



"Practical Ways to Conquer Fear"

by Mark Hamble

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About the Author

Mark Hamble's early life was about as average as anyone could wish. His parents gave him every help they could. But, they moved around the country as his father followed his dreams of new opportunities. Mark found it difficult to connect with them or those around him.

Mark was not good at sports. He lived a much better life in his imagination while trying, without much confidence or success, to join in the social activities at the various schools he attended.

After dropping out of school, he worked at several jobs but found it difficult to connect with his workmates or socially.

Eventually, his frustrations started to make him feel ill and he lost a job that he desperately needed because he took so much time off.

Mark also met a girl that he would have happily settled down with but he felt he had nothing to offer her at that point.

He realized that he was at a crossroad. He knew that it was up to him to find a way to improve his life and get on track to build a career.

It was still a bumpy road to his present happy situation with a steady job which pays enough to support his new family. But, Mark says it was worth it a thousand times over.

He put into his book the simple methods and tips which he believes almost anyone can use to turn their lives around.

Mark says they're simple and straight-forward but he cannot guarantee everything will be easy, just much easier than it was for him.

Mark also stresses that readers will not need a degree in psychology or a lot of money to use his suggestions. But, they will need a strong desire to reduce the effects of fear and related conditions like shyness.

His book is focused on sharing the ways that you could choose from to build a brighter future and reduce the chance of further damage to their lives, relationships and even, to some extent, their health.

Introduction

You may have grown up with the belief, encouraged by your parents or other people that were close to you, that normal people never feel fear and so, if we do, then we must be weaker, different or somehow not like "normal" people?

That ignores a fundamental concept of human nature:

Fear is a part of life that everybody has to deal with.

It cannot be eliminated but it can be controlled.

The first step is to understand that living with our fears will do us more harm than working our way through them.

I understand from my own life that it probably seems easier to accept the negative parts of your current situation rather than push back against them when you can't be sure that you will succeed. You just don't want to cause more disappointment for yourself.

The problem is that each time we accept what we have because it's the easy thing to do, we make it a little harder than before for us to ever step free from the grip of the negative mindset which binds us.

Every moment that we are thinking about our problems, past hurts and setbacks is time that we could have used creatively.



Sometimes we are tempted to justify our current situation by telling ourselves that we are the victims of circumstances or manipulation by other people.

Some people may have helped push us into our current situation and done things which influenced our negative mindset. They may have actually felt they were helping us.

Will you improve your situation by continuing to think about what they did? That's very unlikely.

What if you, mostly by your own efforts, pushed on despite those early setbacks and made a great life for yourself and your family?

Success is the best revenge!

Summary.

- ❖ We can get used to living in a rut but we'll never achieve our potential for happiness while we remain there.
- ❖ Other people and particular circumstances may have helped push us down. It's up to us whether we stay there.

The Epidemic of Fear.

Fear is not only normal, it is encouraged.

Every day, our media bombard us with 3-D news; death, disaster and destruction. Little else seems to make it onto the front page of our newspapers. And, we know, that there will be more waiting for us when we turn the page.



It seems almost like we are not properly participating in our society if we don't accept our share of stress and worry about the economy, the environment, our health, our children, the future and so much else.

This affects some people to the point where they almost cannot function.

We must decide what we can reasonably do to help alleviate these problems and still accomplish our work and social targets.

Realizing that the people who serve this ever-growing feast of fear to us have their own motivations for doing so may help you to a more balanced view of the situation.

We don't need their help to find fears that can fill out mind every waking moment.

Our own minds can do that.

This is one time where we can learn from the animals which we share the planet with.

Most of them do not have our capacity to do more than one thing at a time or to do something while our mind is focused somewhere else.

Being able to multitask is a wonderful ability, but it can have a downside if used inappropriately. If we aren't focused on what we are doing, we probably aren't doing it as well as we could.

That can be a significant factor if we find it difficult to remember the names of people they are introduced to or other important information.

We simply don't give enough attention to the information we are given.

Fear causes adrenalin to be released to flow through our body, our heart starts to beat faster and our pulse rate increases.

Our pupils enlarge and sweat cools our skin. Our body is prepared for whichever response our brain decides will be best; fight or flight!

But, when we cannot respond effectively to the event which triggered the fear response, stress develops. This may have negative effects on our body.

Repeated episodes like this can be extremely damaging.

Research has indicated that they may encourage the development of conditions that include colds, aches and fatigue.

Over time, there can be malfunction ranging from loss of appetite to sexual disorders.

One of the most important things I've read is that our minds can magnify the effect of negative stimuli greatly and it is often how we deal with the possibility of danger or other consequences that causes the outcome more than the event itself.

Putting it simply, fear of someone punching us could, over time, result in more damage than the punch ever could.

We can see from this that the most destructive force that comes from fear is produced when we focus on what *might* happen!

