

WieseLaw Contract Studio Communiqué  
-- The Value of Your Business is the Sum Total of its Deals --

**Deal World Rule #8 – Lean Into Your Fear**

**"Do one thing every day that scares you."** Eleanor Roosevelt

One of the critical emotions faced by all great negotiators is **FEAR**. **Fear is a great teacher**. We all experience fear, if you don't ... you are not growing.

Fear comes in many forms (e.g., internal politics, lack of confidence, no leverage), but if you are good at what you do you, then you will find yourself in situations that test your ability to deal with your fear again and again. Don't try to run away from it. Don't pretend it isn't there. Don't fool yourself into believing it will go away. Lean into your fear.

Apply this mindset to deal making. We are not talking about taking risk for the sake of getting your adrenalin pumping (although that's fun too). We are talking about becoming great at what you do. Quite simply -- don't avoid your fear, lean into it.

To help you lean into your fear, here are some exciting truths about fear:

1. You will experience fear as long as you continue to grow.
2. Extraordinary people don't let fear create stop signs in their minds -- they see fear as a path to great opportunity.
3. You are not alone, others have their own fears to contend with.
4. Directly dealing with your fear weakens it (defeats it), while ignoring it strengthens it.

At the WieseLaw Contract Studio, we deal with fear by leaning into it. Do you lean into your fears? If so, congratulations. If not, start today.

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