

# JUMPING THE GAP

**KILL YOUR STORY AND TAKE ACTION!**

A guide to moving past your greatest fears to achieve your greatest success.



Includes  
**FREE**  
Online training  
and  
workbook.

**BY COACH DAN GORDON**

[CLICK HERE FOR CELL PHONE VERSION](#)

Copyright © 2020 by  
Dan Gordon Enterprise Bookworks  
Los Angeles, CA 90029

*Dedicated to my beautiful mother, Sandra Sokolik whose courage in leaving the corporate world to pursue her love of animals and pet sitting continues to inspire me every day. Thank you mom for being my first client, an amazing entrepreneur and, the inspiration to pursue my passions. You and PetMom, Inc. will live in my heart forever.*



To read other books by Dan Gordon go to:

[DanGordonEnterprise.com/books](http://DanGordonEnterprise.com/books)

Legal Mumbo Jumbo:

This book or any portion thereof *may* be reproduced, relabelled, or used in any commercial manner. I strongly encourage you to *steal* any and all of this material. Add to it, use it to write your own books and, in turn, offer others to steal it as well. Choose to live in the spirit of abundance rather than in the fear of scarcity where you may miss out on a few meager pennies. Allow goodness to flow out from you and, like the tide, it will come in back again. As the great poets, Red Hot Chili Peppers proclaimed: Give it away, give it away, give it away now! I only ask that, along with any of my content you coopt, you gimme a lil' shout-out or add a link to my site. [dangordonenterprise.com](http://dangordonenterprise.com).

**This book includes a FREE online workbook. Set it up NOW!**

Click the [START](#) button below or go to [KillYourStory.com](http://KillYourStory.com).



To book a no-cost consultation with Dan Gordon [CLICK HERE](#)  
or text the word "HELP" to: [\(213\) 409-8366](tel:(213)409-8366).

# TOC:

CLICK A CHAPTER TO JUMP TO THAT PAGE

---

**04** **INTRODUCTION**  
The largest roadblocks entrepreneurs face are themselves.

---

**09** **STORY #1: "I DON'T FEEL READY YET."**  
How you dissuade yourself from trying something new.

---

**13** **STORY #2: "I CAN'T AFFORD THAT."**  
The ways you confuse money with safety.

---

**17** **STORY #3: "I'M GOING TO START WORKING ON THAT SOON."**  
Procrastination disguised as an intention to take action.

---

**22** **STORY #4: "I'M THINKING ABOUT IT."**  
No, you really aren't thinking about it at all.

---

**26** **STORY #5: "IT'S NOT MY FAULT."**  
How you dodge responsibility and push the blame elsewhere.

---

**35** **AND FINALLY**  
Staying in the challenge instead of moving away from it.

---

**40** **REVIEW: THE FIVE STORIES YOU TELL YOURSELF**  
The excuses we create to avoid the feelings of failure.

---

**43** **LET'S PRACTICE**  
Get to know your stories and how you tell them to yourself.

---

[CLICK HERE TO BOOK A NO-COST  
CONSULTATION WITH DAN.](#)

# INTRODUCTION:

IN MY LONG CAREER OF HELPING ENTREPRENEURS OVERCOME THE ROADBLOCKS THEY FACE IN GROWING THEIR BUSINESSES, I CAME TO RECOGNIZE THAT THE LARGEST ROADBLOCK OF ALL WAS INDEED THE ENTREPRENEURS THEMSELVES.



Over and over again, I would create simple and effective business strategies for increasing their income but, in one way or another, they always had an excuse for not taking action to implement them. It was maddening! I felt like a man throwing life jackets at drowning people who would say, “I’m gonna put this on just as soon as I feel ready.”

Eventually, I realized that I was dealing with people who were outside of their rational and logical thinking. These were people who were feeling a lot of uncertainty about their future. People who were afraid, and it was their fear that was preventing them from taking action- even though it was an action to help them

succeed. These were people who are just like you. Yes, you.

Fortunately, I knew how to help them. Having spent the first part of my career leading intensive personal development seminars, I had developed a unique understanding of the human psyche. Moreover, I had become something of an expert in helping people overcome their resistance. I knew the resistance I saw in my clients wasn't due to a lack of willingness. Their struggles were happening entirely on a subconscious level. While many business coaches focus on simple things like goal setting, accountability, and motivation, I knew those methodologies would provide absolutely no long-term results. It would be like teaching them how to bail water out of their sinking boats. Instead, I needed to show them where the water was coming in, how to fix these holes permanently and prevent more from opening up.

My approach became something more like a business therapist. I helped entrepreneurs to recognize their subconscious resistance and the fears they were experiencing around growing their businesses. Further, I showed them how these fears are a natural part of our human psyche. Fear shows up whenever we take on something new. From the first time you tried to tie your shoes to the first time you chose to launch your own business, you and all humans feel fear when they do something new. I began working to provide my clients with a strategy for overcoming these fears. I wanted them to achieve all the results they were seeking in life and in their business.

Because I'm a systems guy, I am always looking for patterns in business and behavior that can be reduced to a system for success. I quickly discovered the patterns entrepreneurs were using to justify NOT taking action. Again, it wasn't that they were trying to avoid doing the work. It was their subconscious fear of doing something new. After a while, I reduced these patterns to what they actually were, a series of stories.

The strange and unusual thing about these stories is, when you're telling them to

yourself, they don't seem like stories at all. They seem like the truth. They seem like common sense. They seem like good practical thinking that will prevent you from making big and costly mistakes. Unfortunately, they are none of those things. They are the holes in the boat of your business and need to be recognized and patched immediately if you are going to achieve the results you are seeking.

So why all the fear? Why do humans react this way to doing new things? As strange as it may sound, it all has a lot more to do with your cave-dwelling ancestors than it does your business. See, about 100,000 years ago, staying alive was a complicated thing for us humans to do. At that time, death was pretty much around every corner. So when we found something that worked and didn't kill us, we stuck to it like glue. For instance, if you, as an OG human, found a nice, safe path from your cave to the watering hole, that's the path you would take every time. Now let's say that one morning you awake in your cave, get a wild hair, and decide, just for fun, to take a different path to the watering hole. Instantly, your fear would kick in. It would flood your brain with visions of getting pounced by a tiger, speared by a warring tribe, falling off a cliff, or succumbing to some other deadly outcome. These mind movies would scare you right back to taking the tried and tested path to the watering hole once again. Your fear does its job, keeping you alive.