If we do not take action to prepare ourselves to be able to better handle similar future episodes and we do not feed positive information into our subconscious, then it learns that we are likely to be unable to handle them any better than we have in the past.

Fear is also one of the major causes of procrastination.

Many people have a low level of self-esteem. Their feelings about themselves need frequent reinforcement from achievement and positive input from others.

Failing to achieve success with anything that they attempt, even if it is for the first time or a relatively unimportant matter, is not a set-back in their eyes, it's a disaster.

They will hold off starting anything until they feel conditions are perfect.

That's called F.O.F. - Fear of Failure. They don't want to get into a situation where other people might feel less well toward them because they did not accomplish a 100% successful result. Usually, the people whose opinions they are so concerned about would not give much thought to the result because they are used to minor setbacks in their own lives from time to time.

As time passes days are wasted, they develop more negative feelings about the days they have wasted and their self-esteem sinks even lower.

Start where You Are.

I believe that you have made a positive step toward a better, happier future just by buying this book.

There are a few more you must take but you will know from the information I provide, you will succeed if you take action.

When will you start?

Some people decide it's just too hard to try to change their situation because of their background, their supposed deficiencies or because they believe there are forces ranged against them which are just too powerful.

Other people want to wait until they have paid off their bills, their children are older or they get a raise which they've been promised before but never received.

The best time to start is now. I've made this book an easy read because I don't know the big words so many writers use.

And, I want you to be able to follow the suggestions without having to consult a dictionary or other textbook.



Common responses which people adopt to deal with fear include;

- Alcohol
- Tobacco
- Drugs, both prescription and over the counter
- Chocolate
- Coffee or tea

All of them are additive to varying degrees and may have effects which can introduce more problems without solving anything we are already trying to deal with.

None of these options offer more than minimal,



temporary help which is mostly limited to changing the focus our mind's superficial focus to the preparation and consumption of our chosen restorative.

But, any perceived benefit vanishes when we have consumed them and we are back to facing the original problem.

The Antidote to Fear

There is an antidote to the negative effects of fear.

It's usually at least ninety percent effective and it's free.

It's not available in liquid or tablet form. From my own experience and what



other people have told me, using alcohol or non-prescription drugs to try to deal with fears is likely to add to our problems instead of helping us to solve them.

You just need to:

- 1) Gain knowledge and
- 2) Take action.

I've written this book to help you do that.

Let's get started

Analyze Your Fears

A good first step to dealing with any fears that are hobbling us is to examine them without letting our emotions take over.

Let's start with some of the most common fears that plague our modern society. There are many and I want to focus this book on practical information.

In England and in the So, I will just give you a few broad categories that you can fit your own fears into:

- × Fear of failure
- × Fear of rejection

- × Fear of loss
- × Fear of pain
- × Fear of crowds
- × Fear of being alone
- × Fear of being in the spotlight
- × Fear of being ignored

We humans usually cannot resist adding to our load of potential misery by worrying about what might or might not happen.

Some of the hardest to let go of are visited on us by other people, especially family and people that are fellow members of community organizations we belong to. They get us to take on obligations that help to impact on our time and energy but which we don't get any benefit from. When the extra demands of these affect our ability to support ourselves and still enjoy some time with friends and family, they should be quickly passed back to the person that dumped them on us without any concern for our circumstances.

And then, we fill our minds with regrets, and even anger, about disappointments and failures which have long passed.

Make a List.

I suggest that you use my list as a memory jogger to make a list of those worries and fears which are currently troubling you.

When you have written them out, it should be easier for you to evaluate them rationally.

While they are just rattling around in our head, growing more powerful, there is really little that we can do about them.

Accept those which you cannot change

You can just cross out any that you realize you can do nothing about. Then, resolve to change your focus at any time in the future if you find that you have started to worry about any of them again.

Don't worry too much about your "things"

Don't tie how you value yourself to what you possess or your position in business or your social circle.

You are more than what you have.

Of course, you need to take all reasonable steps to build a secure future for yourself and your family.

But your personal attributes, the bonds you have built within your family in the wider community through applying your personal values are what really count.

They can be taken from us at any time and, if that would happen, you would need a firm view of your self-worth to help you build again.

What's important right now?

Now, just look through your list for anything which could have a serious effect on you or those close to you if you don't take action now.

Put them on the new list.

Then, put the old list in some private place. I want you to leave it there for about a week, then take it out again and see if any of the other items left on the list still concern you.

Often, you will find that those other minor worries have evaporated when you just gave them a little time.

Deal with the important issues

If you found and listed some important issues, you can now concentrate on them.

The main point about these issues is that they are important to you. If they are holding you back or stopping you from enjoying yourself, then they are important.

For each one, your first question should be, "What can I do about this?"

Then, ask yourself, "What must I do about this?"

"Do I have everything that I need to deal with this?"

If not, gather your materials and if necessary look for allies or other forms of support.

Is there a deadline by which you must take action?

Decide how and where you will take action. Don't leave this till the last minute! You may need to rework your schedule to give yourself the time and be able to get to the location without rushing.

