



OVERCOMING FEAR

10 STEPS TO
BEING FEARLESS

20 THINGS CREATIVE
PEOPLE SHOULD DO

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Overcoming Fear

As a creative your brain will work in mysterious and often paradoxical ways. Creative thinking is a stable defining characteristic in some people but can change and adapt to different events and situations.

What is also often present, to the detriment of the creative person, is an immense amount of fear.

This presents itself as:

Comparing with other creative people in your area and thinking they are better and you are not good enough

The fear of what others will think of your work and ideas

The debilitating fear that you will fail because you are only an artist/writer/fill in the blank – this comes from a place of thinking academia is on a higher plane

Lack of confidence in your own general abilities – ‘I can paint but I am not good at business’

Insecurities and limiting beliefs engrained by societies ‘view’ about the value of creativity

Seeing others be really successful and thinking that you will NEVER be able to do that

Thinking that Marketing or financial planning are ‘hard’ or for ‘left brained’ people

Fear of success – how will I cope and produce enough ‘good’ work if I am successful?



YOU ARE NOT ALONE!

These fears are common amongst creative people and can hold you back from abundance and success in your business. So, here are my top ten tips to help you to negate your fear and make positive decisions to move you and your ideas forward.

Top 10 Tips

1. Have a very clear financial goal. How much would you like to earn in the next year from your business? How much will you be earning in five years? What will you feel like when you achieve it?
2. Have a very clear idea of who your client is, in detail. Paint a picture, write a description and make sure that you consider everything about them. Why will they buy your product or service? What benefits will they experience when they have purchased?
3. Have a very clear picture of where your business is going and what you want to create. Are you on a mission that goes beyond making money or do you want to create an abundant life doing what you love?
4. What is your definition of success? This is different for all of us, so you need to be clear about what will be YOUR measure.
5. Be CRYSTAL clear about your strengths and weaknesses. You WILL need help of some sort, be it coaching; legal advice; branding; marketing; financial planning; help with tasks that take you away from your area of genius.



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Top 10 Tips

6. Have a plan that deals with how you will overcome your challenges and cost it out. Be clear on your financials from the start and do not underestimate how much going into business may cost.
7. Make yourself your number one investment. The more you master and know the easier it is to leverage when the time comes and you can be clear on expectations and performance of others.
8. DON'T outsource until you have mastered. If you can't do whatever it is that needs doing, how do you know if you are getting value from somebody that you are paying?
9. Focus on commerciality as well as what you love to do. Carry out market research and make sure you have some volume products as well as niche. If you are overly niche with products, you will not necessarily be able to create consistency of income, however the more niche you are with scalable service based creative products, the better.
10. The clearest vision WILL give you the best outcomes. You must invest in creating a clear and measurable vision for your business, otherwise nothing will happen.



REMEMBER

How much better a place the world will be with you in it when you share your talent.

Here are my top twenty must do's that creative brains NEED in order to be amazing, so when you stop working from a place of fear and move into a place of love and joy – give yourself permission to do all of these!

20 Must Do's!

1. Daydream
2. Observe everything
3. Work when YOU want NOT when others think you should
4. Take time for solitude
5. Always recognise the silver lining – you are good at it!
6. Seek out new experiences
7. 'Fail up' – make those mistakes, learn and be better!
8. Ask BIG questions
9. People watch
10. Take risks
11. View all of life as an opportunity
12. Follow your true passion
13. Get out of your own head
14. Lose track of time
15. Surround yourself with beauty
16. Connect the dots
17. Shake things up
18. Make time for mindfulness
19. Trust your gut
20. Wear dungaree's covered in paint/clay/fill in the blank!

To find out more contact Mandy
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