Flash forward to today. No tigers, warring tribes, or cliffs in your living space, but you still feel the same fears when you consider doing something new in your life and your business. Unfortunately, your fear doesn't know the difference between a financial risk and getting killed by a tiger. Anything risky you consider doing will fire up your fear, just like your life is in danger. In milliseconds, your brain gets flooded with mind-movies of potential failure, financial ruin, and personal shame. Instantly, you slow your roll, and soon enough, you're right back to the tried and tested path of life and business. Your fear does its job, keeping you alive.

While avoiding failure seems like a pretty good idea, the simple fact is that you will need to put yourself in risky situations to achieve the success you are seeking in business and in life. Sorry, but that's just how it works.

The stories you tell yourself are your strategy for avoiding your fears, the mind movies, and this entire complex subconscious transaction. They will always seem like good, practical thinking for your safety and security. However, they are often just aspects of an out-dated self-preservation mechanism, firing up your fear and trying to keep you alive— even when death is no longer an even remote possibility. Your fear is the part of your brain that doesn't understand the difference between the potential of falling off a financial cliff and falling off an actual cliff. It's just trying to keep you safe. Yet, living in safety is the antithesis of the actions you must take to achieve the success you are seeking.

The gap you must jump to take control of your life, and your business exists between two cliffside. On one cliffside is where you are today; safe, happy and living a life of rampant predictability. On the other cliffside is everything you want; success, fulfillment, and a life of exciting new challenges. The gap is your fear. It is the messages and mind-movies telling you to stay exactly where you are. Safe. To get to the other cliffside where you want to be, you must first kill your stories, take action, and jump the gap. In this book, I will assist you in doing just that.

The following are what I call The Five Stories You Tell Yourself That Keep You Stuck.

One by one, I will reveal these stories to you. As I do, it's up to you to accept the truth. The truth that each story, however convincing they seem when you tell them to yourself, are actually lies. They are the lies that keep you stuck. They prevent you from having everything you want in life. More than that, they are the lies that keep you small, insignificant, and making no impact on the world.

It's important to me that your experience with my book is so much more than just an intellectual exercise. I want you to walk away from our experience together forever changed. I want you to be willing and excited to step up to the challenges that have been holding you back from growing your business and living your life unlimited.

That's why, for each chapter, there's a practice to help you kill your story, jump the gap of your fears, and take action. It's essential that you complete these exercises after each chapter to lock-in and solidify what you have just learned. You can do them on paper, but I suggest using the online version. That way, you will get a digital copy of them as well as a super-sweet certificate of completion.

I recommend you set up your practices now. Just click the [START](#) button below or go to [KillYourStory.com](http://KillYourStory.com). There's a lot of other cool stuff on that site to help you become a more successful entrepreneur as well.

Finally, if you're ever feeling a little stuck as you move through this process, [CLICK HERE](#) to set up a no-cost consultation with me or just text the word "HELP" to my cell phone: (213) 409-8366.

I hope you're as excited as I am about this. Let's begin!





# STORY #1

## “I DON’T FEEL READY YET.”

This story is usually the first line of defense your fear uses to dissuade you from doing something new. The story goes like this: “I am definitely going to do this challenging thing very soon but I don’t *feel* ready yet. But I promise I will do it just as soon as I no longer *feel* uneasy about it. Then I will know I am 100% ready!”

This story sells you on the idea that all you have to do to avoid the feelings of fear and uncertainty is to wait for a magical future where all those feelings are put to rest and are no longer present. THEN you will take action.

The thing that makes this story so seductive is the notion that our feelings are reliable guides for all of our decisions. They most certainly are not! While we often say that we should trust our feelings, the fact is that your feelings are anything but reliable.

Have you ever watched a scary movie and then had the *feeling* that someone might jump out of your bedroom closet? Maybe you even left the light on next to your bed to give you the *feeling* of safety. Would you say these *feelings* were reliable? Why would a killer wait till you watched a scary movie to break into your home? Even if he did, why would keeping the light on next to your bed stop him from hacking you to bits?

We like to think that our feelings are like Sherpas, whom we can trust to chart our path deftly along dangerous grounds. Sadly, that is simply not true. What's true is that the only time when you *feel* "ready" to do something is when you have already mastered it, and there is little chance of failure.

There was a time in your life, probably around six years old, when tying your shoe was the most complex and challenging undertaking you could imagine. Every attempt was filled with trepidation. Every failure filled with shame. Never did you feel ready to tie your shoe. Then one day, you got it! You quickly forgot about all the difficulties, and from then on, we're always *ready* to tie our shoes.

The same is true of every new endeavor you face in life. You will never feel ready to do anything until you have achieved mastery over it. Waiting till you feel ready is a story you have devised to avoid potential disappointment, heartbreak, and shame.

Everyone struggles with risk. Without it, there is no reward. It would be nice if we knew the outcome of an uncertain act before we did it, but that's simply not how life works. A good risk and a bad idea will always *feel* the same. They are like two identical packages showing up on your doorstep. One box is full of cash, and one box is full of dog doo. Neither your feelings nor your logic cannot tell you which one to open.

Do you invest in Facebook advertising or go with SEO? Do you hire a business coach or enroll in an online college class? Do you hire a sales manager or outsource your sales to a call center? There are a near-infinite amount of different options for growing your business, which makes a near-infinite amount of ways to get it wrong.

So how do you know if you're taking a good risk or choosing a bad idea?

I discovered the answer to that question a few years ago when I went skydiving for the first time. I was feeling anxious about the idea of jumping out of an airplane, so I did an exhaustive amount of research and discovered that the sport was quite safe. The truth is, you're more likely to die in a car accident on the way to the airport than you are jumping out of the plane. My mind was eased, and I was excited about soaring through the sky like Superman. However, that all changed when I was in the air, nearing the jump point, and my instructor rolled open the door. Looking out into

the empty sky and the 10,000-foot drop to the surface of the Earth, suddenly, my good risk seemed like a very, very bad idea. Everything inside of me said, stay in the plane. Don't jump! I did not feel *ready* to skydive. So what did I do? I surrendered to the truth.

The truth is, you will never feel *ready* when approaching anything risky. You won't know if it's a good risk or a bad idea until *after* you do it. That's what *makes* it a risk. You take action first and then evaluate later if it worked out to your benefit or not. If it was a good risk, terrific! You probably got what you wanted. If it was a bad idea, terrific! You probably learned a valuable lesson through the experience. Whatever the bad idea cost you, it was an investment in your future. It will always come around to your benefit. As for me, falling



through the sky at 32 feet per second, I only discovered that I had taken a good risk *after* the chute opened and *after* I gently landed back on solid ground.