At the same time, consider what options you'll have if you are unable to get the result you want. If you think that this is a strong possibility, make what preparations you can just in case.

Take action.

Many times, I have found that being prepared for an unfavorable outcome has given my confidence a boost and that has helped me to get the result I wanted more often.

Summary.

Action and Consequences

When you start to take action about the issues which are important to you, you will see some important benefits fairly quickly.

You may, at first, hit a few bumps of a personal or business nature. That's only to be expected.

Don't let a stumble or two drive you back into your shell. We all have them and they're only a problem if you don't learn from the experience so that you are better prepared in the future.

Like a rider who has fallen off a horse, try again at the first opportunity but take into account what you have learned from last time. You can't expect a different result unless you change something about the action you take.

It's almost inevitable that your positive experiences will increase and you will have less stumbles.

One of the most important benefits we can get from taking action is that it will encourage us to shift our focus from our own emotion-charged framework to how our actions are affecting other people.

But, we can help the process along by finding a potential benefit which we regard as particularly important which will encourage us to act and accept the results of our actions.

You can expect an increased number of small and even major successes as you proceed.

Building Your Confidence

Take time to prepare yourself for each new action that you undertake. Give your self every chance to succeed by preparing properly and giving due consideration to each possible outcome, including those which are less favorable for you.

Understand that it will probably take you longer to reach your target, especially with the first few things that you try.

Each time that something works, follow through by repeating the action but maybe on a bigger scale.

Remember that your success rate will naturally be different to other people. Sometimes, you may feel that others are so much better that you could be wasting your time trying to compete.

But, with increased experience, your own success rate is likely to improve too.

Give yourself some mental stimulus just like many successful sports people do. Before attending a major meeting or other event, create your own internal, mental movie of it.

See yourself achieving your goal, whether it is getting an order or impressing some new social contacts.

This is not just daydreaming. It's a proven technique for replacing the doubts and fears that fill your subconscious with positive thoughts that will support you in the actual event.

When you are preparing yourself to try something new, try to find one or two more experienced people and get constructive feedback from them.

Not everyone that you approach will be willing to help you in this way. They may have had people ask them for feedback but been disappointed when they discovered that the people they were trying to help only wanted confirmation of their own high opinion of themselves.

Just accept the situation, thank them for their time and ask someone else for the help which you need.

Even if you don't agree with the feedback that you get, thank them sincerely. Give it careful consideration and I am sure you will find some points in the will help you to improve your own techniques.

When you start something new, break it down into small steps. Maintain an enthusiastic attitude and give everyone a genuine smile even when you disagree with their actions or responses.

Remember that the more attempts you make, the less pressure you will feel with each one. That alone will help you to improve your rate of success.

I have emphasized that you need to accept the possibility that not everything you attempt will end in success. But it is equally important that you don't let yourself focus only on possible negative outcomes.

Talk Yourself Up, Not Down.

Did you know that we all talk to ourselves?

Some do it at a barely audible level but the rest of us also send messages to our subconscious silently.

Unfortunately, many people send themselves negative messages:

"I always miss those putts!"

"My back always aches at the weekend so I can't play with the kids."

"I always miss promotions because I just can't handle interviews."

You can probably add a few more.

These messages can reinforce your fears because they influence your subconscious.

If you have had recent disappointments or you are frequently thinking about long-past negative experiences, the subconscious prepares you for similar results in the future.

That stream of negativity can actually affect your health.

If your subconscious is programmed to expect bad news and you have a cold, your mind could be receptive to the possibility of pneumonia.

You can change that internal programming to accept the possibility of good news with messages like, "I have a golf game tomorrow and will not let this progress. I'll have some lemon juice, an early night and, maybe, an aspirin."

"Then, I won't have to call the Doctor in the morning. I'll let him buy me a drink in the clubhouse after the game!"

Would You Recommend Yourself?

Every advertising expert will tell you that "word of mouth" is one of the cheapest and most effective forms of advertising".

But, if you are sending negative messages to your own subconscious, your manner and physical appearance will suffer.

You must "recommend yourself" to you before you can expect to make any "sales" to other people.

You, the Programmer.

The only person that can reprogram your subconscious is you!

And it is simple.

Write a list of those past regrets and either tear it up, shred or burn it.

Just get rid of them!

Then, look back through your life and find some positive experiences.

I said look because your mind may be so full of the residue from past disappointments that you have been dwelling on, you may need visual triggers to start recalling your successes.

Now, make sure that you start feeding these to your subconscious. When you realize that you may be about to start pushing more negativity into your head, stop and tell yourself how well you did something instead.

Another part of this is when we tell our supposed faults to other people.

When you arrive late for an appointment, you might have frequently said, "Sorry, I'm always running late."

The other problem with this self-deprecating type of remark is that it can only affect the impression that the person you made to wait has of you (if any) in a negative way.

