

Your comfort zone is killing you

FINDING THE COURAGE TO BE YOU



Billy Anderson

FOUNDER OF



the
courage
crusade.

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I wrote this book so you can avoid the #1 regret of people on their death-bed:

“I wish I’d had the courage to live a life true to myself,
not the life others expected of me.”

It took me 40 years to truly start living a life that was 100% true to me. Now I want to help you avoid the same struggles so you can get there much quicker than I did.

I’ll take you through a *process* that uncovers the courageous person you’re meant to be, allowing you to love who you are, live true to yourself and feel strong enough to carve your own path in life. Your authenticity will be an inspiration to people all around you.

What might this look like for you?

- Having more confidence in your decisions.
- Caring less what other people think of you.
- Gaining comfort with failure.
- Asking for (and getting) what you want.
- Sticking up for what you believe in.

I hope you enjoy this free chapter from my book. I’m thrilled to have you here.

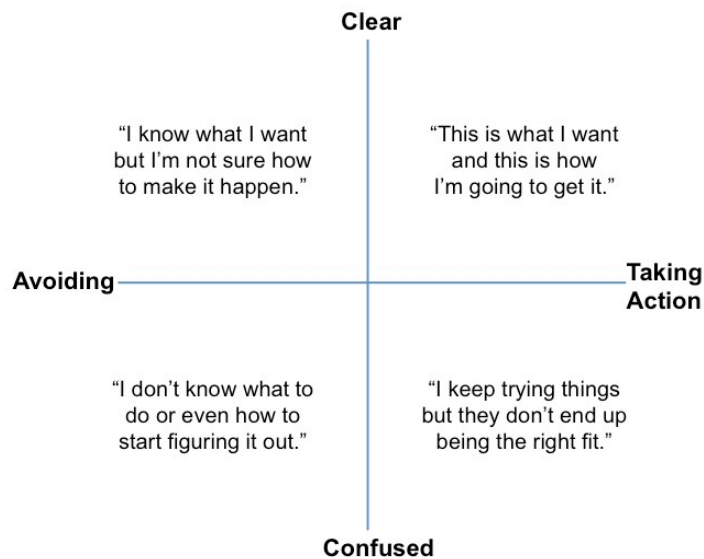
Why is it so hard to live true to yourself?

Let's go back to the #1 death-bed regret...

"I wish I'd had the courage to live a life true to myself, not the life others expected of me."

It's easy to see the benefits of "living a life that's true to myself" and not allowing others to dictate it for you. But do you see the word "courage" in there? Why is that needed? Couldn't it just say "I wish I'd lived a life true to myself, not the life others expected of me"? What significance does courage play in making all this true-to-myself stuff happen?

Take a look at the 4 areas in the graph below. Have you ever said any of those things?



Every change or improvement that you would like to make in your life fits into one of the quadrants. Sometimes it's more obvious than others. If you love your career and you know where you want to go with it, you're probably in the top right quadrant because you're very "clear" and you're "taking action". That's a good place to be! Or perhaps you know what job or career might make you happier but you don't know how to make it happen. You're in the top left quadrant. Perhaps your romantic relationship (we'll refer to that person as your "one-and-only" from now on, since that is what I call my wife) is a real pain in the you-know-what and a complete drain on your life and you're feeling like the relationship might need to come to an end. But you can't decide. You're in the bottom left quadrant.

Sometimes it's not obvious which quadrant applies because what you're unhappy with seems to depend on other people or things. In that case, you want to focus on "What part of this is within my control?" If you're not happy with how someone is treating you, it's in your control to stick up for yourself, explain your frustration to that person (nicely) and how you would prefer they treated you. You first have to get clear on why you're unhappy about it, then take action to explain it to them and help reach a compromise.

We want to get to the top right quadrant where we know what we want and we are confident in our plan to get it.

Now what do we do?

While taking action is important, the first step is always to get clear (the vertical axis in the diagram). Another term for this which we tend to hear a lot about is "self-awareness". But I prefer the word clear - it sounds a little less Freudian and a bit more like everyday language.

The first half of this book is about getting clear.

We want to get clear on what's important to us, what we're good at, what we want to achieve with our life and what fears are presently holding us back from getting it. And believe me, fear is holding ALL of us back, myself included. Fear doesn't feel good! That's why most people avoid getting clear... because it's scary. We need courage to face scary questions like "What if I never figure this out?" "What if other people don't like the real me?" "What if I realize I'm not good at anything?" "What if I want something that is different than other people - what will they think of me?" "What if I can't have what I want?" It takes bucket-loads of courage to face these fears.

