



## Escape From The FUD Trap

By Jeb Blount, author of PowerPrinciples

In life and business change is always tugging at our shirt tail urging us to move forward and inspiring us to dream. Change is as inevitable as it is scary and how we deal with change has lasting implications for our success and happiness. At the root change is about choices. Our choices will either drive change in our lives or be driven by change.

You take control of your life by mastering your choices. Of course, that means breaking out of the trap that holds the vast majority of the people in the world back from living up to their true potential. I call this the FUD Trap.

Most people fail to drive positive change in their lives because their decisions or indecisions are stymied by Fear, Uncertainty, and Doubt. Each moment of the day FUD is working hard to kill your dreams and extinguish your hope. FUD is the father of Status Quo. FUD revels in your excuses, procrastination, and inaction. FUD is your enemy and is holding you back right now!

You have the power break out of the FUD Trap. You have the ability and fortitude inside you right now to change and shape your life. There is literally no thing or no person that can stop you from choosing positive change. So what will you do? Will you step forward, take life into your own hands, and live your dreams? Or, will you stay in the warm, comfort of the FUD Trap and allow your dreams and life to pass you by?

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### Two PowerPrinciples for Escaping The FUD Trap

**Get A Coach:** When you are facing change, FUD and the excuses that follow, look very real to you. A coach or mentor will see your situation from a different point of view. Their perspective, encouragement, and guidance can help you gain the courage to overcome FUD and move forward.

**Take Small Steps:** When you feel overwhelmed with a big decision, choose an easier path instead. Determine one small step you will take immediately to move you forward just a little bit. For example, if you are contemplating becoming an author, instead of worrying about the whole book, take immediate action to write one sentence, one paragraph or even one page. Small wins energize you and give you confidence to get bigger wins. Soon, a little bit at a time, you pull yourself from the FUD Trap and forward towards your dreams.

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*"You must play boldly to win."*

**Arnold Palmer**

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