

Hey there and welcome back to another episode of The Your Next Best Step podcast and I am your host Theresa Cantley. And today's topic is going to be a little different. Today's topic I know is something that many, many, many people struggle with, whether you're a business owner or not, but it is something that definitely is, it's a thing that I've struggled with over the years and that's the fear of rejection. And what a lot of people do because of this fear of rejection. I mean, there's many different fears that show up in human nature and fear of rejection is one of the big ones. And what many people do is they shy away from their dreams and their goals and trying something new, trying something innovative, being innovative, speaking up because they're afraid of their opinions, their ideas, their voice, and just them as people being rejected.

And for me, this fear of rejection has showed up recently. I do Facebook Lives on a regular basis and somehow, some way I got targeted by one of the troller groups and every single Facebook Live I would do, they would show up in droves, and just say the nastiest things, the most horrible things you could imagine on my Facebook Live when other people that are legit people, people who follow me all the time and show up would be trying to watch. And for me at that moment, and this happened for a good two weeks, I got really upset and I felt like what they were saying, it was a huge amount of rejection. And what they were saying meant that I was ugly or I was too fat or I didn't fit the part. I wasn't smart enough and I couldn't do what I've been doing, which is my dream of making this world a better place.

But when that rejection happened, what it also did for me is it reminded me of where that fear of rejection came from. And fear of rejection is something for me that is very, very deep rooted. And something that I've learned to talk more about over the years. Because for the longest time I felt like being a thought leader and being an expert in this industry and being an authority, I wasn't allowed to have those fears. And if I was, and I did have them, I wasn't allowed to talk about them.

And the truth is, is that being brave and having the vulnerability to speak about these fears that I have actually shows that I'm human. And the thing is, is that the more I've spoken about it, the more people have come out and said, "Yeah, it's a big fear of mine and I don't know how to get past it so that I can grow my business or we can try this new thing or I can actually really step into my value and price my services or price a new program that we have at a price that it really should be at. Because so far and all along we've been afraid to do this because I've been afraid that people aren't going to go for it and people aren't going to like it. And people are going to reject it and then they're going to reject me and that means that I don't know what I'm doing or that means I'm a bad business owner." And I'm here to tell you it doesn't.

When people reject you or people make comments or people say things negatively, the thing is, is that they're not necessarily judging you. They're judging themselves and it took me a long time to really come to that realization. It took me a lot of years of pain and therapy to come to understand really what happens when you're rejected.

And as I said, the fear of rejection for me is very, very deep rooted and it comes from when I was a little girl. I wasn't like other kids around me. I was a lot heavier. I had really kinky, curly, frizzy hair. I developed early, I had braces early and I was kind of awkward. I was also super creative and had an amazing imagination and that wasn't accepted. I had kids that would make fun of me and told me that my thighs were too big and I was fat. I had a guy tell me that he wouldn't date me because I was too heavy. I needed to lose weight. I had a ballet teacher when I was six years old tell me that ballerinas weren't fat and that I needed to go on a diet if I wanted to be a really good ballerina.

So from very early on in my childhood, I experienced a lot of rejection. I grew up in an area where people were very affluent and my parents were not. My dad worked very, very hard and so did my mom to give us the best, the absolute best that they could, but in the area that we grew up, it wasn't good enough. And the reason why we moved to that area was to give us a better education. My parents thought that the school district was going to provide for us more on an educational level, but again, having a ballet teacher, me at six years old, that I needed to be skinny in order to be accepted in order to be good enough, I started dieting from a very early age, and had a lot of body image issues from a very early age as well as thinking that my creativity and my imagination wasn't good enough. And there was something wrong with me because I was so creative and I was so imaginative there was something wrong with me because I was different.

And over the years that fear of rejection got worse. And in turn I ended up trying to be somebody that I wasn't because I thought there was something wrong. I always thought I was an extrovert. But what I found later on in life is that I'm really not. I'm really an introvert. I do love people and I'm very intuitive and I feel very deeply, I am a very good judge of character, but I'm not an extrovert. And I thought in order to be accepted, that's who I had to be. And again, later on in life, as I went through my corporate career, I had a boss that used to continuously tell me that my ideas were stupid. In the middle of meetings would tell me that my ideas were stupid and that why would I even bring that up?