There's an even bigger reason why getting clear is scary: we may realize that our present situation isn't right for us because it's not a fit for who we are and what we want. That means we'll have to CHANGE something we presently have. Change requires courage because every part of our DNA is screaming at us not to change anything. It's programmed into us. The next chapter will help you understand why that's the case.

Once we tell our fears to scram and we get clear on what we need to do to move forward, we then have to start *doing* things to bring it all to life: Taking Action (the horizontal axis of the diagram). That's the second half of this book.

Taking action is scary for a whole bunch of reasons. "Will people judge me? What if I fail?" Failing *sucks* (join the club, I hate it too). It is so much easier just to keep doing what you've been doing because it's *familiar*. It's safe. But imagine it's 5 years from now and your life is exactly the same. Nothing has changed. How would *that* make you feel?

Sometimes I meet people who THINK they're clear. They think they know what they want and they have a plan to get it. But when I ask them a few questions to get them thinking about it a bit deeper, they often discover there may be a few stones unturned, or they realize they had beliefs or fears that were getting in the way of the real them coming out. This is very, very common.

I made a big mistake when I started writing this book. I didn't spend NEARLY enough time getting clear on exactly what I wanted to deliver and how it would have to be structured in order to make that happen. I was so excited to write (Taking Action) that I just dove into the writing without a proper plan. It meant that I had to go back and spend a ton of time re-organizing (Getting Clear). I wish I had done that at the beginning! The writing process would have been much quicker and WAY less frustrating. I wouldn't have felt like a mouse in a maze with no clue how to get to the cheese.

Story Time

I was once giving a keynote speech to an audience of 600 people. A lady in the front row put up her hand and said, "But I don't think I need any more courage." I replied, "You're absolutely right, you don't need more courage. If you're not starving and your life isn't in danger then nature is happy with you because you're surviving. But the more important question is: do you *want* more courage?"

The look on her face changed from an "I'm right and I know everything" to "Aw shucks, yeah, I wouldn't mind a bit more courage." Her physical state changed instantly. She relaxed, lost the look of defiance and smiled innocently like a little kid. Kids are honest. They say what they feel. She was allowing herself to let her guard down, let the real her come through, and admit that maybe she could get even MORE out of her life than she already was.

Let's be clear - you don't NEED more courage. You're living and breathing - that's all nature cares about. But without courage, your life will stay exactly as it is right now and will not improve. And I want you to be happier and more fulfilled than a pig in poop.

One more thing...

In order for the most authentic, amazing you to bound out your door every day, you need to feel like you're worth it. Like you deserve to be happier and more fulfilled than you currently feel. If you don't already believe that you truly deserve this, you will struggle more with gaining the courage to build a life that fits you as an individual. You'll second-guess yourself and you'll assume that other people know better. If this sounds like you, don't worry, you're not alone. In fact, I find a huge percentage of people feel this way about themselves, including me earlier in my life. I have had many, many clients realize through coaching that they didn't feel that they mattered enough, that they didn't add any value, that people didn't respect them, that their opinion didn't really count.

Or sometimes they feel like they're happy *enough* - "Who am I to ask for more than I've already got? I have more than a lot of people have, shouldn't I be satisfied with that? Will people think I'm too selfish?"

Take a moment right now to look in the mirror and say to yourself, "I deserve to be even happier and to love my life." Find a mirror and say that now. No mirror? Then just say it out loud (but a mirror works way better, so try it later).

How did it feel? Did it come easily or did it make you uncomfortable?

That's why we start with getting clear. Once you know what you're good at (and believe me, you are extremely good at something), and once you discover what's important to you, you can see that you matter and you deserve more, because you will discover how you can make an *impact*. Being the amazing you which you're meant to be comes from being PROUD of who you are choosing to be every day. If you're not really proud of who you are, you will have a very hard time accepting that other people like you and are proud of you.

So if you need to, repeat this every day and you will slowly start to believe it: "I deserve to be as happy as a pig in poop. I have what it takes to live with courage. I am uniquely awesome and I want to be 100% me."

If you already know you matter and you are 100% sure that you have the right to ask for more fulfillment in life, awesome! This book will show you how to get it quicker and more consistently. If you don't have a CLUE about any of this and it all seems impossible, don't worry. It will be laid out for you clearly.

In the meantime you can do our [free online Values Assessment](#) that will help you figure out the 10 most important things you need to have in your life on a daily basis.

I get shivers just writing about this stuff! I am so damn excited to have you here and to help you rock your life even more than you're already rocking it. I consider myself the luckiest guy in the world to be your partner in this journey.

You're awesome.



Billy Anderson
Founder – The Courage Crusade

Feel free to email us if you have any questions: saybi@couragecrusade.com