Your life, and your business life, are meant to be lived in a perpetual cycle of risk-taking, followed by either triumph or a learning experience. Life is not meant to be lived in stagnation or indecision. “I don’t feel ready yet” is a story. It is your fear’s attempt to keep you out of harm’s way. Understand it, respect it, and acknowledge it but do not trust it. It is also a story designed to keep you small, stuck, and far away from your next greatest opportunity for success and fulfillment.

What are you currently telling yourself you aren’t ready to do? Whatever it is, recognize that it’s just a story. To help you kill that story, jump the gap of your fears, and take action let’s begin your first practice.

If you haven’t yet set up your practices click the START button below or go to [killyourstory.com](http://killyourstory.com) to begin. If you prefer pen and paper, you can jump to [page 42](#) and do them old school. However, I suggest the online version. That way, you will get a digital copy of them as well as a super-sweet certificate of completion.

If you already set up your practice, go to the email you received when you saved it and click the Continue Assignments button. Then, click the NEXT button in your browser.

Either way, **DO IT NOW!**





# STORY #2

## “I CAN’T AFFORD THAT.”

One of my clients is a powerful young woman named Laura Lee, who hails from Austin, Texas. For years she worked in the corporate world and dreamed of starting her own business. On a call once, she told me about this beautiful idea of opening a gift basket company wherein all products in her baskets would be locally sourced to support Austin small businesses. Together we launched her company, which she called Austin City Gift Baskets. At first, Laura Lee operated her business part-time out of her garage. Eventually, I encouraged her to take the leap, leave the corporate penitentiary behind and put all of her focus on Austin City Gift Baskets. It took a few years and a lot of cajoling, but eventually, she did.

Laura Lee’s idea took off like wildfire! In one of our sessions, she discussed the upcoming holiday season. Laura Lee and her part-time assistants would soon be

tasked with putting together some 800 baskets. She said it was all she could handle and planned to take her website offline to avoid any additional orders. I about choked when she told me this. Her solution was utterly nonsensical from a business perspective, yet I understood why it made perfect sense to her. The simple fact is that her garage had reached its functional capacity, and it was time to expand, but I knew Laura Lee would have some real concerns about doing so.

I told her I had a straightforward solution to her problem and her face lit up. “Just rent a warehouse space for the room you need and hire additional people to do the work.” Before she could respond, I added, “That’s all going to be expensive, so you’ll also want to hire a public relations company to get featured in local news shows and magazines. All that extra business will cover your additional costs.”

“I can’t afford any of that!” Laura Lee shot back at me. “I’ve put all my cash into inventory for the baskets. What if people cancel their orders? What if I lose my house?”

The irrational fear of running out of money is precisely where Laura Lee and so many other entrepreneurs get stuck. The idea that their bank account is a limiting factor when it comes to business growth and development. There are scores of small business incubation programs offered by local, state, and national agencies. Money is out there and plentiful. You just need to have the willingness to take it.

“If you lose your house,” I said rather plainly, “you’ll move into an apartment and get a job. You left the corporate world. You could always go back.” I didn’t expect this to happen and was almost sure it wouldn’t. Laura Lee’s fears had taken hold of her, and she was deep in her story. I had to bring her fears into the light.

Our conversation volleyed back and forth like a tennis match until we got to the heart of the matter. “I just don’t want to be a failure.” She said at last. “If I lose my house and go back to my old job, I’ll...” Her words trailed off.

“You’ll what?” I asked, but already knew the answer to my question. Laura Lee

didn't want to feel bad about herself. She didn't want to look in the mirror and see a reflection of someone she judged as having failed. It had nothing to do with the money. It had nothing to do with going back to work. It had nothing to do with losing her house. It was all her fear of negative self-evaluation.



When I hear clients tell me they can't afford something, I always know their statement is an alibi. It's covering a deeper truth, moreover, a deeper fear. Spending money that could result in a negative outcome puts them in a potential situation they simply don't want to face. I get it. No one wants to feel bad. Yet, the potential for feeling bad is your only pathway to the success you are seeking. So if growing your business requires you to move into a larger working space, hire more staff, buy more equipment, invest in a business coach, advertise, or any of the other things that require growth, just know that you will always be tempted to say, "I can't afford it."

When you hear yourself speaking those words, know that you are trying to hide a deeper truth from yourself. There is something you are afraid of, and you don't want to admit to it. You are trying to anchor yourself into a place of safety, but when it comes to growing your business, such a place simply doesn't exist.

Laura Lee moved her business out of her garage, got a warehouse space, hired more employees, and has a thriving company that she is now on the brink of franchising. I have urged her to take the next step and work with an expensive PR agency. Laura Lee is a single mom with a special needs son, running her own small business, which also supports other Austin small businesses. Her story is a slam dunk story; people would simply eat up! As of this moment, I haven't gotten her quite there yet, but I'm hoping that featuring all this in my book will give her the gentle nudge she needs to take the next step.

What is your next step? What do you need to invest in to grow your business? I am sure you already know the answer to that question and have been hesitating on it for a long time. Whatever it is, it's going to be expensive. The fact that you haven't yet done it should tell you that you're living in your story. It's time to break out of it. To kill that story, jump the gap of your fears, and take action, let's do your next practice!

Go to the email you received when you saved your previous practice and click the Continue Assignments button. Then, click the NEXT button in your browser. Or, if you're old schoolin' it, jump to [page 42](#).

Either way, **DO IT NOW!**



# STORY #3

“I’M GOING TO START WORKING ON THAT SOON.”

Procrastination is the business killer. There’s no doubt about it. I’m sure, at this very moment, you have lists of things you’re *planning* to accomplish that will rocket you forward on your path to success. You intend to start working on that list very soon, don’t you? Your plans, like your list, exist in a future that will forever live on the horizon of the next day.

What makes procrastination so insidious is that it very much does seem as if you have every intention of doing all those things you intend to do. Saying that you’ll get to it *soon* is like a placard at your local bar, saying, “Free drinks *tomorrow*.” Patrons

come the next day looking for their reward only to have the barkeep point to the sign and say, “Sorry, it says free drinks tomorrow.”

Tomorrow is today’s promise of a time when all of your outstanding tasks will be completed. Yet tomorrow quickly becomes today, fades into yesterday, and thus we keep telling ourselves that at some point *soon*, in one of those tomorrows, we will get to all those things we have been putting off. Welcome to your story.

