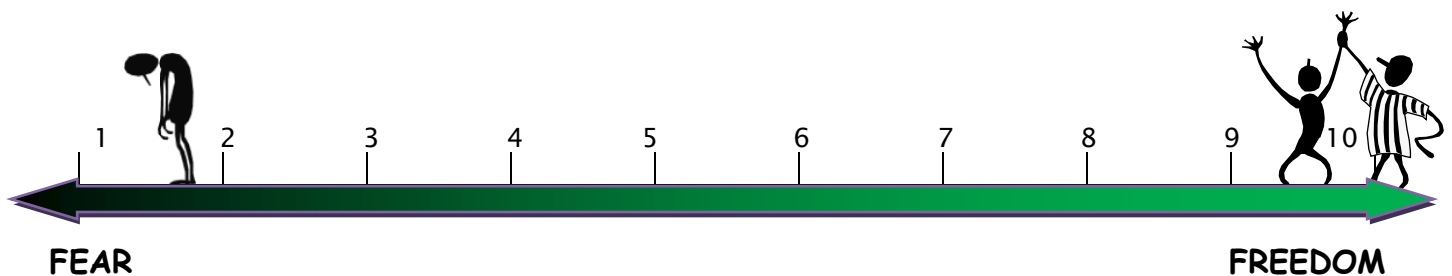
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(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 9 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Take 1 minute and visualize your Dream Life. Where you will live, what you will drive, who you will spend your time with. Write down how you will feel when it is a reality:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

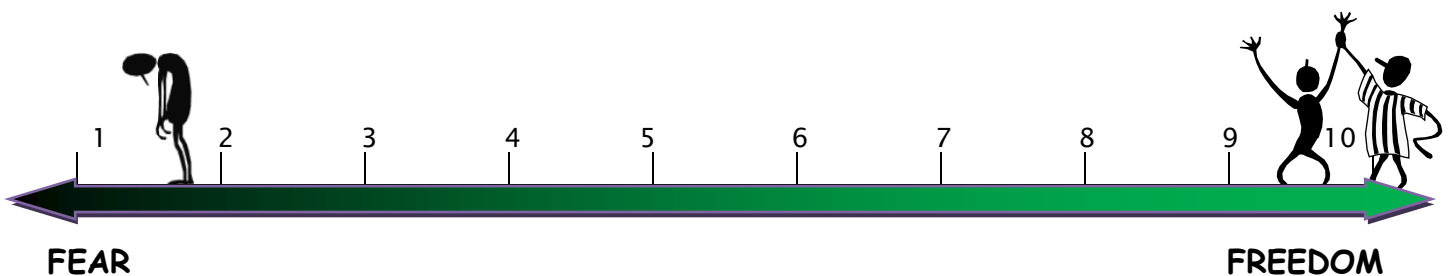
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**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**FEAR**

**FREEDOM**

**DAY 10 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List 3 reasons why you KNOW you CAN BE wealthy and successful:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

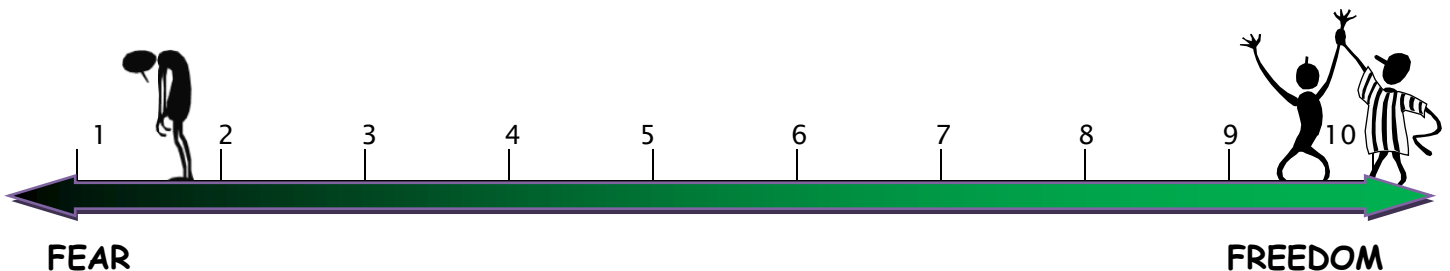
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(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 11 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Describe how you help people; the benefits your product, service or job has for others.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