So throughout my life I experienced this fear of rejection that just kept solidifying that who I was wasn't enough. And I know a lot of people face this. A lot of people, for one reason or another, maybe it was a parent or friends or the community that didn't think that they were enough. I just listened to a podcast this morning where Eva Longoria was talking about how she was different than her siblings. Her siblings all had light skin, light colored eyes and light colored hair. And she had dark skin, dark eyes, dark hair. And according to people that surrounded her and family members, she wasn't considered beautiful because she was different. So again, I know a lot of people deal with this feeling. And when we go out on social media, we see the highlight reel from people's lives. And we see that we are different and therefore we're not enough.

And if you're feeling like that, I'm here to tell you that you are enough and it's up to you to decide that you are enough. Society may tell you that you're not. People surrounding you may tell you that you're not. Because I've experienced that and when I became an entrepreneur and I started my first business, it took me a long time, a very, very long time to realize that I was so afraid of the judgment of others and I was so afraid of being rejected that I actually tried to be somebody that I wasn't. I tried to mimic the people that were my mentors and do what they were doing because it was working for them and the world thought that they were enough. So therefore I would be enough.

And what I found is that I didn't use my voice and I was afraid to use my voice. I was afraid to really pull out what made me unique because I was so consumed with being somebody else. I was so consumed with having someone else's ideas and putting them out into the world that guess what ended up happening? It ended up falling flat, which is what I see a lot of local businesses do. They try and be like everybody else. They try and do the same plain vanilla things that everybody else is doing, only to realize that it's not helping their business. It's hurting their business because they're just like everybody else and they're just another me too business in their area.

So what I learned over the years, and it took me a long time to figure it out and I started very small because I realized that this fear of rejection was big and it was impacting my business. Because what

was happening is that I ended up along the way, I was so afraid of being rejected and so afraid of using my voice for good because of that fear that I ended up deriving the value that I have from what people would say or how people would feel about me based on the work that I was doing. Instead of deriving the value from who I am. Who I am at my core, and what makes me different and how that in turn ends up being the value that people get from me. It's not based on the work that I do for people.

Because let me tell you, I had many people over the years when I first started my business, when I would do this amazing work for them and they would reject it and they would tear it apart only because they didn't want to take responsibility for their business and for what they weren't doing in their business. They just wanted to blame everybody else. Or I had people who just wanted to do what everybody else was doing and couldn't figure out why their business was failing. And instead of not taking responsibility and owning what they were doing, they just pushed it out to everybody else. So here I am being afraid of being rejected but in reality, those people were actually judging themselves because they weren't willing to take responsibility for what they weren't doing. They weren't willing to take responsibility, full responsibility for their life and for their business.

So I'm here to tell you, or I'm here to explain how I turned it around. Because if you're feeling like this and you have that fear of rejection, and that fear of rejection is holding you back from fully stepping in what you were brought here to do, it's time to change. It's time to recommit to failing. It's time to recommit to trying and being okay with being rejected. Because what I did is once I realized how that fear of rejection was holding me back, and believe me, I had to stand in a room full of entrepreneurs. I had to stand in that room and explain because nobody else wanted to raise their hand and say that, yes, I have this major fear of rejection. Nobody else wanted to do it. Why? Because they were afraid of being rejected.

So here's me and I thought, you know what? Forget this. I'm going to raise my hand because I'm not going to be afraid anymore. I'm not going to be afraid of being rejected. Having people reject my story, having people reject who I am, having people reject what happened to me. I am taking control as of right now. And I stood in that room with all of these entrepreneurs and I raised my hand and I said, and I raised it high and I spoke into that squishy microphone and I said, "I have a giant fear of rejection. And it has held me back from being me and from doing what I was brought here to do, which was to feed more souls so that we can feed more bellies. Because I was afraid of being rejected yet one more time. From having people tell me I'm not smart enough, I'm fat, I'm not pretty enough, I'm not enough." And in that moment, standing in that room of entrepreneurs, I decided enough was enough. And I was done with that.