To counteract the fantasy of the infinite tomorrows, I have seen entrepreneurs use planning systems, set rigid timelines for themselves, and even ask me as their coach to hold them rigorously accountable. Those strategies rarely work, and even when they do, they rarely work for very long.

So, why all the procrastination? It’s often because most entrepreneurs, you included, believe they need to have complete mastery over a task they are seeking to accomplish. In short, if you’re going to do something, you only want to do it with excellence. Entrepreneurs hate doing anything half-assed.

It’s true that, given enough time, you can achieve mastery over just about everything you seek to accomplish. However, that doesn’t mean you should. When it comes to your business, you should sincerely suck at most aspects of it. Yes, you read that right. I’m telling you that you should suck at most aspects of your business. It’s in your favor to suck so hard at them that you don’t even attempt to try and accomplish them. The problem you face in getting to things soon comes when you’re a little good at many different things. You think you can probably take care of all those things and don’t have to hire someone else to do them.

Consider this. If you were opening up a hospital, I bet you wouldn’t think, “I’m going to do all the brain surgery so I can save a bunch of money and not have to hire a brain surgeon.” The amount of time it would take you to become a brain surgeon would preclude you from opening up your hospital. But when it comes to your business and your bookkeeping, your website, your sales pipeline, or your growth strategy, I’ll bet you’re trying to save a bunch of money by knocking all that out

yourself. I know that is at least true about your growth strategy because you got this free book rather than hiring me or someone much more competent than you as a consultant. Sorry to put the beat down on you for getting my book, but facts are facts.

All procrastination originates from one simple truth. There is something that needs to get done, and you have some real fears about doing it. I'll bet you've never said, "Damn, I still gotta eat that piece of chocolate cake sitting in my fridge. Maybe I'll get to it tomorrow." Somehow, no matter how busy you are, there's always time for chocolate cake. The simple fact that you're procrastinating on anything means you need help, and you have told yourself a story that prevents you from getting it.

Most of the business books I have read talk about procrastination as a systemic problem. They tell me that the way to beat procrastination is to set a schedule for myself and schedule the thing I don't want to do in the first part of my day. That's a great idea, and it will work. Once. Maybe twice. Anyone can force themselves into taking action on something they don't want to do a few times, but that is not a sustainable solution.

I have a client named Michael, a brilliant attorney but hated working on his profit and loss statements at the end of each month. He would spend days avoiding the work and then would spend hours trying to complete



them. Michael demanded that I hold him accountable as a solution to this problem. When I asked him why he didn't like working on his statements, Michel told me that he just wasn't a numbers person, yet he wanted to be financially responsible for his business. As he told me this story, I calmly took out my phone, called my bookkeeper, and three-wayed her into our conversation.

"Hey Doris," I said, interrupting Michael mid-sentence. "I want you to meet a client of mine. Say hi to Doris, Michael."

"Hi?" He said, a little confused.

"Doris, Michael is in much need of a bookkeeper. Do you have the time to take him on?"

"Of course," she said. "I'd be happy to."

"Terrific. Michael and I are in a session right now, but he will call you right after we're done to get himself set up. Thanks, Doris." I hung up the phone and then told Michael that, one by one, we would begin eliminating his workload by anything that doesn't require his specific knowledge or expertise. If a task he is doing can be completed by someone else, we would find someone else to do it.

Fact: If there's something in your business life that isn't getting done, it isn't because you are too busy, forgetful, or lazy. Lazy people don't start businesses. Your work isn't getting done because you aren't the person who should be doing it. You should be paying someone else to do it. Consider this very book. Nice cover design, right? Nice layout? Cool graphics? Notice how everything is spelled correctly and the grammar is perfect? I have the talent and capability to do all those things, but I didn't. Instead, I hired an entire team of people to create all the parts of this book that I didn't want to do. I used an online resource to find vendors who could do these jobs well without their work being too expensive.

I consider myself the brain surgeon of my business world, and you should think of yourself in the same way. A brain surgeon doesn't prep the patient, sterilize the



utensils, or clean up the operating room after surgery. Their time is far too valuable. They walk in, operate, and then leave. You are the expert in your business. Any time you spend working outside of your expertise or doing work that someone else could be doing, you waste valuable time.

“I’m going to start working on that soon” is a story you tell yourself to avoid a more profound truth. It could be that you are afraid of letting go of the control of doing it yourself. It could be that you are afraid of spending the money to hire someone else. It could be that your ego is afraid someone else might do it better than you. Whatever it is, it doesn’t matter. You are living inside of a story that is keeping you stuck. The one thing you need to work on immediately is killing that story, jumping the gap of your fears, and taking action on the parts

of your business that only you can do!

If you’d like help with that, [CLICK HERE](#) to set up a *no-cost consultation* with me at a time that is most convenient for you. Or just text the word “HELP” to my cell phone [\(213\) 409-8366](tel:(213)409-8366).

Either way, let’s hit your next practice! Click the Continue Assignments button in the email you received, then click the NEXT button in your browser. Or jump to [page 43](#) if you prefer pen and paper.

**DO IT NOW!**



# STORY #4

## “I’M THINKING ABOUT IT.”

No, you aren’t. You aren’t thinking about it at all. What’s happening is that you have an important choice to make about something. Since it’s an important choice, it also means you’re worried that your decision choice could result in failure or catastrophe. Naturally, you want to avoid a failure or personal disaster, so it seems to make sense to keep thinking about your choice until you can be sure your decision is the correct one. Unfortunately, just like the other stories, none of this is true.

The truth is, it’s not failure you’re trying to avoid; it’s the feelings of shame and regret you will hurl upon yourself if you don’t like the outcome of your choice. That’s where the real struggle of all decision-making lives. As entrepreneurs, we tend to set very high expectations for our performance, don’t we? We see the objective

we want in our mind's eye. When we don't achieve that objective, rather than just chalking it up to a learning experience, we often treat ourselves very harshly.

This mode of thinking, effectively locks us into an inescapable torture chamber of self-judgment. Essentially, no matter what we achieve, it's never quite good enough. Since there is no way out of this unsolvable conundrum, the only way to avoid the torture is to avoid making a decision. Yet, rather than admit all of this to ourselves, we create a passive avoidance device. We say, "I'm thinking about it." It makes us sound like we're doing something when, in truth, we're trying to *avoid* doing that something.

