

This is the **DO IT SCARED PODCAST** with Ruth Soukup, **EPISODE #53**. In today's very special episode, we're going to dive into the 7 Fear Archetypes—and learn just why identifying your own fear archetype is so important.

Hey there, and welcome back to the Do It Scared podcast! As always, my name is **RUTH SOUKUP**, and I am the founder of Living Well Spending Less and the Living Well Planner, as well as the founder of Elite Blog Academy, and the New York Times bestselling author of five—very, VERY soon to be six—books!

In fact, my newest book, Do It Scared, is now available for preorder everywhere, so if you haven't yet had a chance to snag your copy, be sure to do that because we've put together some **INCREDIBLE** bonuses that you can claim over at doitscared.com once you order—and I'm not even kidding when I tell you that they are so, so good!

But I'm probably getting a little ahead of myself here, so let me say more about that in a little bit. In the meantime, whether you are new and just finding me through this podcast for the first time, or whether you've known me for a while from Living Well Spending Less or Elite Blog Academy—welcome! My hope is that this is a place where you will find new inspiration and motivation to move past the things that are holding you back so you can create a life you love.

In today's episode, I'm finally going to share everything I've been learning over the past couple of years about fear and specifically about the unique ways that it manifests itself in our lives. And I'm also going to explain why identifying your own unique Fear Archetype is so important, because it will finally give you some context that will allow to start overcoming it.

You see, over the course of my research for my new book Do It Scared, my team and I surveyed more than 4,000 people about the role of fear in their lives, about how it plays out and how people push past fear. What I was really interested in finding out is why fear holds us back, keeps us stuck, and prevents us from pursuing their biggest goals and dreams. But not only that, I wanted to figure out what we can actually do about it.

And so what we are going to talk about today is the seven unique ways that fear plays out and manifests itself in our lives—something I call the 7 fear archetypes.

Because the reality is that not all fear is created equal.

And what it looks like for some people—the way it plays out in our lives and keeps us stuck—is very different than for other people.

And the more you can start to see your own patterns of behavior, the more you can understand your own Fear Archetype and see how it is playing out in your life, the better equipped you will be to start overcoming it.

Identifying your fear is the first step in conquering it for good!

And ultimately, that's what this podcast is all about. It's about having the courage to

look inward at where we're getting stuck, to face the fears that are standing in our way, and then to take action in order to get unstuck and create a life we love.

Because courage doesn't mean we are never afraid. Instead, courage is being scared but taking action anyway, despite our fear. It is putting one foot in front of the other, even when we're not quite sure where the path will lead us.

Okay, so, just one more quick thing before we dive into all the practical application today's episode—I don't have a download that goes along with this episode, but I do have something even better for you—an assessment.

Our Do It Scared Fear assessment, which you can find at doitscared.com, will allow you to identify your own fear archetype, which we are going to talk about today. The free version of the assessment will give you your top archetype, or you can upgrade to the premium version of the assessment and get information on your top three archetypes, as well as your overall fear score. And actually, if you've ordered my new book *Do It Scared*, you can claim our book bonuses and get the premium assessment for free, so that is also a really good option. You can get all the information about the assessment or about ordering the book and getting the bonuses at doitscared.com

Or, if you'd just like the shownotes for this episode, you can get those by visiting DoltScared.com/episode53. Once again, that's **DoltScared.com/episode53**.

Alright, with that out of the way, let's dive in!

Because, you see, fear is a funny thing.

It's one of our most basic human instincts, intended to protect us from all those dangers that might cause us harm, and to jolt us to action when a threat becomes imminent. Our fear is designed to save us, and, believe it or not, a LACK of fear in dangerous situations could actually be a sign of mental illness. The reality is that sometimes we are supposed to be scared.

And yet that same fear can also be an invisible chain that ties us down and keeps us stuck. Instead of keeping us safe, it paralyzes us and prevents us from moving forward, from taking risks or putting ourselves out there, from having the courage to follow our dreams and create a life we love.

The very instinct designed to protect us also holds us back.

And oh, does it ever! I know that as well as anyone.