It definitely will do some damage to your own self-esteem and increase the possibility that you will be late for future appointments as well.

I hope you will never be late for another appointment but, if you are, whatever the reason, please handle it this way instead.

When you know you will be late, try to contact the other person while you are still travelling to the appointment.

Instead of the words shown above, say something like, "I apologize for making you wait. I am usually very punctual."

Let me make it up to you by paying for your coffee.

And, I promise you that I will never be late for an appointment with you again."

Okay, that may be a bit over-the-top but you get the idea.

Adjust to suit your own style and your relationship with the other person.

The important points are:

- ✓ You apologize.
- ✓ You tell your friend (and your subconscious) that this is not typical behavior for you.
- ✓ You offer to make it up in some way (optional).
- ✓ You affirm to them and your inner self that you will do everything possible to become known for your punctuality.

Be Your Own P.R. Person

If you tell everyone that you play golf with that you always miss the important shots, the word will probably get around that your middle name should be duffer! Are they going to suggest their friends look you up when they want a good partner?

Not likely, if they want a good game.

You don't have to beat your own drum and tell everyone how good you think you are. Just tell the truth.

And, if you need it, get some professional help – with your putting!

Encourage Good Responses from Others.

Someone told me that, if you want people to listen to and respond to you, start by treating them like a new, but not yet close, friend.

That's something to keep in mind whenever you're talking with other people. Treat them as you want to be treated by them.

Don't start a new relationship by overlaying it with negative thoughts based on the person's appearance or anything else about them even if they remind

you of someone that treated you badly in the past. (As I said before, tie your regrets about past disappointments in a ribbon and throw them away.

Dwelling on them just hold you down.)

Avoid Negativity.

Whenever I meet someone, whoever they are, I keep in mind this advice,

"Don't tell your friends about your indigestion.

"How are you." is a greeting, not a question."

.... (Arthur Guiterman b 1871)

Nobody really wants to hear about your problems. They all have plenty of their own.

The most important point is that you show your best side when you are considerate of others;

Be receptive to what they say and respond in a way that shows you were absorbing what they said.

If they ask for your opinion of what they said or something they did, be honest but avoid being completely negative, especially when other people are nearby. When I want to suggest something could be improved, I always find something positive which I can honestly say at the same time.

Give them some sunshine, not storm clouds.

Don't burden them with things they don't need to know and can't help with.

Don't be the friend who always has tears in their eyes.

Be the one who helps them see the silver lining in their cloud.

Conversational Cues

Many people find it difficult to start conversations in both social and business situations. I hope these tips will help you if you have this inhibition.

Keep in mind that nothing really bad can happen if you make a sincere attempt to talk to a group or individual for the first time.

My experience is that most people welcome the opportunity to meet you. But of course, it can take time for you both to decide whether the encounter might develop into an ongoing business or personal relationship.

One suggestion that has been helpful for many people is to work out a short introduction, about twenty to thirty words, which you can use for introducing yourself to people.

It should be something interesting but not too personal.

This can help you a lot because, instead of having to focus on what you say, you can focus on them.

Another approach is to ask the other person for information about themselves or their opinion on something. Try to make your question open-ended. Ask something which gives them the chance to say more than a blunt yes or no if they want to have a conversation with you.

Give them your full attention. Too often we ask someone a question but then focus on working out the next thing we'll say and our attitude and expression can make it obvious that we are not especially interested in their answer.

I've discovered that few people are good at listening.



If you develop this skill, you will soon find yourself in demand.

You need to be ready to respond in a meaningful way to what the other people say.

A genuine smile is an advantage but don't let your face become a frozen mask.

If someone tells you a joke, respond positively if you

liked it or appreciated their sharing it with you.

Don't try to impress by telling a funnier story than theirs, especially if its just a variation of their joke. I was told by a professional comedian that part of her success was probably due to the time she had spent in learning how to become a good and responsive audience when people wanted to tell he a joke, even if it was one she heard many times before. Her advice, "Be a good audience, not a joke-topper!"

Your comments don't have to be original but they should be sincere.

Don't say the same thing to almost every person that you meet.

Avoid making negative comments about anyone, including yourself.

You probably know someone that is always saying, "I can't remember names" or "I can't get organized!" These comments don't impress anyone or give them much room to respond. They also reinforce the speaker's negative personal image in their own subconscious.

Avoid viewing people in terms of stereotypes. It's not important whether you agree with their politics or had a bad experience with someone from their part of the world – treat people as individuals and always look for their positive aspects.

Politely ask for clarification if you don't understand what someone says to you. That includes your boss or the buyer from one of your company's most important clients.

If you don't understand what is said, you could cause more confusion and problems than you would by just getting the question cleared up at the first opportunity. You might also help other people that were also not sure what the comment meant but were also hesitant about displaying their less-than-perfect understanding.

Avoid distractions from other people in the group you are with or from external sources such as telephones or that very attractive person that just walked into the room. Focus on the speaker and what they are saying. Treat them just like you want them to treat you when you make a comment.

