

Fire Your Fears!

Foreword

*A Few Questions that Deserve to Be Answered
Before You Start Reading*

Questions like these:

- Who is this author, and what qualifies him to write this book?
- What's this book really about?
- Is this book really for me?
- How can I get the most out of this book?

Good questions. Here's how I would answer them:

Who is this author, and what qualifies him to write this book?

He's nobody special, really. Somebody who knows fear from the inside out.

Maybe somebody like you.

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Somebody who's been wrestling with all kinds of pesky fears for a long time (most of his life actually).

Maybe like you.

Somebody who's overcome his fears on occasion, and given in to them more than once, usually regretting it each time he did.

Somebody who stumbled on a way to face his fears and *fire* them, and found that it worked better than he ever would have imagined. And it's an approach that's easier (and more empowering) than ignoring fears or battling them or somehow overcoming them.

You'll see why all that's true.

Otherwise, the author's only meaningful credentials come from more than two decades of experience as a writer in the advertising industry. He knows intimately the "fear merchants" who are the focus of the second part of this book, and he wants to reveal to you the man behind the

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curtain, the wizard who loses his power over you when you learn to laugh at his bluster.

A little bit of insight, combined with common sense, is not good for the fear merchants or what they're peddling. But understanding their tricks can be very good for your empowerment.

What's this book really about?

It's really about empowerment. Your empowerment.

It's about making decisions from a place of power rather than from the compromise of fear.

It's about seeing fears for what they really are, for what they really contribute to your life.

If you like what they contribute to your life, keep them. If you don't, fire them. This book will show you - step by step, word for word - how to send those fears on their way ... for good.

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Is this book really for me?

I really didn't try to write a book for everybody, though it would be hard to come up with anything more universal than the fact that, every day, we all bump into little (or big) fears that can hold us back from doing what we want or from becoming what we might become.

So who knows? "Firing" your fears may not be for you. That's okay. At least you ought to know about it, and know about the fear merchants, and make your decisions armed with that information.

But ...,

If you've ever found yourself backing away from something you really wanted because of some feelings of fear that you couldn't quite identify, then there's something in this book for you.

If you've ever wondered why some people seem to be able to press on despite their fears - or act as if they're immune to the paralyzing power of fear (they're not) - and you wish you had the strength or will or courage to persevere the way those

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people seem to, then there's something in this book for you, too.

If you've ever watched the news or entertainment media and wondered whose agenda is being directed your way, then there's something in this book for you.

If you ever wished you could go to work tomorrow and never have anything to fear from any boss ever again, then there's something in this book for you.

If you ever wished you could turn any fear into harmless amusement, then there's something in this book for you.

If you ever wondered what happened to Miss Hatchedface after you left middle school, then there's something in this book for you.

If you've ever wondered what Joseph Stalin, John Kennedy, General Custer, Lao-tse, Vince Lombardi, William Shakespeare, Franklin Roosevelt, Teddy Roosevelt, Hank Williams Sr. and Bram Stoker all have in common (haven't we

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all wondered that at some time?), then there's something in this book for you.

If you've ever wondered who's really running your life, then there's something in this book for you.

How can I get the most out of this book?

This is really a work book, though there aren't any blanks for you to fill in.

The actual "work" comes in three stages:

The first stage is understanding *why* fears can be fired, and why firing them is probably the easiest and most effective way to get rid of them for good. (That's Part One: "Life's Dirty Little Secret.")

The second stage is understanding the pervasive imprint of fear on our culture, as it is applied by the "fear merchants" who use it so deftly for commercial and political purposes. (That's Part Two: "Firing the Fear Merchants.")

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The third stage (“33 Ways to Fire Your Fears”) involves the actual process of firing your fears. This book provides the “scripts” to show you how to fire some of the most common fears. Use these scripts as guidelines, templates or as transcripts for real-time, verbatim firings. After two or three, you’ll get the idea, and will be able to fire *any* fear ... for good.

Carroll Conklin

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