You see, fear has been a very real and active part of my life for as long as I can remember. I'm scared of heights and of looking like a fool. I get nervous in big crowds and I'm terrified of small talk. I'm always afraid people aren't going to like me, or think I'm annoying or weird or not worth their time. I hate putting myself out there or being vulnerable. I'm scared of failing or making a mistake, and what that might say about me. And not that long ago, just the thought of having to speak to a crowd was enough to give me a panic attack.

All that fear was standing in my way, just like it does for so many others.

In fact, over the past nine years, as I navigated my own fears and also talked with many members of our communities, I began to recognize just how big of an impact fear has on our lives

Over the past few years, I've had SO many people tell me that they feel like they are sitting on the sidelines of their own life, afraid to go all in, terrified of making a mistake, of letting people down, of failing, or of being laughed at. They see the things they'd like to do and yet don't, simply because they're too afraid.

But as I started diving deeper into this topic, I began to realize that not all fear is created equal. Oh don't get me wrong, we're all afraid of something, we all have fear, and we are all impacted by fear in some way, but the way fear manifests itself in our lives varies greatly. One person fears failure, while another fears rejection. One person fears being held responsible, while another is paralyzed at the thought of getting it wrong, whatever "it" may be.

And so I started asking questions, and those questions led to even more questions, until we had surveyed more than 4,000 people, and we had so much data that I had to hire a whole team of researchers to help me make sense of it all.

And in the end, there was one discovery that stood out above all the others. In fact, the moment it clicked into place, it almost took my breath away. What's more, it made sense of so many confusing and unanswered questions. That aha moment was the discovery of seven fear patterns—seven distinct ways fear plays out in our lives, specifically in the way that it impacts our willingness to step outside our comfort zones in order to pursue a dream or opportunity. And, because I like naming things, I decided to call these seven patterns the Fear Archetypes™. They include the Procrastinator, the Rule Follower, the People Pleaser, the Outcast, the Self-Doubter, the Excuse Maker, and the Pessimist.

And that's where it really gets fascinating. Because, you see, while each of us possesses a few qualities of all seven archetypes, most of us have at least one dominant archetype that affects us more strongly than the others and plays out in our lives in more noticeable ways. Like fear itself, each of the seven archetypes has both negative and positive qualities—traits that can either help or hinder us.

The fact that everyone experiences fear differently means that the path to overcoming fear will also be a little bit different for everyone. Thus, knowing the specific way that our fear plays out—our Fear Archetype—is essential to knowing exactly how to move past that fear.

So today I want to spend a little time going over each of the 7 fear archetypes and the underlying fear in each one, and the important thing to remember, as you listen and perhaps start to recognize your own patterns, or the patterns of people that you know, is that while most of us have a little of each of these 7 archetypes, there will generally be one or two that is most prevalently affecting your life. So as listen, try to identify which ones resonate most for you, and then be sure to go and take the fear assessment at doitscared.com to find out whether your hunch was accurate.

The first Fear Archetype is **THE PROCRASTINATOR ARCHETYPE**

Also known as the Perfectionist, the Procrastinator archetype struggles most with the fear of making a mistake, which often manifests itself as a fear of commitment, or a fear of getting started. Because they're so terrified of making a wrong move, the Procrastinator looks for—and often finds—any number of perfectly legitimate reasons not to begin, or not to try at all.

Ironically, on the surface, the Procrastinator often exhibits behavior that seems to be the opposite of procrastination, such as planning things far in advance or trying to work ahead. It's important to realize that for the Procrastinator, procrastination doesn't necessarily occur in the traditional sense of simply putting everything off until the

last minute. Instead, the Procrastinator wants to avoid making any mistakes, and will therefore try to give herself as much time as possible for a task.

As a general rule, when push comes to shove, the Procrastinator is afraid to act, and can often find herself paralyzed by indecision, especially when that decisive action must be taken quickly. The Procrastinator prefers to spend an inordinate amount of time researching, planning, or getting organized. While this high level of preparation can be advantageous, it can also stymie progress when the research, planning, and organization become a substitute for taking action.