Don't stand and stare like a statue when others are speaking.

It's never polite or sensible to interrupt someone, even if what you intend to say is important. Your chance will come without you stealing someone else's time in the spotlight.

Always welcome people that approach you or a group that you are part of. That's only good manners and it may happen that they will remember your kindness on another occasion when you try to join a conversation that they are already part of.

Don't start telling stories about your adorable children or pets in conversations at business or adult social gatherings unless that's what other people are doing.

Never talk in a negative way about people, whether they are present or not.

Never try to impress people with your knowledge or anything else. Let them find out from other people how really great you are!

If someone makes a negative comment about you or the organization you represent, don't start an argument. Respond with facts, not heat, if you decide that you need to respond at all.

Don't agree with any comments that you don't believe or that you find offensive.

Make Networking Work for You

One development that you should study is the wider and still expanding options for making contact with other people that are all around us and also through the Internet.

Also, see the [Body language tips here](#).

Look for Other Positive People

It's common for people with similar interests or outlook to gather together.

If you want to find people that will reinforce your positive outlook and to help you achieve your future potential, you should look to increase the time you spend with positive people.

That will give you less time with negative people.

That's a bonus!

From my years of mixing with negative people (I shared their attitude for too long!), I found the only effects were:

- × Wasting time listening to their problems.
- × Wasting time telling them my problems. Then, feeling even more depressed when I realized they weren't really listening and could not help me even if they wanted to.
- × Wasting time discussing trivia. That's because we never had much in the way of positive developments in our lives to talk about.
- × Wasting time.

These groups are very easy to find and always welcome new people with more negativity to share around.

Remember that you don't know what will come from meeting and sharing some time with each new person.

If you have had a habit of deciding whether to spend a few minutes getting to know someone through a set of preconceptions, stereotypes or based on

your meeting with other people in the past, you need to put all that aside and treat them as you want them to treat you.

Networking Face to Face

The suggestions which I covered in the previous Chapter all apply here, of course.

It's a sad fact that, even at events where opportunities to expand our personal or business-related networks are featured, someone still has to start every conversation. That can mean that you could be circulating around a room containing a hundred or more people or seated at a table of, say, 20 people.

But, only a few of them are actively making any attempt to talk to those around them.

Even if you are feeling some unease at the possibility of rejection, you have a chance to shine in this situation.

You have prepared an introduction for yourself and, have some idea of the reasons why people are reluctant to be the one to start a conversation.

You also realize that it is not that hard and the drawbacks are mostly figments of our own vivid imaginings.

Choose someone near to you and start.

If they freeze on you, move on – all you've wasted is a little time. It's highly unlikely that everyone you approach will be so boorish so, mathematically, you're already a bit closer to your first successful contact.

You will also be making a positive impression with other people that see you making a genuine effort. This can encourage them to approach you or invite you to join a group they are with.

At a business event, a good way to get anybody talking is to ask them what their business is or something related to the theme of the event.

At a social occasion, asking them what they do is still okay but a positive comment about the people at the event or the food is likely to get a

response. Even if their reply is negative, it will not be about you but the topic you started and you will almost always be able to expand the conversation. You will probably also be able to easily draw other people into your discussion if that's what either of you want to do.

Negative comments about anything are unwise, because they are less likely to attract a positive response.

Even the most positive and open comment may sometimes be completely unsuccessful.

That can be for many reasons which have nothing to do with you.

You should not automatically decide that the person you approached is rejecting you or that you should never approach them again, unless that is obvious by their reaction.

Just move on to someone else.

Networking on the Internet

This can be a useful way for you to practice some of the skills which you use in face-to-face situations with relative anonymity.

I remember a 76 year old man that hated the idea of using computers until he found that some of his overseas friends were using email instead of writing letters. They were even exchanging photos of themselves and their locations!

Within a few weeks, he was doing the same and actually expanding his contacts and improving his outlook rapidly.

His Doctor said that the computer was great therapy. But, he also advised that people, including his patient, must remember to get a little physical exercise about every half hour.

I told him to avoid getting frustrated when the computer didn't do what he wanted, to just remember that he had the ultimate power – he could switch it off until it promised to behave!

He made contact with his son and daughter-in-law in another country and got pictures of his new grand-daughter within a few hours of her being born instead of waiting weeks for them to be mailed.

If you don't know enough about computers to do something you want to, you should consider a class at a community center or even the local computer club.

Social and business-related forums and networking sites are very popular. New ones are announced almost every week but they don't seem to lessen the appeal of their more established rivals.

Part of the reason for that is that the number of people using the Internet for business and social reasons is still expanding, probably faster than ever before.

Follow all rules and suggestions of the provider of the service which you use, whether it is a Forum or a messaging service.

Be aware that people can use false identities, information, pictures, addresses and even false voices on the Internet. I've made some good contacts on the Internet. But, I never take everything I read, hear or see as fact without independent corroboration.

