

A hand is shown writing the words "FEAR OF FAILURE" in white chalk on a dark, textured surface that looks like a chalkboard. The text is arranged in three lines: "FEAR" on the top line, "OF" in the middle, and "FAILURE" on the bottom line. The hand is positioned at the end of the word "FAILURE", holding a piece of white chalk.

FEAR
OF
FAILURE

Do You Struggle
With It?

Leslie Liondas, CPA

Do You Struggle with the Fear of Failure? I DO.

The fear of failure is real, and it haunts us almost every day. While many of us may have the perception that we have it all together, the truth is most of us have a fear of failure lurking on our shoulders. It is the voice that tells you that you can't do something, or you shouldn't do something. I am not talking about right vs. wrong but I am talking about taking chances on yourself. I read a book recently that related that "voice" it to a little troll sitting on your shoulder talking negatively to you.

How do you control your inner troll?

When I first took over my mom's bookkeeping business in 2014, I had all kinds of ideas and plans. I knew things needed to change because we just could not sustain what we were doing. I was not getting paid even though I was working all the time. I had two young daughters and was a single mother not getting paid. Talk about the fear of failure being **REALLY** loud!! That voice was constantly in my head!

I had to push past the fear of failure to get those voices out of my head. I had to do **HARD THINGS!** I had to make **HARD DECISIONS!** To do nothing was to fail so, I had to work on my business to move us forward so we would not fail. One of those decisions was firing my mother. I had to if we were going to make it. She took half the clients with her and I kept half, we made it work for both of us.

Nothing against my mother but she just was not in the right headspace at the time. My father was very sick, and she needed to be with him. She was running herself into the ground. Looking back, it was probably the best thing for her as well. It was a **TOUGH** decision, but I had to let go of the fear of failure to make that decision. My fear of failure "voice" was telling me without her who was I? It made me question myself, without her can I actually do this?

She was my mentor and my teacher in tax and accounting. She taught me everything that she knew. Was I good enough without her? Did I have what it takes to run a business? Could I do this? These were all the questions that I was asking myself every day. The answer I finally realized was yes, I could. My business partner and I went down a scary road of change. I don't think there is anything in the firm currently that was part of that firm. Just a few clients are left from those days.

I had to make the decision to let go of non-ideal clients, which was most of them. Not that they were bad clients, they just were not right for my firm. They would bring information whenever they wanted, usually a year's worth in January for 1099's after I had been bugging them all year long. Or in March when their tax return was due on 3/15 with a year's worth of mess. To say the 1st quarter was horrible was putting it mildly.

Fast forward to now, I still have the fear of failure in my head, as I believe to some degree that fear stays with all of us. While we made these changes strategically, financially it was still difficult. In September of 2021, we lost our biggest client which was the best thing for the client and the firm. This client had 25 employees when we brought them on in 2016 and by end of

2017, they were over 100. When they left, they were even bigger. Talk about taking up your capacity in the firm. We had been prepared to lose this client for a couple of years because they were just growing too rapidly. When we lost this client by mutual agreement, the fear of failure for my team and business was talking nonstop to me and still does.

So, what is my point in telling you all this?

Fear of failure is real, and it will hold you back if you let it. If I would have listened to my fear of failure I would not be where I am today. I have found that I love coaching and marketing. I have found that I love developing people instead of being behind the scenes. If I would have let the fear of failure overtake me, I would have never learned any of this about myself.

I also learned what my team was capable of. This pushed them into other aspects of business that they could learn. It has developed the entire team. If I would have stayed in that mindset, I would not have pushed them to develop themselves or me. It has impacted my team personally and professionally.

Even though I still struggle with this on a daily basis, I keep moving forward. I just keep working on my business and keep fighting the voice in my head that says, “you are not good enough.”

What can you do to keep working through your fear of failure?

1. Find people that you can be vulnerable with and talk it through with them. You need people that won't let you get away with it and will call you on your fear.
2. Figure out what you really want from your business and personal life.
3. Make a step-by-step plan on what you need to change to get where you want to be.
4. Find a mentor or accountability partner that can help you get there.
5. Work on your own mindset by reading or listening to mindset books or podcasts. This has been a huge help for me.
6. Journal through your fear of failure. What is the worst thing that can happen? What is the best thing that can happen? What do you have to gain from conquering your fear?

It is not easy to get past, but if you work on it every day it will eventually get easier. You need to figure out how to silence your fear of failure. Or at least lower the voice on your shoulder. I know most people talk about what is going right in their business but not many people talk about what is not working. You need to open and be honest with yourself of what is really going on.

What is holding you back?

Is it the fear of failure? If so, what can you do about it? Can you work through it on your own? Do you need someone to help you work through it with you? Do you have a person that will call you on your BS? Do you need help from a mentor to help you through this to move your business to the next level? [Do You Need A Person](#) In Your Business?

If you are struggling with overcoming your fear of failure in your business and apply for a **FREE** strategy call with us at [CONTACT US](#) to see if we can be that “person” for you.

**To learn more about Getting Your \$h*t Together, visit
our website at:**

[Mentoring](#)

**To read more articles from Leslie Liondas, visit our
website:**

<https://liondascpa.com/articles>

Follow us on Facebook:

[Leslie Liondas, CPA, PLLC - Home](#)

Copyright © 2022 Leslie Liondas CPA PLLC - All Rights Reserved