At their core, Procrastinators are terrified of messing up or making a huge mistake, especially one that cannot be reversed, and that intense fear can prevent them from moving forward toward their goals and dreams. They often require an outside influence or deadline to compel them to act; left to their own devices, they will sometimes put things off indefinitely.

It's not all bad, though, because the Procrastinator's desire for perfection fuels a drive for high achievement. They tend to value excellence and hold themselves to a very high standard, which generally results in a high quality of work. The Procrastinator is very good at tasks that require a fanatical attention to detail, or extreme diligence in preparation, and, what's more the Procrastinator's diligence in research and preparation often results in fewer errors and a better end result.

You'll know you might be a procrastinator if you never feel like things are done or ready, if you like to plan things way in advance, or if you have trouble committing or saying yes to things that are outside of your comfort zone.

The second Fear Archetype is **THE RULE FOLLOWER ARCHETYPE**.

The Rule Follower archetype struggle most with an outsized fear of authority, a fear that often manifests itself as an irrational aversion to breaking the rules or doing anything that might be perceived as “not allowed.” They can often be a stickler for doing things the way they are “supposed” to be done, and just the possibility of getting in trouble—even when the potential “punishment” is only imagined—is enough to prevent the Rule Follower from taking action or moving forward.

The Rule Follower tends to see the world in black and white, and tends to feel anxious anytime they sense themselves or other people stepping outside the norms of acceptable behavior. They can be preoccupied with making sure other people are making good decisions, and can sometimes be perceived as nosy.

At her core, the Rule Follower believes that if things are not done according to the rules, chaos will ensue. Her mindset is that many things in life just are the way they are, and shouldn't be questioned or changed. The Rule Follower feels energized when she is proven right, or when a decision she's made is shown to be correct.

Rule Followers will often forgo their own best judgment in favor of following the rules because their irrational fear of stepping outside the lines overrides everything else. This fear can also prevent Rule Followers from taking action toward their own goals or dreams. They are often afraid to trust their gut, or to take action that does not feel clear and straightforward.

Rule Followers tend to be conformist, and can also be somewhat rigid. They like to know that there is a “right” way to do things, and take comfort in following the established norms. They are uncomfortable with the idea of thinking outside the box or forging their own path, and can sometimes be judgmental toward people who don't

toe the line like they do.

On the plus side, The Rule Follower is responsible, trustworthy, and a very loyal friend and employee. She tends to be exceptionally diligent, thorough, and stable, as well as thoughtful and considerate, and can be counted on to look out for other people. They also have a clear sense of right and wrong, excellent discernment, and a strong moral code.

You'll know you might be a rule follower if you like knowing there is an established protocol to follow, if you strongly prefer for things to be done the "right" way, or if you spend time worrying about regulations and things not being done correctly.

The third Fear Archetype is **THE PEOPLE PLEASER ARCHETYPE**

Naturally drawn to seek the approval of others, the People Pleaser archetype struggles most with the fear of being judged, which also manifests itself as the fear of letting people down and the fear of what other people might say. Essentially, the People Pleaser's biggest concern can often be summed up as the fear of how others may react.

Because the People Pleaser is so afraid of being judged—or worse yet, mocked or ridiculed—and because the People Pleaser is acutely aware of and fearful of how others might react or what they might say, she can sometimes be hesitant to move forward, find herself crippled with indecision, and feel unable to take action. Above all, she doesn't like the thought of making a fool of herself.

While they might not consider themselves extroverts, People Pleasers are often popular and well liked. Because they are hyper-aware of how they might be perceived, they tend to choose their words carefully, or sometimes even hide their true feelings about a subject if it seems to go against the general consensus.

That said, the People Pleaser can often be gregarious, funny, and engaging—the life of the party—which is a way of winning approval from others and being liked. He or she may also put a great deal of effort into her appearance, as well as be concerned with status symbols such as a nice car, home, or designer labels.

The People Pleaser can sometimes get into the habit of being a "yes person"—a person who always agrees, and may even shift her own viewpoints to go along with someone else. They like to get along, and are reluctant to do anything that might cause anger, disappointment, or hurt feelings. The People Pleaser sometimes has a hard time saying no, setting limits, and establishing healthy boundaries, because she is so afraid of letting other people down.