Always Be Positive and Strive for Accuracy

Always remember that anything you write and put or send through the Internet may be distributed to many people that you didn't intend it for, including people you don't know.

Whatever you write into a forum, a web page or in a chat group, will be available for review for many years.

You may change your mind or get more detailed information but you can do little to recall anything negative you put out because it could be distributed wider than you imagine or stored (in search engines, for instance) and retrieved months or years later.

Avoid Arguments

Don't start or join in arguments – on either side!

They'll usually be dealt with by the people in charge of the site.

Some people actually go online to make trouble in Forums and other venues. Don't give them any encouragement and leave them to those in charge.

You've got better things to focus on and more of them every day!

Emails

Keep you emails short and positive.

Make your subject line clearly relevant to the subject of your message.

Ask for the kind of response you want (return email, letter or phone call).

Make sure you include all relevant information, including addresses and phone numbers. Check them carefully before you send the email.

Think carefully before putting anything personal or sensitive in an email.

There are many situations where other people than the person you sent it to might read the message.

Treat a commitment you make in an email like it was a legal contract.

Don't forward anything you receive unless you first check with each person you want to send it to. If everyone did that, we could eliminate a significant portion of the virus and other malware infections overnight!

Try to make your messages something original and with value for each person you send it to.

If you send an email to several people, always put one of your own email addresses in the Send TO: line and hide all the recipients addresses in the Bcc: (Blind carbon copy) box. Otherwise you will be providing each of the people you send it to a copy of everyone's email address.

You may think that this is not something to be concerned about. Some on that list might disagree strongly with that. Privacy is not just a matter of courtesy these days, it can have legal ramifications.

Don't send any attachments without letting the person know in advance. Check that they can receive attachments and that they want that particular item. The high incidence of attachments containing viruses etc has made

many people very wary of them and many companies ban acceptance of emails which have non-business attachments with them.

Also, don't send large attachments unless you check that the other person is prepared to receive it. They can slow they delivery of other emails, especially if the other person is on a slow connection or has a limited amount of space for emails.

Stop Telephone Trembles



Most people, at least in the developed countries, have probably had telephones in their homes or within easy access for all of their lives.

But, that wonderful instrument is still a source of much fear for many people. That includes many people that need to use the telephone as

part of their job.

There are many reasons that people tell themselves for delaying or avoiding an important phonecall:

- The other person will be busy and should not be disturbed.

If it's important enough to invest your time and you sincerely believe that the call will benefit the other person, you are not doing them a favor by putting off the call.

- They need a bit more research so that they can immediately answer any possible question or objection which the other person raises.

There will always be the possibility of some question being raised which you cannot answer on the spot.

I guarantee this answer will get a positive response. "I don't know the best answer for you to that question. I will write it down, get the answer from the best qualified person I know and phone you back as soon as possible?"

Never make up an answer. That will just cause you more stress.

- It's too close to the other person's finishing time.

Few people work exactly to specified times these days. Give it a try. They will tell you if they want you to call them another time or even email the information.

- It's too close to their own finishing time.

Invest a few minutes of your time. If you leave it until the next day, the other person may have made a date or placed an order with one of your rivals.

- It's Tuesday and they never are successful when they phone that person on Tuesday.

You probably learnt something from those unsuccessful calls on earlier Tuesdays which will help you do better this time and in the future.

- They need a cup of coffee before contacting that person.

Have a cup of water instead or leave that decision until after a successful conclusion to the call. You don't want to have to interrupt the call part-way through to go to the toilet!

The real reason is probably one of these:

- They aren't properly prepared for the discussion.

This is okay occasionally but it's important for your own self-image and future that you remind your subconscious that you will be prepared for all calls you need to make after that, whoever they are to.

- They think their reason for calling will be considered trivial.

If you see value for the other person in the phone call, then almost anyone you call will appreciate that you took the time to call them.

- They fear rejection by the person they call.

If you are rejected, you will learn something to help you with future calls. But, not giving them the opportunity to hear what you have to say is not being considerate, it's limiting you.

- They fear the consequences of failing to get a satisfactory outcome.

If you have prepared properly and believe there is value, your best chance of a good outcome is to make the call. There are very few times when doing nothing will give you a better result than doing something positive.

Telephone Tips

Here are some basic tips which have helped me with business and personal calls.