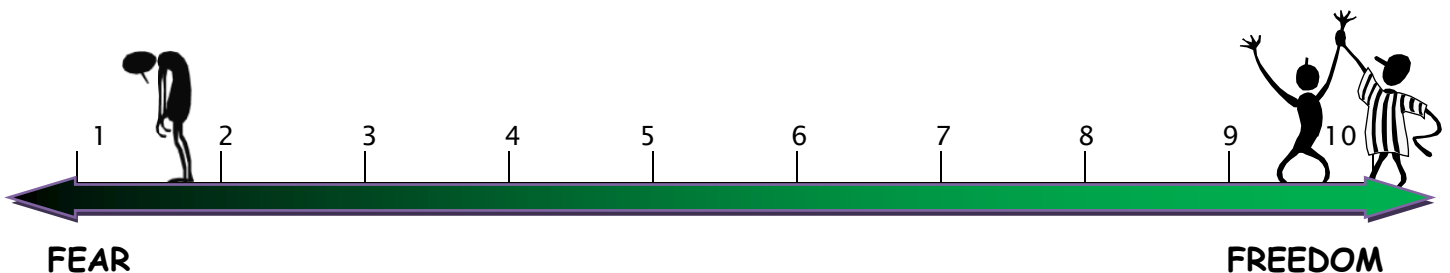
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 12 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List at least 5 people/things that you are grateful for having in your life right now.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

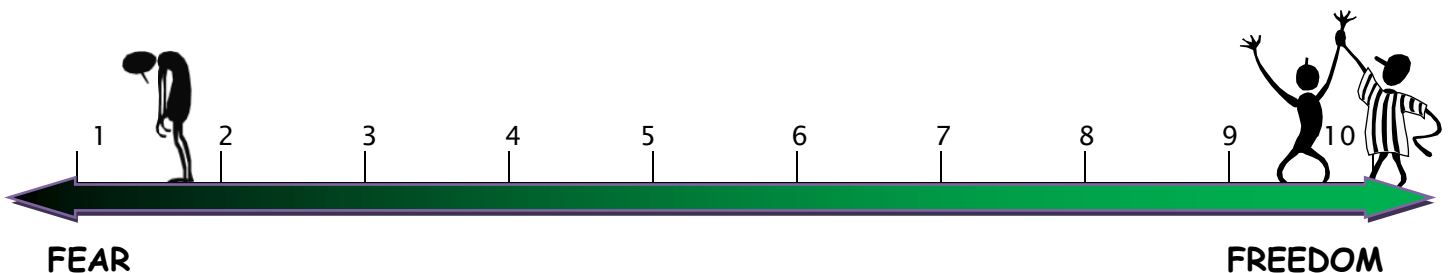
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



# FREE DAY (13)

## COMFORT ZONE CHALLENGE

In his book "The 4-Hour Workweek," Timothy Ferris challenges entrepreneurs to get out of their comfort zone knowing that this is the only way to create massive success in business.

Since it's your Free Day, we thought we would suggest an optional challenge that will push you out of your comfort zone but can also be a bit of fun.

Here it is:

Being sure to maintain eye contact, ask for the phone numbers of at least two (the more you attempt, the less stressful it will be) attractive members of the opposite sex. Girls, this means you're in the game as well, and it doesn't matter if you're 50+.



**Remember that the real goal is not to get the numbers, but to get over the fear of asking, so the outcome is unimportant.** If you're in a relationship, sign up to (or pretend to) gather information for Greenpeace. Just toss the numbers if you get them.

Go to a mall if you want to get some rapid-fire practice – my preference for getting over the discomfort quickly – and aim to ask at least three people in a row within five minutes. Just remember, get the number (or not) and walk away. No need to engage for a long time.

Feel free to use some variation of the following script:

*"Excuse me. I know this is going to sound strange, but if I don't ask you now, I'll be kicking myself for the rest of the day. I'm running to meet a friend [i.e., I have friends and am not a stalker], but I think you're really cute [gorgeous, hot]. Could I have your phone number? I'm not a psycho – I promise. You can give me a fake one if you're not interested."*

## FREE DAY (14)

This is Nancy and I want to share my experience with the “Comfort Zone Challenge” from yesterday. Back when I was single, I realized one of my greatest fears was being rejected by the opposite sex. So when I read the book “The 4-Hour Workweek,” I decided this was a good challenge for me to take on.

