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END YOUR ADDICTION TO  
**FAILURE**



UNLOCK YOUR POWER TO  
**SUCCEED**

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## About the Author

Anthony Shotton is an entrepreneur living in the United Kingdom who loves sharing knowledge and helping others on the topic of creating financial freedom and lifestyle enhancement.

Anthony Shotton is a passionate person who will always go the extra mile and over-deliver.

"I believe that knowledge is power. But only once you have applied a strategy and executed it! Everyone should improve themselves and/or business, no matter what stage in life they are at. Whether it is to develop a better mindset or to increase profits. Moving forward is key."

If you would like to learn more from Anthony Shotton, please visit:

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Failure and success mean different things to different people. We all have our own particular “scale of success” with which we measure ourselves against. For me, for example, I have a scale that goes from being completely penniless and not being able to pay my bills to the opposite extreme of having enough money to meet all my needs – and at the very top level of my scale is when I am flourishing where I can afford to do everything my family desires.

Of course, it is not only about money. You might equally feel like a failure as a spouse, as a parent, as a person who should be taking care of their health. All of this happens to tie in perfectly with being a work-at-home entrepreneur.

I have analysed six areas where failure hovers over us like a dark heavy rain cloud – and I want you to take an honest look at your own behaviours to see if any of these six elements resonate with you, and ultimately I want you to learn how to fix things.

So what does an addiction to failure actually mean? It means that you have created an environment and state of mind where you are allowed to feel safe and through your repetitive reinforcement of your behaviour around these areas you create your very own safety net!

When you have already labelled yourself as a failure, you have already instantly lowered your own expectations – and those of everyone else around you. You’ve set the bar so low that whenever you do make even the tiniest bit of progress, you and everyone else celebrate that achievement.

But of course it is nowhere near what you want to be accomplishing. And if you fail repeatedly, then guess what? Your label of failure was RIGHT! ...and of course, It feels great to be right! Doesn’t it!

## **FEAR**

Almost everyone has some sort of addiction to fear. There’s something they don’t feel comfortable doing. It might be publishing under their real name, using their real picture on-line, putting themselves on video, or even authoring a book – because, “Who the hell am I to try to teach people anything?..Little old insignificant me!”

Being the opposite of afraid – confident – is a scary thing for most people to consider. If you’re confident, it means you’re strong and decisive and taking risks. Those risks have different kinds of value attached to them.

Putting yourself out there might put your ego at risk and your feelings might get hurt. If someone makes fun of your looks, you’ll feel ashamed and embarrassed.

If you are afraid of losing money, you are probably afraid that everyone out there is a scammer.

There’s probably no one truthful. You’re afraid of risking what little money you have on a bad decision. And guess what, there are indeed people who will pick your pocket if you let them.

The key is to be confident enough in your abilities to buy from trustworthy individuals, but let’s get something perfectly straight in regard to this subject area, you simply can’t be an entrepreneur and be afraid of spending money. It comes in fact come with the territory!

How about the fear of being seen as an amateur among some seasoned competition? Yes, there are indeed loads of people savvier than you – and I – but so what? There are people who have done this longer, who learn things faster – but that doesn't mean that out of the global population, there's not an audience who would prefer learning from you.

There are masses of people who teach marketing online – many who make 7 figures – and many of those I wouldn't care to learn from – and it might be for a reason that's sensible, like they use unethical marketing tactics, or it might be something really superficial that turns me off, like they snuffle their nose on camera and it drives me crazy!

You can't be afraid that everyone is going to point and laugh at you because you simply haven't given them the chance yet. 9 times out of 10, if you don't click with them then they will simply click out anyhow....no big deal!

Believe me when I tell you that there is no on-line gathering where your viewers are secretly meeting up to talk about how unfit you are as a leader in your niche. Sorry, but that is just your over inflated ego putting that fear into your mind.

So with fear, it's an addiction because it keeps you in your comfort zone.

## **OVERWHELM**

Addiction to the feeling of overwhelm is a strange, but true scenario. Have you ever had a friend or family member who, every time you talked to them, had some "everything's going wrong" sob story?

They're addicted to overwhelm.

They complain about their schedule, their workload, the house not being clean, the traffic, their weight, the weather, the news – whatever is negative in the world, they hone in on it like a bee to honey and allowing their anxiety to build over it.

And guess what?

This could be you and you don't even realise it. If you find yourself sighing a lot, getting frustrated and slamming your laptop shut, and giving up with a few choice words, you too might be addicted to overwhelm.

It takes a lot more control and power to calm yourself when things go wrong – and work through them – than it does to fly off the handle or throw your arms up in the air and simply quit.

Doing that is easy – you saved yourself from all the hard work. You labelled something as too hard, too much, too whatever – and you've given yourself a reprieve.