The fear of losing money, making mistakes, or attacking your self-respect will cause you to slow your entire decision-making process down to a crawl. This fear will cause you to wait and wait and wait to make the decision until you can no longer wait. Then you will have the added pressure of having to make the choice immediately. It's a terrible strategy for making good choices. Ironically, the fear of making bad choices is what causes you to make bad choices.

The truly fascinating thing about all this is that it's likely you already made the decision that you claim to be "thinking about." The overwhelming majority of our choice-making happens almost as soon as the options are presented to us. You already know whether or not you are going to move to Los Angeles or buy a new building or hire a CFO or close your business or open a new one. You only put off making a decision because you don't want to feel like a failure if things don't go your way.

More than that, the impact of your choice may have a significant effect on many other people in your life. Because of your choice, you may have to downsize and cause people to lose their jobs. You may have to declare bankruptcy and hurt the vendors who trusted you. You may have to tell your daughter she has to go to a state school rather than Harvard. You may end up losing everything. With all of this in the balance, it makes perfect sense that you want to put off a potential catastrophe as long as possible.

Yet, when you think about the number of choices you make and the outcome of most of those choices, you will realize that hardly ever do you make *bad* choices. Even in the poor choices you *have* made in the past, rarely did any of those have much impact on your business, your life, or on the lives of other people. You were able to recover from those poor choices reasonably quickly. Come to think of it, if you were to put on a graph the number of choices you make in a year and average out the number of good choices against bad choices, you'd be amazed to discover how rarely you make any bad choices at all.



The truth of the matter is, you don't really get a whole lot of opportunities to make a whole lot of "Titanic VS Iceberg" types of choices in life. Rarely if ever, do you have to make a decision that could end up being catastrophic. A setback? Yes. An embarrassment? Certainly. Lose a bunch of money? Yeah, it's gonna happen. But the big whopper of a decision that could cause significant problems for you and your loved ones rarely (if ever) shows up in life.

YET...many entrepreneurs seem to react to many of the choices they need to make AS IF they are at a potentially catastrophic level. Most of the time, you are elevating the importance and magnitude of your choices far beyond their actual impact on your business, and it's all because

you're worried about how you're going to feel about yourself if you make a mistake. That's kind of it, and that's why it's a story.

The most successful business people I know are not the ones who always make the right choices. Those people don't exist. The most successful business people are the ones who don't condemn and criticize themselves when the choices they make don't work out the way they hoped. They have freed themselves from the very concept of good choices and bad choices. They see choices as opportunities. They consider the results of their choices, no matter how they turn out, to be valuable learning experiences. They are the ones who recover the quickest from their errors in judgment and the ones who are least likely to repeat them.

"I'm thinking about it" is a story born from fear. It is not the fear of loss or the fear of failure. It is the fear of how you will treat yourself if you don't like the outcome of your decisions. To kill this story, you must go easy on yourself at all times. Be kind and gentle as you move through all your experiences. In doing that, you glide over the gap of your fears and stay in continuous action! Go easy on yourself, and all your choices will always be easier.

We will cover that and more in your next practice! Click the Continue Assignments button in the email you received, then click the NEXT button in your browser. Or jump to [page 43](#) if you prefer pen and paper.

**DO IT NOW!**



# STORY #5

## “IT’S NOT MY FAULT.”

This is, without a doubt, the most important story for you to overcome, and it will likely also be the most challenging.

Here’s the problem: When faced with an accusation, and I mean *any* accusation, our first reaction is to dodge responsibility and try to push the blame elsewhere. Think I’m wrong? Consider this. When the boss or a client or even a friend comes at you hard saying you screwed up, you will respond in one of two ways. The first way is to get all pouty and offer a lot of “sorrlys.” You may think this is a way of accepting responsibility but really it is not. More on that in a moment. The second way is to get defensive and spout reasons why the screw-up was out of your control or someone else’s fault.

Okay, so let’s break this down. When you give someone a big, “I’m sorry,” it usually includes a hangdog expression with the sad eyes and the droopy head. What you are non-verbally transmitting to the other person is, “Look how much pain I’m

already in. Don't put any more pressure on me." It's a form of subtle coercion that gets them to back off of holding you accountable.

The other response is where you get defensive. Like a lawyer arguing for your innocence, you give a long string of reasons why the error was not your fault. You may think you're simply explaining the truth, but more than likely, you're just making yourself a complete pain in the ass, working to exhaust the other person into backing off.

So why do we do this? Are we all just incredible jerks? No, not at all. The fact is, we do this because it is what we have been *trained* to do. From a very early age, it became clear to you that accepting responsibility for your mistakes meant being punished. So instead of being rewarded for your honesty, you were ridiculed, shamed, and embarrassed for your mistakes. The authority figures of your life missed the chance to teach you that every failure has within it wonderful life lessons and terrific learning opportunities. Instead, your little brain became singularly focused on avoiding the punishments leveled at you when you made a mistake. Rather than learning something, you just worked out how *not* to get caught when you screwed up. In short, you became a master of deception.

Flash forward to today, and unfortunately, we're still largely doing the same thing. When faced with an accusation, we sideline any potential learning opportunities and put all our efforts into being defensive and resistant to looking at our flaws. This fear of making mistakes has spawned a victim mentality in our culture that is so pervasive it shows up everywhere. No one wants to admit their flaws. From people suing



Mcdonald's for spilling coffee on themselves to individuals online demanding they not be "shamed," we seem to have gotten ourselves into a position where admitting to the fact that we occasionally fall short in life is tantamount to torture.

So it is perfectly understandable why you resist accepting *full* responsibility for not achieving all you want in the world. It has become way too acceptable to believe that some immovable thing is standing in your way. Maybe it's your boss who won't give you a promotion. Maybe it's your parents who didn't encourage you enough. Maybe it's your partner who doesn't believe in you. Maybe it's the shitty economy. Maybe you're too old or too young. Maybe you didn't get the right education. Maybe you don't have the right credentials. Maybe you don't know the right people. Maybe you don't have enough experience. Maybe you don't have enough money. Maybe there is a sinister force in the universe focused on stopping you from achieving the success you deserve, but whatever it is, it isn't your fault. Right?

When it comes to fault and success, I can tell you this. Having studied high achievers all my professional life, I have discovered one aspect of their personality that is prevalent to them all. From Dr. King to Elon Musk to Mother Teresa to Steve Jobs and many more, every one of them took ownership of every screw-up, mistake, and mishap that ever happened in their organization. They never sought to blame mistakes on anyone else because they understood the value of those mistakes. They became better leaders and better people in the world because they insisted on squeezing every ounce of knowledge out of every error before attempting to move forward again.

