

The Weekly Read on E. Issue #1

By Lauren Hazel

So over you is the greatest enemy a man can have and that is fear. I know some of you are afraid to listen to the truth-You have been raised on fear and lies. But I am going to preach to you the truth until you are free of that fear...

--Malcolm X

Ahhh Malcolm... still hits hard for me and if you are reading this for the first time I hope this quote with my Birthday Twin hits hard for you as well.

There are many people I could have started this newsletter with but why not the man who preached against being afraid and facing the truth? I think we need more of that in our lives now. There are so many people lying to us and to themselves. We can't trust the media or the government or even our family. Politicians talking more and more crazy that sometimes I think we are living in the Twilight Zone.

Then it's the generational war against Millennials and Gen Z. Technology advancing faster and faster that those that can't keep up more and more afraid. They fear the change that it brings. Fiat currency that might one day be replaced with crypto currency. Social norms becoming undone before their eyes. Things that were acceptable 10 years ago is now wrong. Social Media determining if you exist or not. People so desperate for attention they create silly and dangerous challenges such as the Tide pod challenge and the Cucumber challenge. No one thinking about the future or how their actions might affect that future.

No.

It's all here and the now. Full of fear of being left out and not looked at.

The fear of not showing glitz and glamour to keep your following.

The fear of not showing victimhood because of your perception of what some SJWs are doing to further their own agenda.

Having to brag about getting on a private jet to show the power of money mindset. Meanwhile you can't get over the fact that your daddy still doesn't give a damn about you because you still disappoint them.

The list goes on but if I can give you some of my insight. Let me say this.

Nothing you do will ever be good enough to get your father or mother to say they are proud of you. If they don't approve of what you do now or what you are building towards. Don't seek their approval.

They have their own demons. Their own obstacles but through you they saw a path to have another life. To press restart only to find out that you are a different person. You have your own goals and ambitions.

You will never get their approval so don't seek it.

Seek freedom and fearlessness.

For you that have entered the path of business in entrepreneurship.

Know that fear is your friend and enemy.

It is scary to do something that you have never done. To look around and see your support network disappear because they do not have the ambition to be an entrepreneur in anyway.

This path is lonely. It is filled with broken glass and the people you will be friend or trust may be the ones to betray you further down the road. That product you launch might fail and you lose more money than you had.

But trust... fear...that is our way in this life of entrepreneurship. It keeps us from trying again or seeking help.

You cannot let that rule your life in business.

You cannot let that rule your personal life.

In these Weekly emails I hope to share my insights on mindset and development that I have gained from years of experience and from what I consider great reads like The 50th Law, The Obstacle is the Way and other books. Some issues will be heavier than others because your mind has to be fed if you are to be successful in your business and professional development. There are a lot of people that have bought course on writing sales copy and can write sales copy but they never do.

Why is that?

Because they have fear. Fear will keep you from doing what you need to do to gain more freedom and be a better version of yourself.

It is my quest to help those develop in a way that makes them embody more of the mindset I talked about in my book A Hustler's Mind.

Of course...I'll drop some business/marketing/sales bombs in these issues because if you better understand the mind. You can better understand and sell to your market. You can better connect and network with people 10 steps or more ahead of you.

But it starts with you.

I hope you stay on this journey with me.

The Weekly Read on E.

Book I am reading again...The 50th Law by Robert Greene and 50 Cent.

This book is all about fear and overcoming it. I remember the roll out of this book because at the time I was writing for 50 Cent's website Thisis50.com.

“We shift from feeling fear because of some threat, to having a fearful attitude towards life itself. We come to see almost every event in terms of risk. We exaggerate the dangers and our vulnerability. We instantly focus on the adversity that is always possible. We are generally unaware of this phenomenon because we accept it as normal.” P.5 The 50th Law

Here's a little business/life lesson:

Fear is not supposed to be a permit state. Media and Advertising now has used fear to keep our attention. However because we are constantly being told and shown things to make us fearful. We developed a never ending anxiety that shouldn't be their and so this colors our reality.

As business owners we have to check ourselves to make sure that we are not letting that fear and anxiety color our decisions. It is a tricky path to operate your business in such a way that you are only responding to threats real and unreal. Part of being an entrepreneur is taking on some risk.

Businesses that don't take any risk tends to be put out of business by companies that do take some risks.

That same goes for anyone working for a company. The safe employees tend to not do as well as those that are willing to push the envelope. Those are the ones that get the promotions or seem to jump ship just in time before the layoffs.

As such if you want to grab this book here is my amazon affiliate link...

<https://amzn.to/31KBaZg>

Until Next Time...

Peace.

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