

What Is Your Comfort Zone?



By Welly Mulia

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Sometimes Most of the time, in business (and in life), to be able to make a breakthrough, you almost always need to step out of your comfort zone and do things that you're really not comfortable with.

What do I mean by that?

Well, that just means doing things that you know ARE GOING to move you forward, even though doing them makes you uneasy and uncomfortable, so much so that you feel like giving up before you even try.

Everybody is guilty of this.

You and I are. So do your best friends, your friends, your colleagues. Everyone. PERIOD.

Let me illustrate a real life example.

Some time ago, I FINALLY recorded a training video on how to do FAST backlink analysis using free tools. I was VERY nervous when I recorded that training video because of my CRAZY Asian accent. I was afraid that my audience (the majority of them being Americans by the way) wouldn't have a clue what I was saying in the video.

Turns out I was DEAD wrong!

I received a number of comments on my blog and support desk THANKING me for the video and that it provided valuable and awesome training.

I was thrilled!

Who would have thought that an Indonesian guy with this crazy Asian accent would be thanked for making a training video? You know what was going through my mind BEFORE I made that video?

Yep, I was trying to convince myself:

"Nahhh I can't do it. My audience won't even know what the heck I'm talking about. I have this Asian accent, so it's impossible!"

But I went ahead and made that video ANYWAY and REGARDLESS of what was going to happen. And I was in for a surprise because my audience actually liked it...

...And boy was I thankful and glad that I made it! If I hadn't made it, I wouldn't be making more training videos now (more on this in a moment...)

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The point I'm trying to get across to you is:

Doing things that you know will move you forward, even though you're NOT comfortable with doing it, will pave a way that will lead you closer towards SUCCESS.

You will be a step closer to your goal.

This is true. Try it before you whine and make any negative judgments.

If I hadn't made that video, I will always be wondering (for the rest of my life most likely) if I really could share my knowledge and expertise through videos.

And the answer to that will most likely be "NO, I can't possibly do video training because of my Asian accent bla bla bla".

And this WILL hunt me for the rest of my life. I know it will...

Here's what I've learned by stepping out of my comfort zone:

1. Your original fear BEFORE you step out of your comfort zone is very insignificant.

Most of the time, you're A LOT better than what you think of yourself, so give yourself more credit!

2. Doing that uncomfortable thing that you really don't like for the FIRST time is the hardest.

Once you've done that for first time, doing it for the second and consecutive times become much easier and more natural.

3. You'll be REALLY glad that you've stepped out of your comfort zone because by doing so, you'll inevitably move forward in whatever you're trying to achieve.

Why? Because you've just learned how to overcome your fears by doing things that you really are not comfortable with.

When similar circumstances occur in the future that require you to step out of your comfort zone, you'll be ready.

Because of that training video I made, I'm using my courage I attained by the thankful and grateful comments about that video to make more additional training videos.

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Almost all of my interactions with YOU so far (with the exception of the training video I made) have always been in the form of text. I want to connect more with my audience, my prospects, and my customers on a DEEPER level.

And that means YOU!

So you can expect more video interaction from me in the future (and please forgive my CRAZY Asian accent and FOCUS instead on the VALUE I'm delivering on these videos alright?)

Anyway, that's all for me now.

What are your thoughts on stepping out of YOUR own comfort zone? Have you stepped out of your comfort zone or are you simply just one of those persons who PROCRASTINATES all the time by LYING to yourself "Yeah I'm gonna do that SOON... but not now since I'm so busy with bla bla bla..."

Come on PROCRASTINATORS; defend yourself by proving me wrong. Tell me that you're going to step out of your comfort zone TODAY!

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