Ironically, I was sitting in a coffee shop with a coaching client of mine telling her about the book and this specific challenge and how she should try something like this to push her out of her comfort zone. She challenged me right back. How could I say no?

I looked around the coffee shop and spotted a very good looking man. (Think of a cross between Jude Law and Kevin Costner.) As I got up to approach him, I started to get really nervous. But with my coaching client looking on, I couldn’t exactly wimp out.

When I got to his table, I almost fell into the chair across from him I was so shaken. He looked up startled. I said something like the following (who really knows – I was so nervous!):

“Hi. I saw you over here and thought you were the best looking guy I’ve ever seen in here. I knew that if I didn’t approach you, I’d be kicking myself later. Would you mind if I got your number and called you sometime?”

**At this point, I was ready to crawl under the table.**

Then he said in the most beautiful accent, “I am really flattered but I’m in a committed relationship.”

The accent totally threw me off my plan to just get up and leave. I said, “Where are you from?” Then we had a nice chat about his travels (he was born in South Africa, lived in Europe and currently lived in New York City). He thanked me again for stopping and chatting and as I made my way back to my coaching client – still shaking – I was elated at how I felt!

Here’s the real surprise to the story. When I sat at his table, he took my card (I think I had it out so as to make a quick escape) and a couple of weeks later, I received an email from him thanking me again for how kind I had been to him.

He told me that never in his life had a woman approached him and told him he was attractive. He wished me well. Although I hadn’t expected to hear from him, I felt like I had done a good deed while pushing myself out of my comfort zone.



**DAY 15 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Sometimes we forget to show gratitude even when we feel it. Take 1 minute now and write down someone you are going to show gratitude to today:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

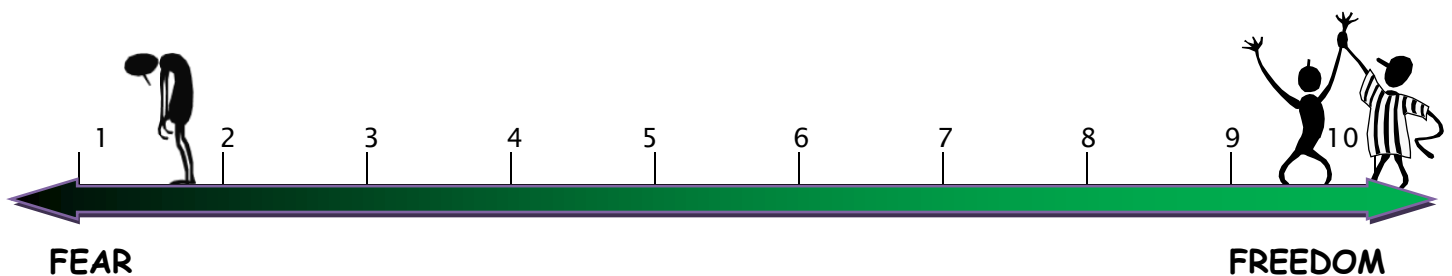
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At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 16 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Take 1 minute and visualize achieving a BIG accomplishment in your business (an award, recognition, big check, etc.). Write down how you will feel when it happens:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

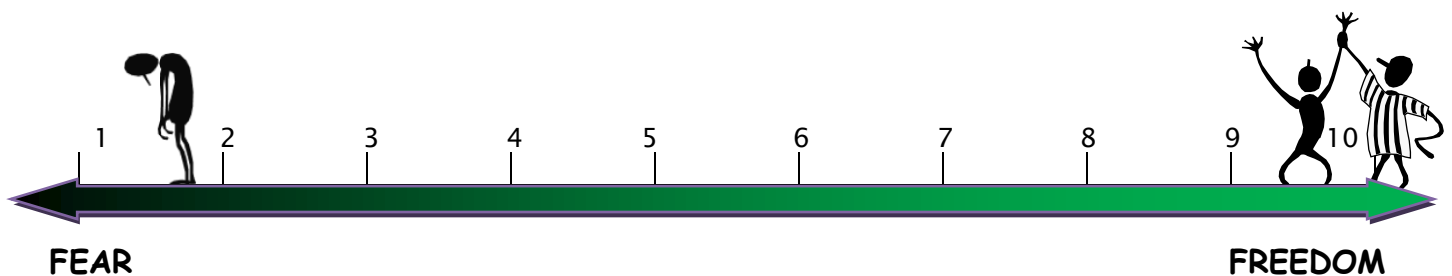
**4. The story that is creating my fear or hesitation:**

