

# “Feel the fear & do it anyway”

By: Jack Muellerleile

**“Feel the fear & do it anyway”** is good advice for everyone experiencing a case of ‘the butterflies’ so long as the training is complete; the support team is in place; the strategy is known; the ‘moves’ have been practiced; the timing is on the mark; the competition has been thoroughly inspected; their expected reactions have been identified and your immediate reactions rehearsed; and your leader confirms your readiness is as good as it will ever be.

What are we discussing above? A military campaign? An athletic event? The opening of a new restaurant? Some other new business venture? A NASA space shuttle liftoff? The debut of a new stage show? Asking someone for a first date? Or any and all of these?

Correct answer: Any and all of these.

Why? Because once you have performed all the required due diligence and readied yourself to perform at a peak level, no amount of fear and intrepidation should keep you from engaging in the planned activity. All it does is jack you up a slight notch to the very best level of readiness...the maximum level of alertness. This is when all professionals **“Feel the fear & do it anyway”**. They calm down quickly once engaged in the activity. Their training takes over and controls their actions. They make the right ‘moves’ almost without thinking.

And that’s what we all must do, **“Feel the fear & do it anyway”**.