So I told my story. I told my story and I committed to putting myself out there whether or not I was rejected. And being okay with being rejected one time, 10 times, 20 times, a hundred times, a thousand times just so I could get my message out, just so I could put myself out there and get my message out to the world because whether a thousand people reject me, one person is going to hear what I have to say and as soon as I shifted my mindset and said, "I am committing to being rejected," I started putting myself out there. No matter how silly I looked, I didn't care because I had something to say and I had gone years, years without using my voice. Years without speaking and doing what I wanted to do, what I was brought here to do and I wasn't going to hide anymore and I wasn't going to be afraid anymore. Because here's the deal.

When you are ready to open yourself up to the world no matter what, and to really step into that fear, the world is going to embrace you and open up back to you. And yeah, there are haters and there are trolls. And I experienced them a couple months ago where for two weeks straight, every time I went online I had 10, I had 40 people at a time jumping on saying all kinds of horrible things. But you know what? It doesn't mean I suck, it doesn't mean I don't know what I'm doing, and it certainly doesn't mean I'm enough. It means that there are people out there that have way too much time on their hands. And quite frankly, they do stuff like that because deep down they're judging themselves. They don't believe that they are enough. And you know what? That is not my problem.

So as soon as I committed to opening myself up and being rejected, people started showing up. People started coming on to my lives. People started hearing my message and that message, whether it was one person or it was 10 people or it was 50 people, that message was a message that they needed to hear. What I do is what they need to help them, to help them achieve their dream and their goal of building their local business.

So if you're afraid, I just had a conversation with somebody last week, one of my clients who built this amazing program that is full of value for their customers. And they said to me, "Well, I give them all of these things for free. And I'm so afraid not to, for fear they won't think it's valuable." So what is that? It's the fear of rejection. So what do they do? They think that their value is let's just keep giving for free. Let's just keep giving all of this stuff, even though these people aren't doing anything with it because I'm so afraid of them rejecting it that I can't possibly not give all of this. And it ends up devaluing what they're doing.

So if you're afraid and you have that fear of rejection for whatever reason, I'm here to tell you that it's time to put your foot down and it's time to use your voice for good and not be afraid of people rejecting it. You were brought to the table, whatever table that is. It could be the table of entrepreneurship, it could be the table of management, it could be the table of leadership, whatever that table is. You were brought there for a reason. And if you are afraid of using your voice for good, and if you are afraid of being rejected because you think you're not enough, it's time to turn the channel because you are enough. Many people face this, but if you are afraid and you believe that you're not enough, you're not going to be able to do the amazing things in this world that you were brought here to do, that you were created to do. And when you can step into that and not be afraid of being rejected and doing things different, not like everybody else. And if people don't like it, they don't like it. It doesn't mean that you stink. It means you tried and you know what? You'll try again and again and again.

And that's exactly what I did. When I decided I was not going to be afraid anymore, I created offers and launches and talked to people. And there were people that didn't like it and there were people that didn't buy. And there were people that didn't want to work with me. And you know what? It's okay. It's okay because there were many, many more people who did, who were ready to dig in and do the work and put ideas together and to bring unlike things together to create something different and innovative and not want to do what everybody else is doing. And those people are thriving. And if I would have continued to be afraid, I would never have been able to touch those people's lives. I would never have been able to feed their souls. And I wouldn't be on the track to feed more bellies in this world and to make that big impact that I know I was brought here to make.

So it's time, my friend. It is time to let go of that fear of rejection and be different and be unique and embrace that uniqueness so that you can build your business, so that you can connect with your

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customers and ultimately we can make this world much better place than we found it. It's time to let go of not being enough because you are way more than enough. You are amazing. You are innovative, you are smart and you are ready. You are ready to step into that higher purpose in your business. You're not just a retail store. You're not just a restaurant. You are way more than that. You are creating an iconic experience that transforms lives, that excites people and that makes this world better.

So until next week, have a great rest of your week and I will see you soon.