Taking ownership is not an easy practice to master. NOT taking responsibility is somewhat endemic in our society, our culture and even in our *language*. Consider this: When you're trying on pants in a clothing store but cannot get them to button, you probably say that the **pants** are too tight, right? But that's not true at all. The pants are fine. They will fit someone else perfectly. The problem is that **you're** too big. It's a hard thing to admit. It's much easier to sidestep your responsibility and blame the pants for not fitting. It's the same when we say, "The car ran out of gas,"

rather than saying, “I *ran* the car out of gas.” Or “I got a ticket,” instead of, “I was *speeding* and got caught.”

Most of us prefer to do the intellectual gymnastics of weaseling out of the responsibility for the problems we create in our lives. It’s a hard thing to accept our own shortcomings and personal limitations. Yet, that is exactly where all the gold is. Studying our flaws is where we can learn and progress the most. It’s the key to our personal freedom. Most importantly, it is the path to living our lives unlimited. If

you have the courage to walk that path, to accept excellence over blame-shifting, I offer you this simple way to proceed.

First, you must choose to adopt the belief that everything that happens in your life is your *creation*. Yes, *creation*. Not fault. In fact, you would be doing yourself a favor to delete the word fault from your vocabulary. It is an accusation that brings to mind finger-pointing, shame, and time-outs. Fault emphasizes the error alone rather than what can be learned from the error. *Creation*, on the other hand, has a softer tone. It suggests you participated in creating an outcome you didn’t want even though that outcome was not your intention. Let me give you an example.



*You are on your way to a meeting with a potential client. You’re feeling a little anxious about it because you don’t feel completely prepared. At an intersection, an SUV runs a red light and slams into your car. No one is hurt, but your car is not drivable. You call your potential client, let them know what happened, and they agree to reschedule the meeting for the next day.*

How do you describe this incident? You might say something like, “I was stopped at

a light, and this *jerk* in a fricken *SUV* runs a red and *slams* into me.” It makes sense, right? After all, that’s what happened. It was the other guy’s fault. While that might seem true, looking at the accident in this way does a terrible disservice to you. It casts you in the role of the victim and the person in the *SUV* as your perpetrator.

Moreover, it suggests you live in a world where you are powerless to influence the outcome of certain events in your life. Successful people, *genuinely* successful people, do not live in that world. By choosing to believe they influence *every* situation in their lives, especially ones that seem random and chaotic, they stay focused on learning the lessons that can provide solutions to prevent similar problems in the future.

By choosing to believe there was nothing you could have done to prevent the accident, you surrender your ability to be influential. All this may sound crazy, but that’s only because our victim mentality has become deeply ingrained in our culture. The insurance companies, the police, your friends, and witnesses would all agree that the accident was 100% out of the realm of your control. After all, you were stopped at a traffic light, and someone else ran into your car. How can this possibly be your fault?

While I agree that this accident is not your fault (because we no longer use the word fault), this accident is still within the realm of your creation. The reason it is your *creation* is simply because you were there. By accepting the idea that you bring about everything that happens in your life, you immediately gain a level of control over every outcome you experience. In other words, if you did indeed create this accident, then you have the power not to create other accidents in the future. Further, since the accident is your creation, there was a *reason* you brought it into your life. People tend to have a difficult time accepting this concept of *creation*. It is the idea that, in some small way, you *wanted* the accident to happen. Really? *Wanted* it to happen? Yes!

When it comes to looking at things as your creation, you start by working backward. You look at the outcome first and then consider why you chose to create that result.

In this instance, the result was that you missed your meeting. So you ask yourself, “Why did I not want to attend my meeting?” Now the answer starts to become relatively clear. You recognize that you were feeling nervous about the meeting. You felt unprepared and wanted just one more day to work on it. Therefore, you created this accident to get *exactly* what you wanted.

I know, I know. That all sounds a little crazy. I mean, seriously, did your thoughts *really* create this accident? Perhaps or perhaps not. Maybe this entire line of thinking is just a load of BS. Maybe all that happened was some guy in an SUV wasn’t paying attention and ran into your car. Maybe it was all random.

Yet, which perspective do you find more empowering? The one where you are a complete victim and terrible events happen randomly in your life or the perspective where you have the power to bring about all the success you desire? Maybe this is all just a load of crap, but you have nothing to lose by choosing an approach to life that puts you at the controls of your future. Accepting your world as your creation makes you the master of your destiny. It removes all the blocks and barriers to you having everything you want.

All successful people in the world use this mindset. It can be your mindset as well. All you need is the courage to accept full responsibility for everything that happens. In this mindset, difficult events stop happening *to* you and start happening *for* you. Suddenly, all of your triumphs and all of your failures instantly become valuable learning experiences. Like rocket fuel, each event (good or bad) propels you forward into the life you wish to create for yourself.



In 2015, I had a unique opportunity to put this way of thinking to the test in my own life. I was growing my marketing company, The BigTime Group. I had chosen to make a considerable investment in my business, pouring all of my savings into taking my biz to the next level. I began by hiring several employees and set about to create a world-class marketing firm. One of my hires was Alan, whom I brought on board as my social media expert. Yet, he turned out to not be a social media expert at all. He was, instead, a pathological liar. I did not discover this until after I had closed a bevy of new clients who gave us big retainers based on what Alan promised he could deliver for them. By the time it became clear Alan could deliver on none of these things, it was too late. I had to refund the retainers. I lost my clients. I lost my confidence. In a month, I had lost \$80,000.00 and was out of business.

About a week later, I was in Washington, DC on a family vacation. What followed, I can only describe as an emotional breakdown. I took a break from the tour to spend a day in my hotel room to plan out my next move. As I sat at the crappy little desk, the room started spinning. The next thing I remember was falling to the floor in a heap of wailing tears. I had thusly reached my bottom.

Eventually, I sat myself up, took a deep breath, and said aloud, “Okay, why did I decide to crash my marketing company?” It took not even a few moments for the answer to come to me. When it did, I was completely surprised by it. “I hate marketing,” I said, and it was true. I did hate marketing. I was only good at it. I never loved it or even liked it. I had locked myself into a career I did not enjoy because I was afraid I could not make a living at what I wanted to do with my life. I wanted to be in the business doing what I loved and had been consistently successful at for twenty years; transforming people’s lives and setting them free of self-imposed limitations.