While these characteristics can be a good thing, they can also result in People Pleasers frequently becoming overcommitted, or allowing other people's priorities and requests to override their own goals and dreams. This can sometimes lead to deep feelings of resentment or bitterness that will sometimes bubble to the surface in unexpected ways.

Of course People pleasers have a lot of good qualities too! They are usually among the nicest, most thoughtful, and most generous people around. They are caring and considerate and go out of their way to help. They tend to be popular and well liked, and are often funny, friendly, and engaging.

You'll know you might be a people pleaser if you are often worried about looking foolish or being judged, or if you worry about letting other people down, or if you

struggle to disagree when others share an opinion.

The fourth Fear Archetype is **THE OUTCAST ARCHETYPE**.

The Outcast archetype struggles most with the fear of rejection, or a fear of trusting other people—a fear that often manifests itself by rejecting others before she has a chance to be rejected.

Ironically, to outside observers the Outcast often appears to be fearless the quintessential “rugged individualist,” a person who doesn’t care what others think and who isn’t at all afraid to forge her own path, to speak her mind, or to think outside the box and do things differently.

Inwardly, though, the Outcast often harbors a core belief that other people can’t be counted on or trusted, and tends to view even the mildest slight or dismissal as confirmation of that belief, which in turn causes the Outcast to reject others even more frequently. Even in situations where it is not personal, and when they are not actually being rejected, the Outcast will assume the worst.

Because they view themselves as unworthy of love and acceptance, Outcasts are often desperate to “prove” themselves to the world, whether it be through notable accomplishments, making money, social status, or extreme behavior.

The Outcast tends to be a nonconformist, someone who rejects rules and limitations in favor of doing her own thing. She eschews conventionality, and instead prefers to figure things out on her own. Again, from the outside, this makes the Outcast appear to be somewhat fearless, when in fact this “I don’t care” attitude is a way of rejecting others before they can be rejected themselves.

When taken to the extreme, the Outcast persona can sometimes result in self-destructive or criminal behavior. Because Outcasts have a tendency to see the world as conspiring against them, they feel very little obligation to “color within the lines.” As a result, Outcasts can also be selfish and narcissistic, seeing life from only from their own point of view, and they sometimes struggle to show empathy.

Outcasts tend to have strong beliefs and opinions and are not generally afraid to share those opinions; on the contrary, Outcasts will sometimes use polarizing or controversial statements as a way of pushing other people away, or rejecting them before they can be rejected.

On the plus side, Outcasts tend to be driven, self-motivated, and determined to succeed (even if it is only to prove themselves), which means that Outcasts are often very successful. Their persistence keeps them going, even when many other people would quit, and they are also willing to take more risks than most people.

You’ll know you might be an outcast if you’re not afraid to do your own thing but you do have a hard time trusting people, or if you find yourself pushing people away and not letting them get too close.

The fifth Fear Archetype is **THE SELF DOUBTER ARCHETYPE**

Often plagued by a deep and sometimes hidden feeling of insecurity, the Self-Doubter struggles most with the fear of not being capable, which often manifests itself as the fear of not being good enough, whether “good” means smart enough, talented enough, educated enough, pretty enough, fast enough, strong enough, well-spoken enough, cool enough, or any other number of enoughts.

Because Self-Doubters are frequently worried about being qualified or capable, they can be crippled by insecurity and uncertainty, to the point that they are unable or unwilling to take any action at all.

The Self-Doubter constantly hears a voice in the back of her head that whispers things such as, “You can’t do this,” or “You’re not capable,” or “What makes you think you could do something like that?” This voice causes the Self-Doubter to constantly question her self-worth and to put herself down.

Interestingly, Self-Doubters sometimes try to hide or compensate for this insecurity by being hyper-critical and judgmental of others. They project their own feelings of not being worthy onto people around them—particularly the people closest to them—who may be taking risks, going after their goals and dreams, or putting themselves out there in some way. As a result, Self-Doubters can sometimes come across as snarky or sarcastic.

