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One Minute Ideas

SCORE's Top Leadership Tips

1. Take a time-out each day.
2. Pursue hobbies and interests outside your business.
3. Take a vacation or a sabbatical.
4. Spend time with your family.
5. Do something you've always wanted to do but never did.

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Achieving Potential

November 2011

The theme of this month's edition of our monthly newsletter "Achieving Potential," is YOUR OWN PERSONAL LEADERSHIP.

How do you manage and lead others? More important, how do you manage and lead yourself?

Learn why personal leadership and accountability is the key to your success.

[Performance Development Strategies in the news - Watch this YouTube Video.](#)

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Facing Your Fears as an Entrepreneur

Every entrepreneur I have ever talked to has had to come face to face with their fears. I have had to as well. I want to share with you some of the techniques that have proven useful in facing them.

The first step is not to be in denial. You have fears even if you don't readily acknowledge them. They sometimes take the form of that chatter in the back of your head that says you can't do it.

Fear is such a huge issue preventing people from becoming entrepreneurs. A CEO of a real-estate based network marketing company relates that even though he has people packing company seminars, that maybe 2-5% of people will actually go out and apply the knowledge by putting offers on real estate. He is convinced that the rest are paralyzed by fear.



Here are some of the techniques successful entrepreneurs have shared:

Think about what you DO want. When you find yourself spinning the wheels in your mind over and over again about your worst-case scenario, turn it around and focus on what you DO want. Visualize yourself getting what you do want. See the new house. See yourself talking to the interested person as they become a part of your business. You get

what you focus on.

Change the voice. When you hear yourself telling you that you're not good enough-you're going to fail. Just change the voice from yours to that of Mickey Mouse or Jim Cary or something that would hold little weight with you anyway! Who cares if Mickey Mouse thinks you're not good enough? Is Mickey Mouse an entrepreneur?

Voice them to a trusted friend or associate. Hopefully you have been able to find some level of support from at least one other entrepreneur. Ideally, you have a significant other that supports you. If not, then you should have some kind of support network from your team, upline, or corporate that you can talk to. Some people may tell you that it is silly you could even believe that you're not good enough. For me, my wife has been a constant source of support. However, don't go looking for support to all those people who doubted you and told you it was crazy to go out on your own. They will never understand the entrepreneur.

Have a personal development library. Create a tremendous library filled not just with how-to resources, but also stories of others who conquered their fears.

Go ahead and do it. Sometimes just making the smallest step will help get you going enough that the fear of not doing something can go away. An example would be neglecting to write an article such as this one out of fear of failure. Just starting it can create enough momentum to see it through.

Visualize the result, but make the action the goal. There is a subtle difference here for the entrepreneur. Of course you want the result, but maybe that's not in your direct control. Visualize the result in your mind, but make your goal the consistent and persistent action of the entrepreneur. The action will eventually produce the result and you can certainly achieve that goal.

Never, ever quit. Don't even use that "q" word. If you do quit, you cease to be an entrepreneur. You're not beaten, you are moving ahead!

Growing the Leader Within US

"For what we've discovered, and rediscovered, is that leadership isn't the private reserve of a few charismatic men and women. It's a process ordinary people use when they're bringing forth the best from themselves and others. Liberate the leader in everyone, and extraordinary things happen."

- James M. Kouzes and Barry Z. Posner, [The Leadership Challenge: How to Keep Getting Extraordinary Things Done in Organizations. Make learning experiential.](#)



Leadership is a verb, not a noun. Leadership is action, not a position. Leadership is defined by what we do, not the role we are in. Some people in "leadership roles" are excellent leaders. But too many are bosses, "snoopervisors," technocrats, bureaucrats, managers, commanders, chiefs, and the like. Conversely, many people who have no formal leadership role are excellent leaders. In today's fast changing world, we all need to be leaders.

