EXPLORE YOUR ENTHUSIASM

EPISODE 182: FEAR OF DISAPPROVAL: GET OVER IT

Are you unsure of your next step, because you're afraid of the reaction you're going to get? Are you avoiding rejection, because you want to have the approval and acceptance of your customers and audience?

Yeah, me too.

Welcome to episode 182 of Explore Your Enthusiasm with me, Tara Swiger. Today we're going to talk even MORE about Rejection - so much fun! Back in episode 171, I suggested you need to get a LOT more rejection in your biz, in order to have more success. And dudes, you really liked that episode! I've gotten sooo much feedback about how you needed to hear that, and how you've been re-listening, which I totally love!

LET'S DIVE A LITTLE DEEPER INTO REJECTION!

It's one thing to know you need to get straight-up rejection from a specific gatekeeper - like to get into a show, or get a wholesale account with a shop.

But what about all those times that a fear of rejection from your PEOPLE is holding you back?

Maybe you're afraid to...
★ Offer a new product
★ Raise your prices
★ Go in a new direction
★ Stop carrying a favorite product
★ Or just do anything at all that someone somewhere might not like?

When we're afraid of those things, it's very rarely the actual ACTION we're afraid of, it's people's reactions.

And we're not afraid of their happy or encouraging reactions, we're totally paralyzed by... rejection. Rejection from our tribe.

And this totally makes sense. We are social beings that need to be in community in order to survive and thrive. We need to get love and acceptance in order to lead a happy life so it makes total sense to be afraid of losing that.

The problem is, we don't need the love, approval, and acceptance of EVERYONE in order to survive. And the more we seek that acceptance and approval from others, the more restricted we become in our movements, in our risks.

What's holding you (and me) back isn't a fear of rejection or failure - it's a fear that we'll lose the acceptance we seek.

So when you feel frozen, worrying about other people's responses, you need to stop and ask: Whose approval (or rejection) am I really afraid of here? And is that helpful or appropriate?

I'm just gonna tell you - getting the approval and acceptance of everyone in your audience? Not possible. Trying to get the approval and acceptance of everyone who comes in contact with your work? Or even everyone who really might buy your work? Not possible.

Not only is it impossible to make everyone happy (which we all already know), it's really damaging, to both you AND your business.

You: it makes you doubt yourself (and your self-trust is your best asset). It kills your confidence. It holds you back from taking steps you should take.

Your business: it holds your biz back from awesome things that others might not approve of! It makes your biz bland and boring and kills the sparkle that's going to make HUGE fans out of some people.

LOOK, I GET IT.

I don't want anyone ever to disapprove of me.
I don't want to get unsubscribes from my email list or podcast.
I don't want to get judge-y emails telling me I'm wrong or misguided.
I haaaate when people misunderstand me and misinterpret my intentions.

But friends, we're not going to get anywhere near our dream lives and our dream businesses if we try to avoid that disapproval, if we try to avoid rejection, if we seek to get 100% approval from the whole internet at all times.

Every new step you take in your business is a risk. You've got to take those risks to succeed. And above all, you have to trust your own gut and good sense about your next direction. Instead of turning outward for your audience's approval, or your mentor's approval or annnnnyone else's approval, tune in to what you know the next right step is, to the action that will lead you where you wanna go.

And then go do it.