(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 17 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List 3 reasons why the Universe wants you to be wealthy and successful:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

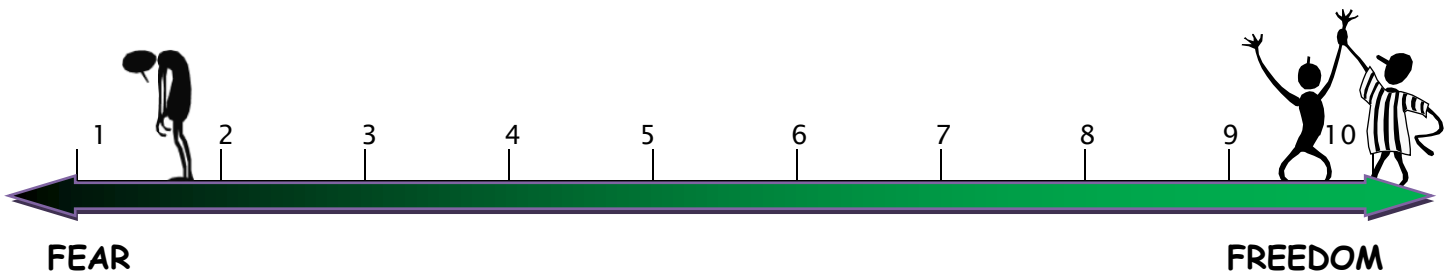
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**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 18 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Write down the first thing you would do if you were financially free?**  
(Meaning your bills are paid for, you have enough money to do what you want, when you want and with whom you want.)

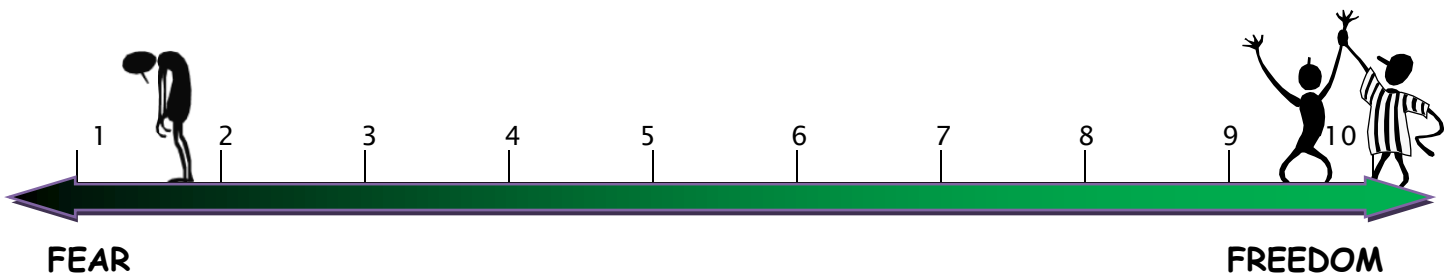
**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**  
(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

**4. The story that is creating my fear or hesitation:**  
(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**  
At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 19 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List at least 5 people/things that you are grateful for having in your life right now.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

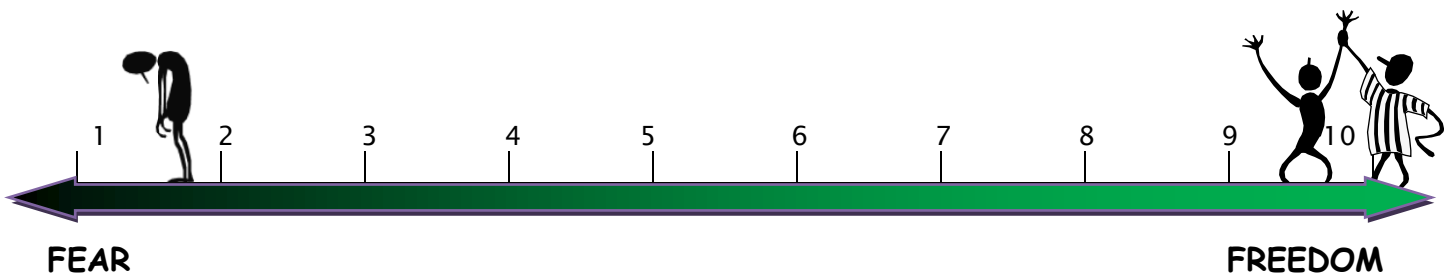
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(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