To lead is to show the way by going in advance. To lead is to guide or direct a course of action. To lead is to influence the behavior or opinion of others. We all need to be leaders, regardless of our formal title or role. This starts with inner self-leadership and moves outward to influence, guide, support, and lead others. The process of becoming a leader is the same as the process of becoming a highly effective human being. Leadership development is personal development. Leadership ultimately shows itself in what we do "out there." But it starts "in here."

It would be easy if we could all become leaders by following a simple set of steps. But the journey of personal growth means finding our own way. There are, however, critical areas of personal development based on timeless principles. The distance we need to grow along each leadership dimension will differ for each of us, but defining and continually growing along each of these paths is the way of the leader.

Four Great M's of Leadership Success

Those who have studied successful leaders over the last 300 years or more have found certain traits successful leaders had in common that accounted to their achievements.

These success techniques not only helped them forward but also sustained them even in times of depression, recession, or other personal disasters.

The Great M's of Success in business and life are **Mentoring**, **Masterminding**, **Marketing**, and **Motivation**.

Mentoring

It's been repeated over and over again, "Get yourself a mentor." Get help, advice, and guidance from someone who has already been there and made it. A mentor can save you years to a lifetime of mistakes. They can excel you forward in ways you never could on your own. You'll have a much greater ability to achieve your goals because you will have a blueprint to guide your way.

Surprisingly, many people if not most will go to a friend or relative for advice. They could possibly be people who have never succeeded and have no ambition to go anywhere, and then these same people are surprised when they too don't succeed or even get very far. Then they look for excuses and reasons outside themselves for the failures, such as recession, location, or even competition muscling in.

Masterminding

Accomplished people also belonged to a mastermind group. They are people like you, entrepreneurs working towards a better life. The collective power of the group brings increased knowledge that can

help you resolve challenges that you may have. They also keep you motivated and accountable. The power or synergy of the mastermind group has shown over and over its ability to help people overcome any problems.

Each week, each person in the group states what they have accomplished, what they are doing next, and asks for assistance with any matters. The group as a whole then works together to come up with solutions. Discover just how powerful this is in moving you forward and achieving your desires. It also gives you the very important ability to give back to the group by helping them.

A small sample of people who are or were in masterminds are: Henry Ford, Harvey Firestone, Napoleon Hill, Andrew Carnegie, Tony Robbins, Mark Victor Hansen, Jack Canfield, Joe Vitale, Joel Christopher, and so many more.

Marketing

The third M is marketing. No matter what your business is, if you don't market yourself or your business, you won't get very far. You can't expect to hide under a blanket in the corner and hope that someone finds you.

Marketing is more than just advertising. It's understanding your target market, knowing how to promote to them, and the benefits that your product or service will provide them. Without this knowledge, you will either not attract anyone or you can waste a lot of money with zero results.

It pays to find people who understand this and can help guide you. They can help you define your niche' and explain copywriting and the magic of words. They can show you the difference between features and benefits and why they are so important. And they can teach you how to test everything for positive and increased results.

Motivation

Finally, the fourth is motivation. Motivation is the juice that keeps you going, that allows ideas to progress and persevere when times are tough. No matter how great your product or service is, if you don't stay motivated, you probably won't last through the hard times.

There are many ways to help you stay motivated. One is to be around others that are also moving forward. A second is to write down, why you are doing this. Get as specific and detailed as possible. Then post it in front of your computer or where ever you work the most. Look at it often to remind your self why and let your motivation soar.

Grasp on the marvelous M's and jumpstart your own goals, dreams, and desires.

[For more information of leveraging the M's contact us.](#)

Motivational Quotes

"What chance gathers she easily scatters. A great person attracts great people and knows how to hold them together."

-Johann Wolfgang von Goethe

"A general is just as good or just as bad as the troops under his command make him."

-General Douglas MacArthur

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

-John Quincy Adams

For results **YOU** can count on, contact Performance Development Strategies, LLC at 914-953-4458 or Email: grant@pdstrategies.com

Make it a GREAT day,

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