Making Calls

- ✓ Let the phone ring at least six times so that they have time to answer.
- ✓ ALWAYS leave a message so that you don't waste the time it took you to make the call and you don't leave the other person wondering who rang them about something that wasn't important enough for them to leave a message.
- ✓ Whether you are talking to a new employee that just started today or the Managing Director, be pleasant and treat them well. Many people have wondered why their calls were never returned after the person they wanted to talk to heard about how they treated the junior employee they talked to.
- ✓ Thank the people that take messages or participate in the call. They seldom hear an encouraging word from disappointed callers so they will remember you and your message will probably be on top of the pile.
- ✓ Always prepare rough notes about each of the main points that I want to make and cross them off lightly in pencil when I've told the other person.
- ✓ I write out and check a short message that I can leave on their answering machine or with the person who takes the message for them. Trying to think of one when you are dealing with an answering machine or unknown assistant is not as easy as writing it out in advance.
- ✓ Always smile when you start to dial their number. It seems to put you in a better frame of mind to handle the discussion. It's as if a smile can be sent through the phone line and have a positive effect on the person at the other end

- ✓ Make sure that the person you call has your contact details, even if you have arranged another call or an appointment.
- ✓ When you are still learning how best to deal with your telephone calls, take a couple of deep breaths before you start the call.

But, these breaths should be drawn deep down and you will get best results if you take them in slowly, wait a moment and then slowly exhale.

Rapid, deep panting might just stir up any butterflies that are dormant in your stomach.

When Someone Calls You

- ✓ Answer the phone on about the third ring. If you answer on the first ring, you may seem over-eager or could cause the other person a little disquiet because many people are still working out what they want to say when they are dialling.

If you don't answer until after, say, the fourth ring, some people will have hung up.

- ✓ Smile as you answer the phone for the same reason that I explained in the previous section. It will always help you project yourself better.
- ✓ Take a deep breath and exhale slowly before you answer.
- ✓ Have a prepared short greeting to answer each call.
- ✓ If you have or can get a caller identifier service for your phone, it's very worthwhile. You can then remain almost anonymous with callers you don't know but answer calls from people you know well in a more personal manner.
- ✓ Don't make your first message to a caller too personal until you are absolutely sure that it is them and not their eighty-five year old grandfather or their five year old daughter making the call. The negative effects of worrying about making the call or putting it off when you know you should make it will probably be greater than the actual result of the call.

- ✓ Each call you make, whether or not you get the result you most hoped for, will make you better prepared for and probably more successful with all your future calls.
- ✓ If you did not get the caller's name, ask them to spell it to you. Then, spell it back to them to ensure you have it right. That shows respect for the caller and also helps to make the chances that you will remember the name much better.
- ✓ If you did not understand some point the caller made, ask them to repeat it or tell them what you understood they meant and ask for confirmation or clarification.
- ✓ Treat everyone that calls you and identifies themselves with some respect. It is tempting to be very blunt with telephone salespeople. But, those that follow the rules deserve to be treated like human beings and not jackals.

They are human and are probably got enough abuse from other people they called to make them regret they chose this job. You don't need to stay on the line more than a minute and they've probably got to make another fifty calls to more possibly abusive people before they can take any kind of break.

I used to be one, so I speak from experience. I met very few that would have stayed there another hour if they could have got any other job which would pay enough to cover their bills. The current economic environment means that many fine people have to take whatever is on offer that isn't illegal. All the canned sales pitches and even the times when they phone you are set by the company, not them.

- ✓ Treat those calls as an indication that there are many people who have worse jobs than you do.
- ✓ After an important business call, or one to your bank or other service provider or Government Department, write down you

recollection of what points were made, questions and answers and any type of commitment or demand from either person.

Prepare a formal version on your computer or typewriter and send it to the person you spoke with for their information. Always keep a copy.

This simple tactic might make it harder for someone to claim something different was said. **NOTE: This is not legal or professional advice of any kind.**

Selling without Fear

You might think that selling would be an area that people who are just starting to rebuild their confidence and deal with fears that have controlled them for maybe years should avoid.

My own experience is that isn't true. These tips will help you to sell a variety of products and services and have customers coming back or sending their friends to you!

Be confident that your product or service will benefit your customer.

Be prepared by absorbing enough knowledge about the product to be able to answer the most common questions.

Unless your employer requires it, try to avoid using a canned speech. But, make sure that you cover all the important points with each customer and that you do not make any claims which are not 100% in line with the company's printed literature.

If you don't know the answer to a question, say that you don't but you will find out and then call them back or send the information to them.

Make sure that you keep any such commitment you make.

Don't expect that every contact will be successful but always be confident that the discussion you are involved in at that moment will be one of the most successful that you have had up till now.

Don't over-sell by pushing too hard or making claims beyond the wording of the company's literature.

Realize that making a sale on first contact, especially when it is for a major amount of money, is very unlikely. But, don't let that fact reduce your effort to make that sale this time.

Always get the contact details of the person you talk to. Keep them on file. Most products need replacement at some later time and you may be able to get that customer to use your product next time.

Always speak well of the people and companies in your industry. You may be competitors but negative comments from within the industry can be very damaging to the reputation of the whole industry. They will not reflect well on you or help you to make the sale.

Never take rejection of your offer personally. The potential client is not buying you, just the product.

Always thank them for the opportunity to put your offer and wish them well with their purchase. Ask them to contact you or permission to contact them at a later time when their current purchase may need replacement.