In fact, no one wants to see you overwhelmed. It makes other people panic to some degree when you're all worked up. Your family will feel it, your friends will feel it, and because they don't want to deal with it, they'll tell you to "quit!"

That's because your mood and attitude is negatively affecting their lives. So don't be fooled into thinking that just because others backed you up in your desire to quit, it's a good idea.

It's not. They're just in self preservation mode themselves, making sure their day isn't ruined. As a grown man or woman who is striving to be an entrepreneur, you have to start learning to act like an adult in a position of authority.

Trust me when I say, It's not always easy.

I've thrown quite a few wobbly's over the years, but it is in those moments when I turn a mirror on myself and see how ridiculous I'm acting – that other people are doing just fine with whatever it is that is overwhelming me – that I instantly stop my tantrum and look towards the task in hand and of course ultimately succeeding in it.

Don't allow yourself to act this way out of habit, either. You can change bad habits. You can learn new habits. You just have to make a firm decision that you're committed to ending bad behaviour and of course you have to then ACT on it, execute it.

When you stop allowing yourself to feel overwhelmed, when you learn to calm down and think objectively – you realize that nothing can stand in the way of your success.

Not even you!

## **Lack of Knowledge**

Addiction to your lack of knowledge is a huge, comfy old crutch. I mean, this is a big one in our world, too – because you're talking about running an entire operation that includes branding, product generation and creation, marketing, technical skills and a whole lot more – with just you all on your own!

It's hard.

So what's a great excuse to stay stagnant?

"I Don't Know."

That simple little phrase that keeps blame off of you because how can you possibly blog when you don't know how to blog? How can you reach out to a partner – when you don't even know what to say or who to contact?

There's a big difference between that and not knowing something I don't WANT to know, like how does HTML code work for instance.

If I don't care about something, and don't need it to succeed, it's okay to shrug it off and say, "I don't know, and I don't care."

Remember, Google is your friend, forums are your friend.

Want to know how I learned the majority of the stuff I learned about marketing online?

I Googled it first and I asked people the other stuff I couldn't find on-line.

If you want to know how to install a Word Press blog, you type in, “how to install a Word Press blog.”  
Genius! Look at my search skills!

You would think that more people would adopt this habit, but no – they’re comfortable saying, “I don’t know.” because if they did know, it would mean they then had to take action and would have no excuse not to succeed.

It’s a ridiculous addiction to failure and the EASIEST one for you to fix.

How about forums? I’ve been in marketing for a LONG time – and I have no anxiety about going back to a marketing forum and typing in a stupid question that most of the others will know.

Why?

Because I’m willing to learn, I’m proud of myself for that and I really don’t care if anyone thinks, “He doesn’t know that?” Well I’m asking now, so answer me! Then I will know and I won’t have to ask again...and guess what? – people love sharing information they know with others!

Another thing – before you email anyone saying you don’t know something (and before you ask in a forum), Google it. At least TRY on your own! Otherwise, you’re not fit for the entrepreneurial life because you have to be a self reliant individual if you are going to truly succeed in this job.

## Finances

Addiction to a focus on finances can keep you in failure mode indefinitely. Let me say right now, that success is hard when sought under too much pressure. So if your electricity is about to be cut off, or you can’t pay your rent – get offline immediately and go get a job right now!

You need to take the financial pressure off of yourself in order to have a clear head so you don’t get pressured into making bad decisions. What do I mean by bad decisions?...like buying a get rich quick product with the empty promise of quick money – or one that has you ripping off others just to make money fast.

It’s not worth it. It doesn’t last and It will ruin your reputation.

That said, the other extreme is people who are so focused on any amount of money they might risk, that they risk none. They won’t invest in any tools they need – outsourcing, email auto responders, a blog, hosting – nothing at all.

They’re hanging on to every penny because they’re so scared to invest. They’re gearing themselves up for their pending failure, so obviously, any amount spent seems like a waste of money to them.

You have to start being sensible about this. If it’s a necessity to further the growth of your business, then save up for it and invest in it.

Starting your own company is NOT for people who are addicted to financial worries. That’s the excuse they give themselves as to why they have not succeeded yet.

Someday, they'll get a website and hosting set up – but they can't afford it right now. I'm willing to bet there are ways they can cut down to afford a domain. A GoDaddy domain is approx £1.70

And hosting? Well even if you can only pay monthly, that's about £7 a month max. So starting a business online would be £8.70. Where can you cut £8.70 out of your budget?

People who don't want to invest in their business don't believe in themselves – and that's why expert upon expert who has come and succeeded before you will say that mindset is paramount to your success.

## Time

Addiction to poor time management. This is a big one. I have always been able to focus my efforts in a particular direction but I do sometimes flick around from Face book to Amazon Prime to my email inbox and anywhere else I can waste time.

It's not often, though – and the best solution for those who fail because they're addicted to poor time management have to learn how to pinpoint what's causing them to not want to work.