I recognized that I had not yet tried to make a living at it because I had been terrified I didn’t have the credentials. So I backburnered that dream and started a marketing company just to prove I could be successful. The BigTime Group became something of a prison cell for me, and I wanted out! That is why I created Alan in my

life. I didn't have the courage to shut down my business, so I brought in a crazy guy to crash my company and set me free. It was time to start doing what I loved.



Later that very day, two significant things happened. One, at the Smithsonian Air & Space Museum, looking at the model of The Starship Enterprise, I was inspired to name my new company Dan Gordon Enterprise because of Star Trek's "boldly go" mission. The second important thing was that a woman I had dated briefly years before happened to reach out to me. Our reconnection became a rekindled relationship, and of this writing, she is now my fiancée. Likely, by the time you're reading this, she has become my wife.

There is one more amusing postscript to this story as well. In recognizing that I had the power to create the end of my business, I decided to see if I could use that same power to launch my speaking career. Further, to *truly* test that power, I also decided that I would accept a fee of no less than \$10,000.00 for my first ever speaking gig. Sound crazy? Well, less than eight months later, I was in Dallas, Texas, in front of 1,500 people being paid that exact sum for a one-hour presentation. I received a first-ever standing ovation from that organization for a speaker. Not too shabby for a failed marketer, huh?

I shudder to imagine where I would be today if I had chosen to live in the story that the collapse of my business was not my fault but instead something that had been done to me by Alan, the pathological liar. This entire great adventure only cost me about a year of my life and \$80,000.00. I'd call that a bargain. The best I ever had.

By accepting the truth that you indeed create everything (and I mean everything)

that happens in your life, you set yourself up to become the master of your destiny. You gain indispensable knowledge through the learning experiences you used to call failures. You see everyone and everything as conspiring to move you to greater heights. Best of all, when a boss, client, or even a friend comes at you hard saying you screwed up, you turn to them with rapt excitement and say, “Yes! Tell me exactly what I did. I want to make sure I learn everything possible from what I created.”

If you'd like help killing this story, [CLICK HERE](#) to set up a *no-cost consultation* with me at a time that is most convenient for you. Or just text the word “HELP” to my cell phone [\(213\) 409-8366](tel:(213)409-8366).

To get to the next practice, click the Continue Assignments button in the email you received, then click the NEXT button in your browser. Or jump to [page 44](#) if you prefer pen and paper.

**DO IT NOW!**



# AND FINALLY...

One of the aspects that make identifying our stories so tricky is the natural human tendency to move away from painful experiences and move towards what we find soothing and comfortable. Simply stated, we only like the stuff that feels good. It takes diligence and consciousness to stay present to our challenges. We will always seek to tell ourselves the stories that give us ready permission to run away from difficult situations. On that note, I will share one last example where I found the courage and patience to stand in the fire and how you can do that too.

When I first took up boxing, one of the things I discovered rather quickly was just how much I did not like getting punched in the head. It hurt. No matter how many times I took a shot to the dome, it didn't get any less painful. For a long time, I didn't seem to be getting any better at boxing and was quickly becoming discouraged.

However, I recognized that getting punched in the head is crucial in learning how to participate in the sport. Yet, even knowing that, I still found it difficult to stay in the spar after a few blows to the noggin. I kept stepping away from my opponent. I would try to force myself to step back in, but I could barely get myself to do so. It



was maddening knowing what I wanted to do but seemingly being unable to do it. Two fights were happening simultaneously in the ring—the one between my opponent and me and the one between me and myself. I first had to win the fight of overcoming my instincts to move away from painful situations before I could even think about winning against my opponent.

So I set a new goal for myself. Rather than working on not getting punched in the head, I would simply see how long I could stay in the fight. Moreover, I wanted to know if I could stay in the fight and stay calm no matter how many times I got hit. Ding-ding. The round started. I took a deep breath and stepped out into the center of the ring. My opponent got past my defense, and I took a shot to the head.

I was about to step back, but this time I caught myself. “Stay relaxed, Dan,” I kept thinking. Bang. Pow. Boom. “Stay relaxed.”

Then this miraculous thing happened. My opponent threw a right hook. I saw it coming and had the presence of mind to lean back ever so slightly. Whoosh. His glove went right past my face. A solid miss. Then, it’s as if time slowed waaaaaaaaaaaaay down. I saw his right arm was dropped from missing the punch. With his hand way over there, it opened up the left side of his head, leaving him completely exposed. In this slowed-down time, I thought, “Hey, I should punch him!” So I did. I threw a beautiful left hook followed by an uppercut, connecting both times. He stumbled back into the ropes. After that, practicing the sport became significantly easier.

When we feel as if we are in danger, regardless of the danger being real or imagined, we go into a reactive posture. We work to quickly move away from the danger and return to a state of calm. That process works great if the danger is something like a car about to hit us. A series of bells, buzzers, and alarms go off in our head, and we jump back to the sidewalk to save our lives. This process works very poorly if the danger is imagined, like starting a new career. The same series of bells, buzzers, and alarms go off, and we jump back into our work cubicle where we feel safe but are unfulfilled in life. Since we don't want to think of ourselves as fearful, we tell ourselves a story that gives us an excuse to avoid challenging ourselves.

We say things like; I don't feel ready yet. I can't afford it. I'm going to start working on it soon. I'm thinking about it. It's not my fault. Sadly, each time you tell yourself another story, you reinforce a pattern that encourages you not to take action on the new opportunities that arise in your life. Staying safe becomes easier and easier, while challenging yourself becomes harder and harder. Eventually, you will find yourself trapped in a prison cell of your creation, feeling unable to take on the challenges that will propel you forward in life.

As all successful people have done, you must train yourself to move into the danger, not away from it. Fear may indicate you are in real danger, but more likely, it indicates you are facing a new opportunity for success and fulfillment. Remind yourself that you have made it this far in life with nothing terrible happening. It is most likely that you are not facing devastation but just a little discomfort.



Work to stay calm while the shots keep coming at you. Wait for an opening to take bold and direct action because one will always arise.

Entrepreneurship is a strange balance of confidence, recklessness, and faith. It is jumping off the cliff and believing you will grow wings before you hit the bottom. You learn to accomplish the tasks needed to be successful on the fly. In doing so, you achieve greater courage to take on greater projects. If all goes well, you will always feel a little uncertain, a little unprepared, and a little unqualified. You will probably never reach the end zone, spike the ball and shout, “I have arrived!” If you are doing it right, you should always feel just a little bit of a fraud, as if you’re being paid for something you don’t quite know how to do.