## FREE DAY (20)

### COMFORT ZONE CHALLENGE

In his book "The 4-Hour Workweek," Timothy Ferris challenges entrepreneurs to get out of their comfort zone knowing that this is the only way to create massive success in business.

Since many of us have trouble saying "no" to others, we often find ourselves stressed out with little time to build our businesses.

So here is a challenge that will help push you out of your comfort zone:

**For the next two days, do as all good two-year-olds do and say "no" to all requests.** Don't be selective. Refuse to do all things that won't get you immediately jailed or fired.

Be selfish. As with the last challenge, the objective isn't the outcome – in this case, eliminating just those things that waste time – but the process of getting comfortable saying "no".



Potential questions to decline include the following:

- Do you have a minute?
- Want to see a movie tonight?
- Can you help me with X?

"No" should be your default answer to all requests. Don't make up elaborate lies or you'll be out of integrity and very likely get called on them. A simple "I really can't – sorry; I've got too much on my plate right now" will do as a catch all response.

## FREE DAY (21)

Bonnie St. John lost her leg from the knee down in an accident. She had rehabilitated herself and with a prosthetic, returned to the sport she loved – competitive downhill skiing.

Now most of us can't imagine racing down a hill at those speeds, let alone doing it with only one leg.

During an Olympic race, between the second and third run, it rained. She was the first person to ski and as she came around a particularly icy turn, she fell.

As she laid there thinking of all her training and time put in, only to fall on her last run, she made a decision to get up and finish the race. Knowing the only thing that separates the winners from the losers in this sport is hundredths of seconds, it's amazing that she got back up and bothered to finish her run.

After she completed the run and headed from the hill, she was shocked to hear her name announced as the Bronze medal winner. She had placed third after falling. How was that possible?

It turns out that on this particular day, every skier that skied the run fell too. It didn't take a perfect run to win. The winner of the race was the person who got up the quickest.

The lesson is we ALL fall at times. But the faster we get up and continue, the more likely we will achieve our goals.



**DAY 22 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Big Dream/Goal:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

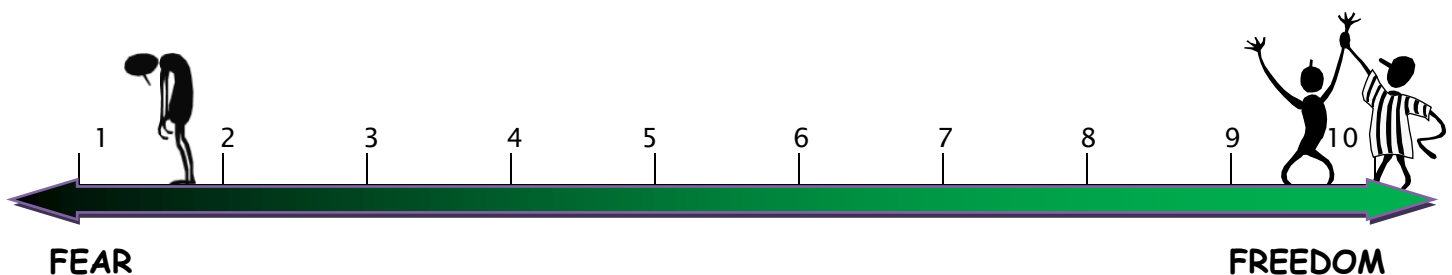
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(What am I telling myself about the situation that is creating my fear?)

