

HOW TO REMOVE DOUBT AND OVERCOME FEAR

All of us would rather not live with fear, but we all experience it to some degree each day.

“I can’t do that”. It is a stumbling block that clinicians and therapists continually struggle to overcome on a daily basis.

What causes this fear? It is simply a matter of doubt. Fear of failure prevents us from believing we are capable of succeeding, but in reality we only feel we will fail because of our high expectations.

Consider the following scenario:

The owner or management of the salon has informed you of the following protocol:
In our salon, we ask that you recommend and prescribe to every client you see.

Your first thought is:

There is no way that each and every client will buy...it won't happen. I would just come across as pushy and the client won't like me.”

So you develop a fear of getting turned down by clients because you know it will happen. Here are three things to keep in mind:

1. Being an expert in the industry means sharing your knowledge. You can teach your clients many things that they will appreciate and benefit from.
2. It is likely that clients will reject your suggestions and recommendations. Embracing this reality will make it less surprising if a client says no and therefore much easier to accept and be ok with, and keep a positive attitude for the next client.
3. It is also more likely that clients will accept your suggestions and recommendations. Embracing this reality, will enable you to confidently provide your expertise, resulting in clients purchasing the products you have recommended or trying the treatment you suggested.

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In setting real expectations and goals, you will have fewer disappointments and more success.

If you served 35 clients in a week and 20 of them purchased one product at an average price of \$50, you would make \$1,000 in sales that week. Would you be satisfied with this? You can bet your manager will. Clients use your services because they require and need what you offer.

Let's look at a scenario that evokes feelings of "I can't do that" and discover ways to overcome them.

"I CAN'T DO MAKE UP"

Your makeup skills aren't your strongest suit, could there be an element of fear there? Most likely yes, but why? Do you lack knowledge or skills? If you need more training, admit it and do it. Even though you may already possess the knowledge, you may still lack the skills, but as a senior therapist you feel like you are past the practice stage.

Put your ego aside. Often, even experts need to practice or re-learn. That is why they are at the top. It's okay to practice a new skill or brush up on an old one.

Taking action will help you face whatever gives you pause and enable you to overcome it. There's a great saying: "Feel the fear and do it anyway." What can possibly go wrong?

We are all familiar with the scenario of telling our personal trainer "I can't" since our minds quickly convince us that we are unable to do something. You won't hear a trainer say, "Okay, let's stop there." They will let you rest for a few seconds, and then insist that you finish the set. Therefore, you move from "I can't" to "I did it" and walk away from the training sessions feeling good and with a sense of accomplishment.

You should nourish your mind as you would your body.

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