It's usually fear or some sort of hatred for the work involved. Mindset gets you past fear, and outsourcing helps you hand over work you dread to someone else.

Many people tell me they can't work because their kids are in the room, they can't work because their spouses interrupt them or they can't work because they get distracted.

I can honestly tell you, these are just excuses, every single one.

You can work. You just have to learn how to work with noise when your kids are around.

You can work even if spouses or friends interrupt. You have to set boundaries. Would a boss at a corporate job allow anyone and everyone to walk in and out of his or her office – including family? No of course not.

Set your boundaries like an adult and stick to them. Say, "Only interrupt me if it's VERY important. Otherwise, I'll be done at 4PM and will answer any questions then."

You can work even if you're the type who gets distracted. You have to want it bad enough. When I KNOW I have a project that has to be done, I stick at it until I make progress.

If it's really bad, like a task I hate, then I separate it into manageable parts. I say, "Okay I'll finish one part, then let myself check Facebook etc., I get in, and get out and back to work."

Successful people don't make excuses. They make money!

## Betrayal

Addiction to betrayal happens when you, as someone who is trying to make a living online, take big risks – and a big risk can be literally anything. It might be just £10, if you consider that it is something you'd be impacted about losing.

You fork over a credit card and max it out to the tune of £5,000 for a new money making system or life coaching. You want that thrill of making money fast – and you're scared it won't pan out, because that's a lot of money to put in. But you do it anyway.

You're not one who wants to take the slow and steady path to success. You'd rather have that rollercoaster feeling – the thrill of getting sweet talked by a smart marketer who makes you feel so good about yourself and your potential, the rush of clicking the Buy Now button and making it official, the hard work you put in at first, the stomach-churning moment when you first get suspicious and are then finally able to cry foul.

Sometimes it's a small amount. But it all adds up. I hear from lots of people who say they've been ripped off dozens and dozens of times! Everyone's a scammer!

Only...that's not true at all.

The fact is, and this is going to hurt a little, you are just a bad buyer.

You have basically made poor purchasing decisions because you haven't done your homework on the person selling it. Or you haven't implemented it fully (be honest with yourself).

I am not a bad buyer. I am stingy with my hard earned cash, so firstly, I don't fork over any money I can't afford to lose.

Secondly, I always investigate who I'm buying from before I buy. If I make the decision to buy from someone with the reputation of a snake, I know going in, I might as well flush the money down the toilet because I'm taking a massive risk.

Thirdly, I always implement what I buy, always. I'm not going to buy something, not use it, and then cry like a baby because nothing ever works for me. NO – if I fail, I want it ALL on my shoulders.

That's just the way I am.

It's who you need to be when it comes to getting rid of your addiction to failure through betrayal.

In fact, I can't think of a product I have ever bought that didn't have at least ONE tiny iota of a nugget from that I learned. Even if I hated the product as a whole, most of it didn't work – I was able to take one small thing away from it and apply it to my future business.

Breaking Your Addiction to Failure just like a "drug addiction" can be an addiction to many different types of drugs – heroin, cocaine, meth – whatever – a failure addiction can be an addiction to many different things, too.

After identifying where you tend to use something as a crutch – do you have any idea how you'll change it?

If you're clueless, you might have to ask some people close to you if they hear you whining about your efforts. If so, what do you whine about? Look back over your emails, your social media posts and see what you complain about.

If you still can't find the reason, track yourself for a week or two. If you still aren't seeing it after all that, then you're either lying to yourself, your scared to hear the truth, or this isn't the right business for you.

Analyze where your day goes. Are you watching TV? Overeating? On Facebook? Sleeping? Be honest with yourself, slap your own face and get back into reality and get what you need to get things done!

Stop insulating yourself from success and stop being afraid of what could happen.

Facts only from now on.

If you tried and failed, try again. Learn the difference between a legitimate concern and something you're using to get out of taking risks and putting yourself out there.

Learn the difference between facts and feelings. Understand that in order to really thrive as an online entrepreneur, you might not have to be in control 24/7. Sometimes you have to go with the punches to see what happens.

You have a choice...

In whether or not you give in to fear, whether or not you invest in your efforts, whether or not you mess around and waste time, whether or not you refuse to focus and work calmly, whether or not you educate yourself about what you need to know and whether or not you blame everyone else but yourself.

Do you always want to live life in your career as a victim? Because if you feel more comfortable not being in a leadership position, then working in the corporate world is probably a better fit!

But if you want the power of building a strong business that serves an audience and rewards you monetarily, then you have to accept responsibility from this moment forward.

No more excuses.

No more letting feelings run your life.

Lots of action and mental fortitude – that is the combination that differentiates between those who cry victim and never succeed, versus those who make it seem effortless with their success.

Which will it be for you?