Lee Milteer's Millionaire Smarts® Coaching Program
Get Out of Your Way and Prosper

Lee Milteer Interviews Dr. Gene Landrum

II. Icons Overcome Fear

Dear Millionaire Smarts® Members,
As my Marketing Guru friend Dan Kennedy says: "*A basic truth I believe is that all success and everything good in life comes about by first conquering or overriding fears, and dealing with fears in specific situations*." The truth for us as entrepreneurs is that we have to have an awareness of what makes us afraid and holds us back. We must also have an awareness of what has held us back in the past. We have no choice-- we have to get past fears. That is the difference between entrepreneurs and average folks which you know by now I call "*Civilians*". You ask how? Your ability to be successful will depend on how good you are at setting aside the fears of whatever you are dealing with: rejection, humiliation, failure, criticism, losing business, poverty. I've studied the most successful businesses and business owners and found that breakthrough success in business first requires owning up to and then dealing with a number of fears. In the book LAWS OF SUCCESS (the precursor to THINK AND GROW RICH), Napoleon Hill identified the "horsemen of fear." If you haven't read this book, it might be a good one to put on your list for this year. The bottom line is that we all have to move forward and act without letting fear stop us.

Keep in mind that everything in life is always moving. What appears to be huge and overwhelming is only that way at this moment in time. We all experience fear and doubts and uncertainly. We have to feed our minds and hearts with information that uplifts us and keeps us on the "right thinking" track that allows us to be resourceful at all times. When we take the time to nurture our minds and hearts, we will always land on our feet and make lemonade out of lemons.

Our expert guest is Dr. Gene Landrum who has just released a new book titled: ***Icons and Con Artists-Success comes in Cans, and Failures comes in Can Nots: Learn How to Get Out of Your Own Way.*** This book is about the fears and obstacles Icons had to overcome in order to become prosperous in their world. One of the greatest gems I took away from both my interview with Dr. Gene Landrum and reading his materials was: **Take your greatest fear and make it your strength.** A lot of people aren't aware of sometimes your greatest strength will come from the hardships of your life and the fears that have held you back in the past. The bottom line for us as entrepreneurs is that we create our own reality with our thoughts and actions. In my conversation with Dr. Landrum, he answered my questions with some real gems for us as entrepreneurs.

GEMS Of Learning from Dr. Gene Landrum in his own words.

"Lee you ask me about Fears and it's true that everyone has them. Fears come mainly from our well-meaning parents. I've gotten pretty serious on the psychology of imprints of conditioning, whether we know it or not, that's like a track in the snow in our brains. We are laying a track in the brain when we say that. When your mom says that, "Don't talk to strangers," that track is laid down. It's there, it's an imprint. It's been wired as a neuron in the brain. If your mom says that twenty times, it's being imbedded deeper and deeper. It's like going down that same sled track, right? When we do that, suddenly, when you're 25 years old, if you want to do something wonderfully, you're the personification of this, you better be talking to strangers, honey. You almost have to. If you were really imprinted too much, and some people are, and they grow up with the fear of strangers it will ruin their chances for success in most entrepreneurial type businesses."

"Truth is and many people don't like this but if you don't get a bruised knee or a bloody nose, you're not learning to cope in the world. The only way we learn to cope is that freedom that we must have at a very young age. I don't know if you're aware of it, I really didn't have a mother and dad hardly. I was reared in a Catholic military academy, but when I was on my own, and it wasn't wonderful, I could have gotten in a lot of trouble, but I would hitch-hike all over the place on my own. I could go everywhere. I didn't have to report to nobody. Guess what? That probably wasn't wonderful when I didn't have what most people would call a classic, wonderful childhood, but you could drop me in Indonesia tomorrow. You know what? I could make it."

"Everyone has had overprotective people in their lives and today you can just rewrite those imprints, and recognize that that was actually conditioning you to be successful. Another example of moving past fear and challenges is Steven Spielberg. He said he was terrorized of the dark. Since he was two years old, he was terrorized. He said he's still terrorized of the dark, except for one place. The movie theatre. You know what happens? He would escape. He fantasized in a movie theatre, and escaped into this spatial way out there. Well, has he done some pretty way-out stuff? In terms of ET and other movies he has produced it takes somebody that can escape reality to become into the surreal, which he has done and made a fortune. Are you aware that he was a C student? In high school, he barely got out. He was not accepted in USC or UCLA film schools, which he wanted to go to. He had to be tutored just to get through accounting and math in high school. Does he have any real natural talents? At least on paper, no way, but guess what. Has he done pretty well in the area that he has chosen? Yup, he has done very, very well, and it was, in his case, the dark was his terror, and he used that terror to actually motivate him to become unbelievable."

"Now let me tell you about fears and Elvis. Our image of Elvis was in Vegas with the sequin and the white pant suit and the go, go, go, and Elvis was pathologically shy. Elvis, at 19, his very first

time on a stage, professionally, he was on with his guitar, he was an only child, been doted on by an overprotective mom. He was so scared, on that stage that his left leg was uncontrollably shaking. It was shaking, and he wasn't even aware of it, by the way. He talked about this later, and I have some quotes from a psychologist who had interviewed him. He comes off the break, and goes to the producer and said, "Hey, man, why are all those young girls screaming?" The producer looked at him and said, "Elvis, your leg is shaking provocatively." He didn't even know it. He said, "Don't stop." Of course, Elvis not only didn't stop, he starting shaking both legs, right? It's what made him rich and famous."

Homework from Lee:

Life is always changing and opening up opportunities to move past old fears and obstacles that have held us back in the past. Please take the time to look at some of the fears you experience and ask yourself how you can move past your fears and actually capitalize on them.

Think Rich and Fearless!!!

Your Mindset and Performance Coach,
Lee Milteer

P.S. Go to the membership site this month and download your free gift: Hidden Secrets of Manifesting. In this free report, transcript, and audio ($197 Value) from Lee Milteer, you'll discover 5 specific prosperity strategies for easily removing mental, emotional, and physical "things" from your life so you can attract more life energy and clarity for success.

P.S. #2 Remember to take advantage of the resources on your Millionaire Smarts® Membership page. Each month, we provide you with digital copies of the reports and transcript, an MP3 of the call to download to your mobile devices, information on our featured expert guest and links to free gifts & helpful resources, and supplementary content from our team of expert faculty coaches—who include Dan Kennedy, additional reports from me, Phone Sales Doctor Chris Mullins, Health and Fitness Coach Joe Carabase, Leadership Coach Kevin Eikenberry, Newsletter Guru Jim Palmer, and Sales Coach Steve Clark.

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