**5. The tool(s) I will use to conquer my fear (refer to Tools Appendix):**

**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 23 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Take 1 minute and visualize your Ideal Day or Week. Write down what you will be doing and how you will spend your time:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

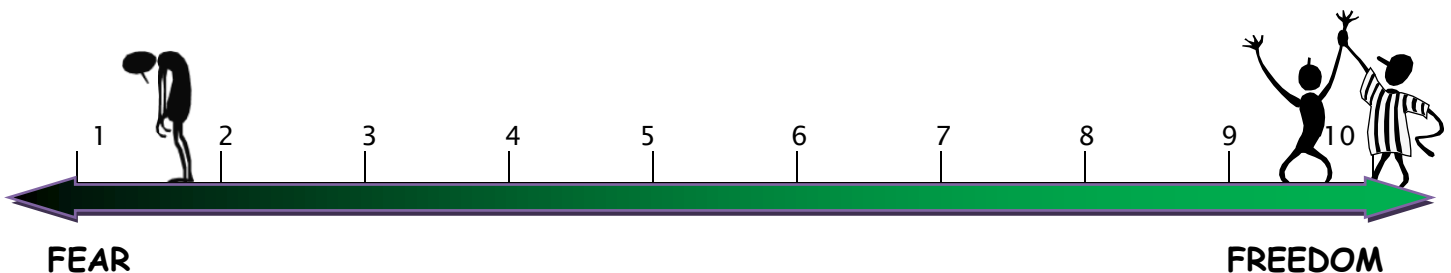
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**6. Acknowledge your success:**

At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 24 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List 3 reasons why you CAN BE and DESERVE TO BE wealthy and successful:**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

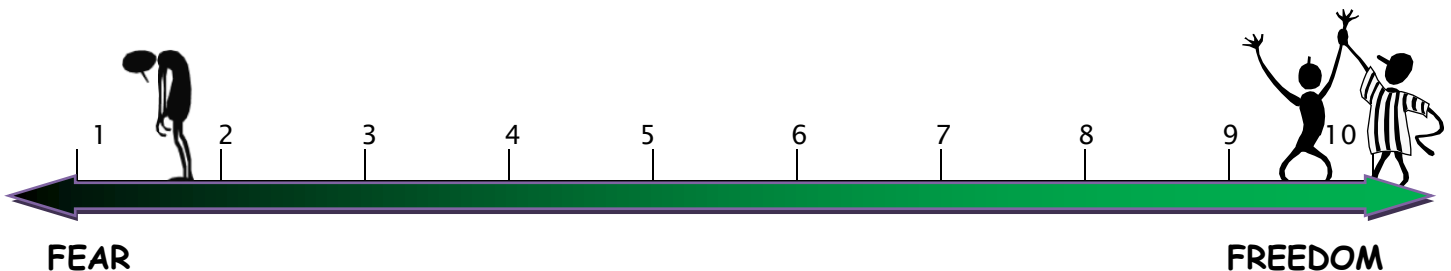
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At the end of the day, rate yourself on the Fear-to-Freedom scale below. Where did you start the day and which way did you move? Did you move closer to freedom by acting in spite of fear? Or did you move closer to fear by staying in your comfort zone?



**DAY 25 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Describe what you could do for others if nothing was holding you back. How many lives could you touch and make a difference for?**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

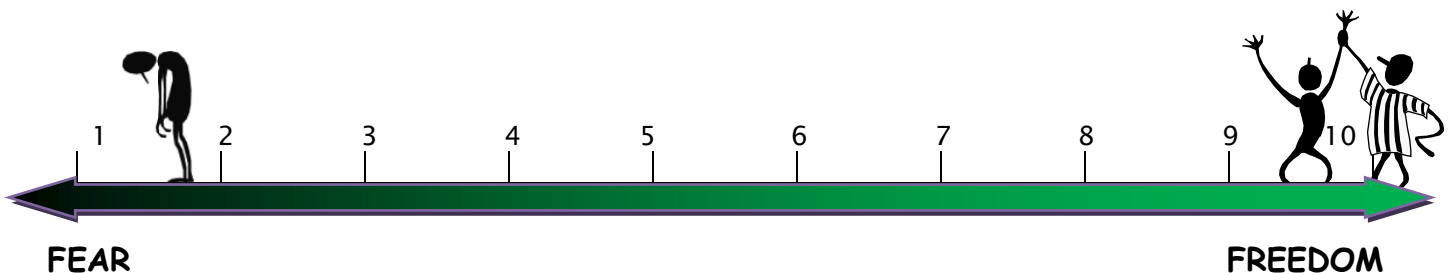
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**DAY 26 – DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. List at least 5 people/things that you are grateful for having in your life right now. Pick one person and make a plan to tell them how grateful you are for them.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

