

This Week's Author Note: *Fight Fire, with Fire*

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Nobody likes to be told they are living in constant fear. It's a phrase that feels timid, imagined internally as if an unwanted shadow of weakness has been cast over one's life. But for those living with anxiety, fear is a constant companion—an undeniable nuisance that feels all too real. Many even feel forced to grow accustomed to their own heightened states of fear, believing them to be a harmless habit. But the truth is, anxiety is the greatest fear we all experience, it grips in countless ways that feel impossible to shake. None of which are healthy.

Imagine someone saying aloud they feel "anxious" about entering a haunted house. Everyone around would instantly understand the meaning behind those words. The same goes for standing too close to a hungry tiger at the zoo—*anxiety* perfectly captures the dread of being near a predator, where every instinct in your body screams danger. Or, consider having a looming fear about an upcoming major surgery. Here too, anxiety is the right word, because it's the fear of the unknown, the anticipation of pain, and the uncertainty of vulnerability ahead for you that sends your mind into overdrive. In each case, the descriptive word "anxiety" makes perfect sense, because to the mind, this is as scary as life gets. Even our own body's natural response is attempted disconnection from this fear as a survival instinct—by any means necessary.

So how can we *properly* disconnect from uncomfortable feelings when anxiety strikes unexpectedly, leaving us with frantic thoughts and a sick, disconnected body? The answer might surprise you: *We begin fighting this internal fire with more fire.*

Using more kindling to extinguish a hot inferno of fear and discomfort requires us to start our healing focus together this week with a question: Have you ever seen the movie *The Sixth Sense*? It's a 24-year-old film, so I'm not too worried about spoiling the ending for you, but if you haven't seen it, the next sentence indeed is a spoiler. **Do you**

remember the BIG twist at the end of that movie? Bruce Willis's character suddenly realizes he's been a ghost all along. He's been dead the entire story without being aware of it. That moment of his revelation is terrifying to watch—because it shakes the very foundation of what he *believed* to be his reality.

To conquer anxiety, you have to go through a similar realization. You have to “Scare the scared,” as I call it—in other words, you must fight fire with fire.

EXAMPLE: Imagine right now an average day for you, maybe even today. Things are going well; the house is clean, the doors are open, and birds are chirping outside. You take a moment to reflect on your life, feeling content about your journey. But suddenly, you feel as if someone is violently shaking you! A voice yells at you, "WAKE UP! YOU'RE DREAMING! WAKE UP NOW!"

Terror would instantly grip you. You'd wonder, "Wake up from what? This is my life!" But the voice continually insists, shouting louder now, "THIS IS NOT REAL, YOU MUST WAKE UP... NOW!"

Finally, you give in to the voice. You follow the overwhelming command to wake up from *what you thought was* your entire life. And oddly, you look around to find yourself in the exact same place as before. But something here feels different. It's much quieter now. The world around you seems more vibrant, more alive. The birds' song is richer, and the air feels fresher. You've woken up from the dream of anxiety and persistent internal dialogue into the reality of the present moment.

When anxiety takes hold, it's time to remind yourself to “WAKE UP!” Just like Bruce Willis's character, you need to snap back to reality. It won't be easy. You too will wonder, “What do I need to wake up from? I'm already awake!” After fighting heavy initial resistance, now with fresh eyes and renewed spirit, you will indeed wake up.

Embrace your disconnected fear, confront it, and shake yourself back into the present. It works.

This approach can be just as powerful in your work life, especially in sales. Think about the last time you caught yourself complaining about a difficult customer or a deal that seemed impossible to close. You may have felt overwhelmed, frustrated, or even anxious. In that moment, remind yourself to "wake up!" Shake yourself back into the reality that you have the skills, the experience, and the mindset to handle the situation to the best of your ability—whatever that is. If you win, great. If you lose, that's more than okay too in the grand scheme of life.

You are in a daydream and need to be woken up anytime daily encounters trap you into feeling a seriousness of life and death—when you feel any unwanted discomfort that defies explanation.

So next time you're about to spiral into negativity or stress over a work situation, catch yourself locked into your cell phone for too long, or lost in thought during a time when you feel the heavy discomfort of anxiety (fear about anything), remember to pinch yourself and "scare the scared." Snap yourself out of the anxiety, focus on the present moment, and take control of the situation with a clear, confident mind. Pretend you are Bruce Willis and are faced with a life-altering awakening. Internally scream at yourself if you need to, until you feel yourself "waking up," renewed from your unaware dream. This technique isn't just about overcoming anxiety—it's about reclaiming your power, both in the presence and the simplicity of your life as intended.

After a few practices of waking yourself up, your calm, cool, and fearless self will begin making it's home in you once again.

*As a reminder, please order a copy of my latest book, *Fight Flight and Zero Doubt*. It's jam-packed with helpful lessons for many aspects of your anxious sales life and available today on sale for instant download. I look forward to seeing your order come through