When you sell a major item, always note the customer's contact details and send them anything relevant which you can without charge if it will help them get better results with their purchase. Don't enclose any sales literature, just your card.

Ask your best customers for referrals or permission to give their name to other potential customers in their area. This can be very valuable to you because their endorsement can make sales for you.

Make WATER your favorite drink.

Most people have a coffee or tea "habit". Both these beverages, and many others, contain caffeine which may affect our nervous system. I call it a habit because we often consume it for something to do or because our family or colleagues at work are having them too.

I consciously developed a "water habit" after I read the benefits which can be obtained from ensuring that we give our body the amount which it actually needs for optimum performance.

That's about six to eight glasses each day, best taken in moderate amounts through the day. Drinking a lot of water in one session is likely to start a toilet-visiting habit and be counter-productive.

The effects of poor hydration (available water in our body) can be severe.

Sufficient water is essential for many important functions, including waste elimination. One of the first organs affected by lack of water is the brain.

Drinking coffee, tea or even fruit juice is not a satisfactory substitute for plain water. When we eliminate the parts of those liquids which our bodies don't need or cannot, we also lose a significant amount of precious water.

We need to drink a bit more water to compensate for what is flushed out of our system.

Body Language – Good and Bad

Body language is claimed by some to be as good as a lie detector or even truth serum in disclosing people's real intentions and attitudes to the trained eye.

I don't think that it's that reliable as many factors can affect the physical responses which they focus on.

Sometimes, the physical signs can even be habitual actions rather than actions controlled by the body's autonomic systems.

We can't use our body language to convey a false impression unless we are a very good actor and prepared to put in the same amount of work as professional actors do to project a different personality.

Focusing on what others say and responding appropriately will usually cause your autonomic systems to project appropriate and positive body language.

Don't become obsessed about it but checking you own body language occasionally, taking stock of how you present yourself and your ideas is worthwhile, if only to reduce the possibility of misunderstanding.

Avoid Negative Body Language.

If you find that you are doing any of these things, just from habit, try to avoid doing them in future:

Pasting a fixed, mask-like smile on your face. Let your smile be natural, don't try too hard.

Avoiding eye contact or looking around the room. Your lack of interest is showing.

Folding your arms, clenching your hands or keeping your hands in your pockets while you listen to someone. This attitude conveys defensiveness, resistance or disinterest.

Leaning back in your chair with your hands behind your head. Mostly a male trait, it suggests that you believe you are superior to the other

people. Some people will also infer a sexual connotation which may offend them.

Fiddling with your pen or papers or tapping your fingers while someone is talking to you. This is impolite at best and many people consider it an indication of immaturity.

Rubbing your neck or face, etc. This can be distracting but also may give the other people the impression you have a rash or other unhealthy condition.

Learning to be a good listener is one of the most valuable skills which anyone can possess, whatever other attributes they have or develop.

Leave Your Worries at This Door

I want to tell you the greatest lesson I learned about dealing with fear and worry.

Our problems, imagined and real, are magnified within our own minds. If we learn to focus less on our own feelings and concentrate on improving our interaction with other people, we will soon notice an improvement in our own situation.

We will get even better results if we look for opportunities to help other people, especially those who have really big problems but cannot do anything for us in return.

After I'd settled my fears to a large extent and started my great new job, I decided to do some volunteer work, just a couple of hours a week at first.

I found some great organizations but was most interested in helping people rather than dogs and cats (though that's good too).

I was a volunteer helping, in a limited role, the patients (they call them clients) at a place where people with severe injuries rebuild their confidence and skills so that they can, in many cases, prepare for work where it is available.

I've learnt a lot more about dealing with problems from that.

They don't talk about any of the trials they face unless they are talking to someone who is qualified to help them sort out some problem.

They smile a lot more than most of the people I've worked with and for at stores and offices in various states who really had only minor concerns most of the time.

They display a lot of patience most of the time, a lot more than I can muster even now when something doesn't go my way.

It's a real help to getting a more balanced perspective.

There are organizations like this around the country and in other countries which need help. If you can, please do - but leave your worries and fears at home or dump them in the rubbish.

I only stopped when my wife had to go back to work and I had to do more around our home.

When the general economy settles down again, which I am sure that it will, I look forward to doing some more of that volunteer work.

I believe that giving back without any thought of direct benefit, in whatever way each of us believes is appropriate, can help to improve our whole community.

An unexpected bonus was the "realignment of my own attitude and the realization that I had much greater potential than I had believed.

But, think everything through before taking something like this on. When you see the need in so many areas, it is very tempting to sign up straight away.

I suggest that you take careful stock of your own current commitments and only offer a regular period of volunteer work when you are physically, emotionally and financially secure enough to be able to fulfill the obligation on an ongoing basis.

Afterword

**I wish you everything you wish yourself doubled,
so you'd better focus on good outcomes!**

Mark Hamble.

[Another eBookWholesaler Publication](#)