My strong suggestion is that challenge every story that tells you to stop with a new story that tells you to proceed. It is a story of just one word; YES. When asked if you can do any job or complete any task, tell yourself the story of YES. Don’t even hesitate. Just say YES. Say yes always and say yes quickly. Say yes to whatever it is they ask you to do. Say yes, and then go back to your office and Google it, call a friend or hire a business coach who can help you bring to successful fruition this enormous new project you just promised you could do.



Scary? You bet. Exciting? Absolutely! There is nothing quite like putting yourself way out there on the skinny limb to see what you are capable of achieving. In killing this story and others like it, you jump the gap of your fears. You land on the other cliffside of success. Here, you get to live a life of thrills, excitement, and fulfillment along with your fellow comrades of gap-jumpers and action-takers who will welcome you to their leagues with open arms and big hearts.

If you'd like additional help [CLICK HERE](#) to set up a *no-cost consultation* with me or text the word "HELP" to my cell phone [\(213\) 409-8366](tel:(213)409-8366). I've helped hundreds of people kill their own stories and achieve the success they were seeking. I know I'll be able to help you as well!

**DO IT NOW!**

# REVIEW: THE FIVE STORIES YOU TELL YOURSELF THAT KEEP YOU STUCK

When faced with challenges, we tell ourselves stories that can give us a quick out, away from those uncomfortable feelings. It's important to recognize these stories as fear-based rationalizations, so we don't make the mistake of giving into them and not taking action.



## STORY #1: "I DON'T FEEL READY YET."

We use this story when we are feeling afraid of taking on a new challenge. In truth, we will never *feel* ready. We will always feel unprepared. Our feelings can't be trusted to guide us on bold new paths. They are more likely to tell us to stop.



## STORY #2: "I CAN'T AFFORD THAT."

We see money as safety so spending it always feels unsafe. When faced with making an investment in growing your business, your fears will say you can't afford it. Yet, investing in your business is the only way to achieve the success you are seeking. Safety only puts you in a position where growth and success are simply not possible.

# REVIEW:



## STORY #3: “I’M GOING TO START WORKING ON THAT SOON.”

Procrastination means that you are suffering from an emotional block. Whatever is preventing you from taking action will keep showing up repeatedly until you confront it. Take small steps towards your goal to alleviate your fears slowly.

---



## STORY #4: “I’M THINKING ABOUT IT.”

This story is used to avoid taking action so you won’t have to suffer potential failure. Saying “I’m thinking,” makes you feel like you’ll make a choice soon but in truth it just keeps you in an endless holding pattern of avoidance. Taking action, regardless of the outcome, is always your best option.

---



## STORY #5: “IT’S NOT MY FAULT”

Consider every difficulty in your life as your creation, not your fault. Rather than assessing blame, consider why you chose to bring those results into your life. By assuming responsibility for everything, you become the master of your own destiny.

---

**ENTREPRENEURSHIP  
IS A STRANGE  
BALANCE OF  
CONFIDENCE,  
RECKLESSNESS,  
AND FAITH.  
IT IS JUMPING  
OFF THE CLIFF  
AND BELIEVING  
YOU WILL GROW  
WINGS BEFORE  
YOU HIT THE  
BOTTOM.**



# LET'S PRACTICE:

You can complete the practices below but I urge you to do the online version. It's more thorough, your responses are emailed to you and you also get a certificate of completion. Just click the [START](#) button or go to [KillYourStory.com](http://KillYourStory.com) and click to launch the Practices.



## 01. Story #1: "I don't feel ready yet."

Remember a time when you didn't feel ready or capable and chose not to take action. What were the "reasons" you gave yourself?

---

---

---

Thinking back on those reasons now, what would you do differently today?

---

---

---

## 02. Story #2: "I can't afford that."

When it comes to spending money on your business, what concerns you the most?

---

---

---

# LET'S PRACTICE:

List three investments in your business that you have been resisting:

---

---

---

## 03. Story #3: "I'm going to start working on that soon."

List three actions on which you tend to procrastinate the most:

---

---

---

What are your fears about failing at those actions?

---

---

---

## 04. Story #4: "I'm thinking about it."

What are your concerns about making an immediate decision on something?

---

---

---

# LET'S PRACTICE:

**In the past, when you've made a costly mistake, how did you treat yourself?**

---

---

---

**Describe a time when a mistake turned into a positive outcome.**

---

---

---

## **05. Story #5: "It's not my fault."**

**Write the story of an incident where you were blamed for something that was clearly not your fault.**

---

---

---

**Consider the results of this incident. Write out why you created those results and how, in some way, you got what you wanted.**

---

---

---

# MEET YOUR COACH: DAN GORDON



Hi, I'm Coach Dan Gordon.

Thanks for taking the time to read my book. I would like to leave you with **one** simple question. What do you think you could accomplish if fear and self-doubt were no longer present in your life?

For over 20 years, I've helped **hundreds** of people answer that very question and

experience the thrill of unlocking their personal **superpowers**. If you'd like to feel unstoppable, live your life **unlimited**, and achieve your absolute **greatness**, click the **[POWER](#)** button below for a no-cost consultation. Or just text the word "HELP" to my cell phone [\(213\) 409-8366](tel:(213)409-8366). It's always a thrill to help people step into a life



Learn more about Coach Dan Gordon at: [DanGordonEnterprise.com](http://DanGordonEnterprise.com)

# JUMPING THE GAP

**KILL YOUR STORY AND TAKE ACTION!**



*A guide to moving past your greatest fears to achieve your greatest success!*

Have you ever considered what might be the next greatest version of YOU? Perhaps it's about achieving great wealth, increasing your confidence, or becoming more influential in the world.

In this book, Dan Gordon shatters your illusions of what you once thought impossible to achieve. Step by step, Dan shows you how to dismantle the stories you tell yourself that are the barriers to achieving your highest level of success.

By the time you've completed this book and the practices, you will be excited to kill the stories that have held you back, jump the gap of your fears and take action on all you want to create in your life!



## COACH DAN GORDON

*What could you accomplish in life if you eliminated fear of failure or self-doubt?*

For over two decades, Dan Gordon has helped hundreds of people reach new levels of success by freeing them of their own limitations. In workshops, coaching, and large-venue speaking, Dan moves people into the realm of truly living life unlimited! Connect with Coach Dan at:

[DanGordonEnterprise.com](http://DanGordonEnterprise.com)



**DAN GORDON**  
ENTERPRISE BOOKWORKS  
BADASS BOOKS FOR BADASS ENTREPRENEURS

CLICK HERE TO BOOK A NO-COST  
CONSULTATION WITH DAN.