Self-Doubters may also struggle with feelings of intense jealousy toward people who are doing the things they wish they could do if they weren’t so afraid of not being capable. Again, this jealousy may manifest itself in the form of sarcasm, gossip, or criticism.

This propensity toward jealousy and criticism—which ultimately comes from a place of feeling unworthy—can have an adverse effect on relationships. Ironically, others close to the Self-Doubter may feel like they can never measure up to the Self-Doubter’s expectations, which causes them to pull away. This, in turn, reinforces the Self-Doubter’s belief that she is not good enough.

It’s a vicious cycle.

Because the Self-Doubter harbors a deep feeling of insecurity, she is often hungry for praise and reassurance, sometimes insatiably so. The Self-Doubter craves validation and needs to hear frequent words of affirmation in order to build up her feelings of self-worth.

On the flip side, the Self-Doubter has some very positive qualities too. She can be humble, self-effacing, and unpretentious. She is generally not boastful or prideful, and does not have an overinflated ego. The Self-Doubter is often an exceptionally hard worker, and often sensitive and very concerned with how others feel.

You’ll know that you might be a self-doubter if you frequently struggle with feeling unworthy or unqualified, or if you tend to be hypercritical of yourself and of others.

The sixth Fear Archetype is **THE EXCUSE MAKER**

Also known as the Blame Shifter, the Excuse Maker archetype struggles most with the fear of taking responsibility, which can also manifest itself as the fear of being held accountable, or the fear of being found at fault.

Because the Excuse Maker is terrified of having the finger pointed in her direction, she frequently looks for an excuse—someone or something to blame—for why she can’t do something, or why her circumstances are what they are.

Often these reasons and rationalizations appear to be completely valid and legitimate, which can sometimes make it hard to pin down the fact that the Excuse Maker is shifting blame and avoiding responsibility.

The Excuse Maker is extremely adept at diverting focus and attention away from herself and her own culpability to other people or circumstances. She is a masterful rationalizer, always seeming to have a reason or explanation for why she wasn't able to accomplish something.

The Excuse Maker can be uncomfortable in a leadership role, and tends to get nervous at the idea of being in charge, taking risks, or putting herself in the line of fire, instead preferring to defer to the judgment of others. When it comes to making changes in her life or pursuing goals, the Excuse Maker usually—though not always—prefers to follow the example or guidance of someone else, such as a mentor, coach, or teacher. She pays close attention to what has worked for others, and tries to follow suit.

The Excuse Maker tends to get uncomfortable when she is put on the spot or asked to share her opinion or thoughts, for fear of being held to that opinion, or blamed for an unfavorable outcome. Indeed, she will often wait to share her own thoughts until others have shared their viewpoints, and will often defer to someone else's judgment, rather than take her own stance.

Ironically, the very nature of the Excuse Maker archetype—the tendency to avoid taking responsibility, or to make excuses—makes it one of the more difficult archetypes to own and accept because this archetype's default tendency is to make excuses that deflect culpability.

On the plus side, Excuse Makers can be excellent team players and are often great at collaborating and working with others. Because they are excellent learners and students of life, they are adept at metabolizing lessons from the successes and mistakes of others. They also take direction well, and when paired with the right mentor or teacher, they can accomplish remarkable things.

Excuse Makers are good cheerleaders, and often very supportive of others. They have an ability to make other people feel and believe they are capable of doing great things. They also tend to be keen observers and have very good insight.

You'll know that you might be an excuse maker if you frequently find yourself looking for ways to avoid blame, or often have an explanation for why you aren't able to do something.

And then, finally, the last Fear Archetype is **THE PESSIMIST ARCHETYPE**.

Often a casualty of circumstances outside her control, the Pessimist archetype struggles most with the fear of adversity, which often manifests itself as the fear of struggling through hard things or the fear of pain.

Because the Pessimist has experienced some sort of hardship, tragedy, or adversity in her life, either recently or in the past, she has legitimate reason to feel victimized. But allowing herself to stay in that victim role is exactly what keeps the Pessimist stuck.

