



# **FEARLESS**

HOW TO TURN FAILURE INTO  
SUCCESS BY DEVELOPING A  
*FEARLESS MINDSET*

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# INTRODUCTION

**F**ew words elicit an emotional response more strongly than the word “failure.” One of the biggest obstacles to success is a fear of failure. **In fact, most people are more motivated to avoid failure than they are to achieve success.**

Most people don't even have written goals because of a fear of failure. When you set a goal you're defining success, but you're also defining failure!

However, **failure is a necessary part of success and successful living.** Failure is a common result. It's a lot more common than success. Failure is a short stop along the path to success. There is no significant success without a significant amount of failure, too.

Perhaps failure is something that should be welcomed, or at least considered neutral and expected. You should anticipate a fair amount of failure along the way.

If you're not failing, you're not trying.

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*'Ours is a world where people don't know what they want and are willing to go through hell to get it.'*

*- Don Marquis*

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