





# Section the First

## *Failure for Beginners – Mastering Yourself*

Techniques that make sure you are mentally and physically prepared to go out and let the day take advantage of you.

## Fear factor

If you have a fear that stops you embarking on a journey towards success, be sure to forget the fact that psychologists believe that over 95% of fears have no real grounds at all. An oft used acronym for fear is: **FALSE EVIDENCE APPEARING REAL**.

It's true to say that the vast majority of worries have been made up by you (and the voices in your head) without any concrete evidence. (Rumour and hearsay do not count as evidence, by the way.) Take a moment to think of something that is hindering your progress – is there adequate evidence to say it's not just your own paranoia? If there is something, is it not easily overcome with a few words in the right ears?

If you take on board the idea that the vast majority of fears are without grounds then there's a likelihood you'll begin to have delusions of adequacy and this simply will not do in a student of failure. Freeze! Put down the self-assurance and go back into your comfort zone forthwith. Just who do you think you are? Overcoming fears is something for successful people.

A great example of this wings its way to us from Guayaquil – the biggest city in Ecuador. There Mayor Jaime Nebot hired a parrot to speak for him when he was asked 'undesirable questions' by the media which put him in awkward positions.



This fully paid up member of the venerable College of Failure brought out the parrot at a press conference and declared: “Here is a parrot that will be in charge to answer all the undesirable comments that I have no time to answer

He tried to explain his folly, saying: “Some people only approach me with nonsense talk so the parrot will answer back in the same way because I need to use my time to work.” These undesirable subjects included such trifling matters as social security policy.

The guy was too scared to try to take on the journos and just avoided the challenge. Now no one has any respect for him whatsoever.

When the voices start talking to you and letting you know that you are incompetent, inadequate and destined for failure it's quite easy to overcome them. Catch yourself making these negative statements and then repeat them to yourself in a ridiculously high pitched voice tone or in an absurdly exaggerated foreign accent. Think of the worries you normally feel before you go into conflict, are about to make a presentation or any other scary moment. Repeat this worry to yourself in your normal voice, then in Mickey Mouse's, then Donald Duck and then a sexy French voice.

Now what was the difference? You can not take it seriously. Suddenly the worries aren't so worrisome any more.

It's worth remembering that all these worries are not really natural. When we are born we have only two fears – falling and loud noises. The rest we impose upon ourselves as we go along.

***“If you have made mistakes, there is always another chance for you. You may make a fresh start at any moment you choose, for this thing we call ‘failure’ is not the falling down, but the staying down.”***

Mary Pickford – *actress*

## **SUCCESS WARNING!**

**You have the best coach in the world inside your own mind – the little voice that appears when you are talking to yourself. Natter away happily to yourself; give yourself positive reinforcement and encouragement. Lay down the gauntlet to your fears – take them on and more often than not you will win.**



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