Because they are so afraid of adversity and hardship, and because they feel like they lack control over their situation, Pessimists are easily waylaid by any difficult or challenging circumstances that come their way. Instead of seeing obstacles as an opportunity for growth and perseverance, Pessimists view their tragedies and hardships as legitimate reasons to give up, or to not try at all.

Pessimists are often unable or unwilling to face their circumstances head on, instead preferring to hide to avoiding additional pain. Ironically, this response often makes things worse.

It can be difficult for the Pessimist to get perspective, or to see beyond her own pain, hardship, and difficult circumstances. It may feel like everyone else has it easier, or that she's gotten the short end of the stick. It's likely she also can't see her own victim-ness.

The Pessimist can sometimes come across as bitter, and she often feels that she has been dealt a worse hand than other people, which leads her to think that life is fundamentally unfair. The Pessimist also believes that she is a victim of her circumstances, and she feels that she lacks control of her own destiny.

Not surprisingly, the very nature of the Pessimist Archetype™ makes it one of the most difficult, if not the most difficult, archetype to own and accept. Indeed, the most common reaction to finding out one is a Pessimist is anger, denial, or taking offense. No one wants to see themselves as a pessimist or a victim, even if that mentality is exactly what might be keeping them stuck.

And yet, it's not all bad! Pessimists tend to be sensitive and big-hearted. They are often told that they wear their heart on their sleeves and that they feel things more deeply and intensely than others do. Because of this, they are usually incredibly caring, compassionate, and kind, and also possess a lot of empathy for others. They are usually quite social, are good listeners, and can also be thoughtful and reflective.

You'll know that you might be a pessimist if you struggle with bitterness towards other people or unfair circumstances, or if you tend to feel like there is no real solution for your problem and therefore would rather not try at all.

And that, in a nutshell, is the 7 Fear Archetypes. The Procrastinator, who most fears making a mistake. The Rule Follower, who has an unhealthy fear of authority and not doing things the way they are supposed to be done. The People Pleaser, who most fears being judged or letting other people down. The Outcast, who most fears rejection, often rejecting others before they can be rejected in return. The Self-Doubter, who most fears not being capable. The Excuse Maker, who most fears taking responsibility. And finally, the Pessimist, who most fears pain and adversity.

So what do you do with this information? And why does it matter?

It matters because it is only once we identify the type of fear that's negatively impacting our life, holding us back, or keeping us stuck, we can actually do something about it. We can't fix something without first knowing what the problem is. Without a diagnosis, there can be no cure.

But once you do know where fear is holding you back, once you've started to identify those patterns in your life, you can also start to take action.

And in two weeks, we'll take a deeper dive into the next step you'll need to take in your life—and that's adopting a set of principles, the Principles of Courage, that will help you move past fear and get unstuck.

Okay, so don't forget that if you would to take the Fear Assessment or if you want to preorder the book so that you can get the premium report for free, you can get all the information on our website at doitscared.com. Pretty easy to remember—just go to doitscared.com!

Before we go, I just want to say, as always, that I LOVE hearing from you! If you have any questions about what we talked about today, or any other topics that you would like to see addressed on the Do It Scared podcast, please feel free to reach out, either via email or just by messaging me on Instagram.

And that about does it for this episode of the Do It Scared with Ruth Soukup podcast! Thank you so much for joining me today! If you liked what you heard, you can leave a review on iTunes, or, better yet, share this episode on your Insta story and tag me to let me know! If I repost your story, we'll send you a do it scared t-shirt just for fun!

Also, be sure to subscribe, either on iTunes or Stitcher or wherever you like to listen, to be notified of new episodes!

And speaking of upcoming episodes, be sure to join me next week as we continue chatting about fear and how to overcome it with my friend, renowned performance coach, Todd Herman. Todd is creator of the 90 Day Year, as well as the bestselling author of the amazing new book *The Alter Ego Effect*, and he has some incredible insights to share about how you can access the heroic self that already exists inside of you. It's going to be a good one—so don't miss it!

I'll catch you then!