



Worry Words and Fear Based Thinking

Be mindful of how these “Worry Words” creep into your thoughts and become your reality. You probably don’t even notice how often you use “Worry Words” in you head. You will start to be very aware of how the media uses these words to create fear based thinking (that will cause you to buy) and how your use of these words in your language can sink sales and drive clients away.

Catastrophe Words- These words cause you to think in extremes Example:
“The market is hopeless so I am going to wait and see if it gets better before I start marketing again.”

Collapse
Dreadful
Hopeless
Horrible
Unbearable
Devastating
Disastrous
Awful
Disaster
Melt Down
Break Down
Killing
Painful
Sinking
Worst

Black or White Words - These words are rigid viewpoints. Example: "My business always falls off in November"

Absolute/Absolutely

All

Always

Complete/Completely

Constant/Constantly

Continuous/Continuously

Everyone/No one

Forever

Never/None

Total/Totally

Zero (as in zero chance of succeeding)

Name Calling Words - These words judge and condemn. Example: "I feel like a failure because I have not had a sale in 3 months."

Bad

Dispicable

Failure

Pathetic

Stupid

Undeserving

Wrong

Fool

I diot

A Nobody

Victim Words- Victim words demoralize and offer no hope

Can't

Helpless

Overwhelmed

Powerless

Shattered

Worn Out

Impossible

Blocked