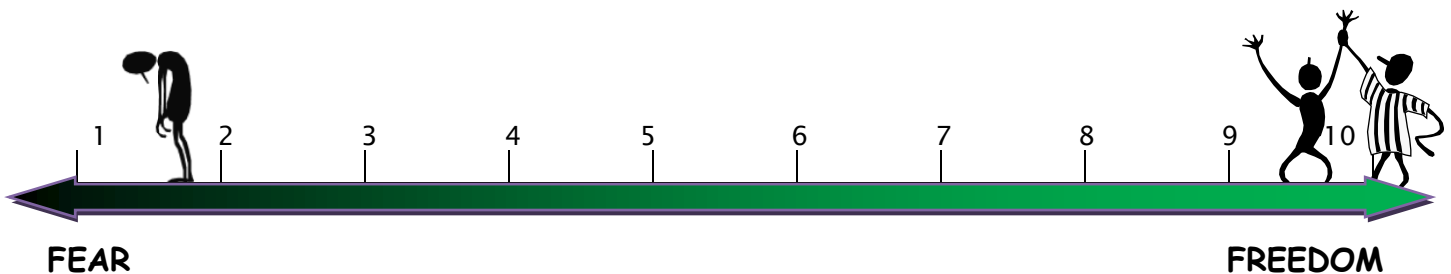
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## FREE DAY (27)

Answer the following questions and reflect on your answers.

1. **Define your nightmare when calling a certain prospect. Describe the absolute worst that could happen if you called them.** (Would it be the end of your life? What would be the permanent damage, if any, on a scale of 1-10? Are these things really permanent? How likely is it that this would actually happen?)
2. **What is more likely to happen?** (Our worst case scenario is rarely – if ever – what actually happens.)
3. **What are the outcomes or benefits, both temporary and permanent, to this more probable scenario?** (Think of the internal, confidence and self-esteem, as well as the external, more money, rewards, recognition, etc.)
4. **What is it costing you – financially, emotionally, physically, to postpone this action?** (Don't just evaluate the downside of taking the action. Consider the whole picture. What is the downside or cost of inaction? If you don't make these calls, where will you be in 1 year? 5 years? 10 years?)
5. **What are you waiting for?** (If you are waiting for some magical day to come when you will not longer be afraid, you will be waiting forever. The only way to get rid of fear is to do the thing you're afraid of.)

## FREE DAY (28)

You've earned a REAL FREE Day! There is no work required today. Today is the day to pamper and reward yourself for the work you've done over the last month.

Carve out two hours of time for yourself (even if it means hiring a baby-sitter) and take some of the extra money you've earned this month, and pick one of the following:

- Make dinner reservations at a place you normally think is too expensive!
- Book a massage, pedicure, facial – whatever is a treat for you.
- Take your best friend out to an extravagant lunch.
- Take a dance or cooking class.
- Go shopping! Guilt free and just for yourself!
- Book an appointment with a tennis or golf pro. Or take a skiing or kayaking lesson.
- Rent a convertible and drive with the top down.
- Create a vision board. Buy magazines with beautiful pictures of travel, houses, jewelry, whatever luxury you want to surround yourself with.
- Find some hiking trails or get near some water for two hours with Mother Nature.
- Plan your dream vacation, down to the last detail. Open a secret bank account and start saving.
- Get a makeover at a salon – hair, nails, and makeup.
- Go to Barnes & Noble or a library and read a book that will inspire you. (Biographies of successful business owners are great for this!)
- Volunteer in your community. Convince a friend to do it with you.
- Go buy yourself a beautiful flower arrangement.
- Create a time capsule.

**DAY 29 - DATE:** \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**1. Describe how you help people; the benefits your product, service or job has for others.**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

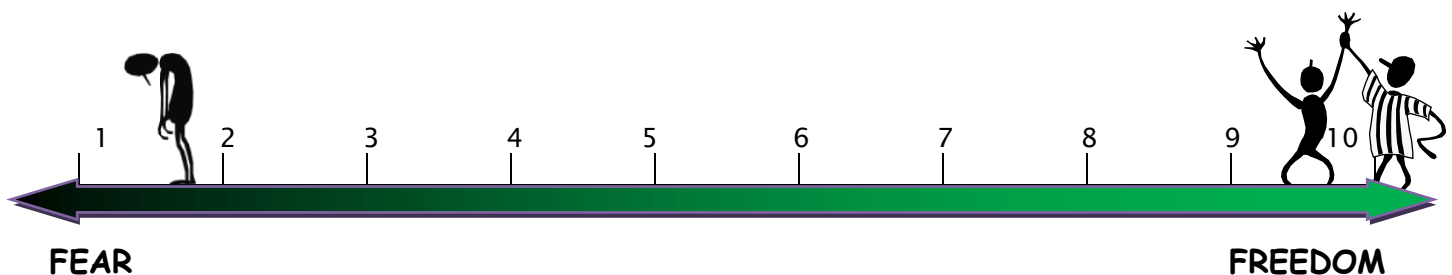
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**DAY 30 – DATE: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_**

**1. List at least 5 people/things that you are grateful for having in your life right now. How could you show gratitude to each person on your list?**

**2. Short term goal:**

**3. Call (or activity) that will get me closer to my short term goal:**

(Choose an action that challenges you and moves you forward. Commit to taking that action today, in spite of any negative feelings or what your gremlin may tell you. Write down the action you will take today.)

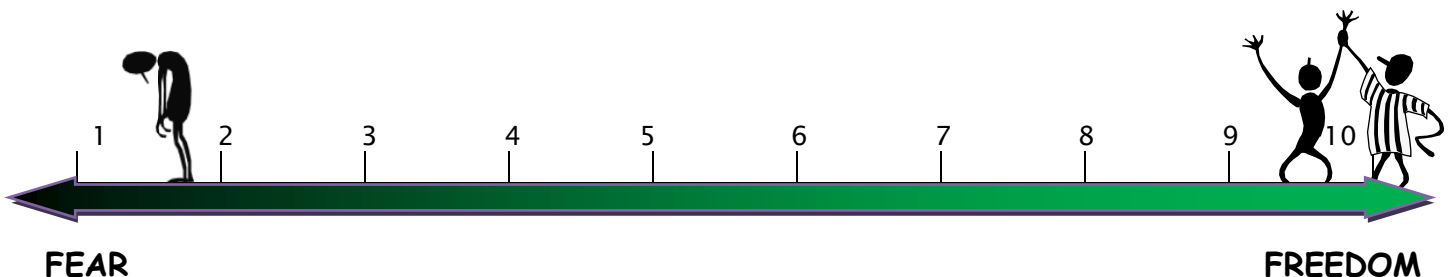
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# CONCLUSION

Congratulations on completing the “Fearless Prospecting System.” This system was designed to assist you in reprogramming yourself, your mindset and your habits for success.

So how did you do? If you worked the system consistently, you should have had lots of successes in your business. We’d love to hear about them so be sure to contact us at [info@insightspps.com](mailto:info@insightspps.com).

If you had a few stops and starts, don’t worry. This is normal. You are creating new habits and erasing old ones. Change doesn’t happen overnight. It happens day after day after day.

If you’d like to work the system again, go to [http://www.insightspps.com/downloads/FPS\\_manual.pdf](http://www.insightspps.com/downloads/FPS_manual.pdf) to print this Manual again and start going through the next 30 days right away. Don’t lose your momentum.

If you attempted to work the system but still found yourself getting paralyzed when it came time to make the calls, you may benefit from some deeper, one-on-one coaching.

You may also benefit from one of our Group Coaching Programs. They are for business owners and entrepreneurs who find they need ongoing and additional support from us to overcome their deepest self-sabotaging thoughts, feelings and actions.

Topics include:

- Taming the Time Bandit – Never Use “No Time” As An Excuse Again
- Balancing Work & Family Life
- How to Become a Prospecting Machine
- Why Motivating Your Team is a Waste of Time – Do This Instead!
- Business Ownership Secrets That No One Is Telling You
- Goal Setting is Useless – How to Actually *Reach* Your Goals

Call us at 888-347-2949 or email at [info@insightspps.com](mailto:info@insightspps.com) if you’re interested in arranging a personal coaching session or joining a group coaching program.

We hope you have enjoyed the last 30 days and you continue to see the benefits of taking massive action in your business.

Wishing you continued success,  
*Nancy Roberts & Chris Kenney*

