

# How to slay your own bullshit



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# How to slay your own bullshit and take action towards success

## Let's get honest...

You've been letting fear act as a barrier to you taking action. These fears are limiting your success. And you know most of this is bullshit, right?

Let me prove it to you... Actually, let's get you to prove it to yourself!

# The three main culprits

1.

## **A scarcity-driven mindset**

The mistaken belief that there's not enough to go around, that the success of others means less success for you, anything to do with "not enough" (money, time, clients, original ideas) likely falls into this category.

2.

## **Fear of criticism or judgement from others**

We all fear judgement and criticism, it's not fun to be spoken ill of. But you are mostly worried about the opinions of the people who don't actually matter to your business. At the end of the day only two people matter - your client and your future self!

3.

## **Fear of failure or success**

Fearing failure is kind of obvious. But did you know many people also fear success? "What if this gets bigger than I can handle?" These fears are black and white.

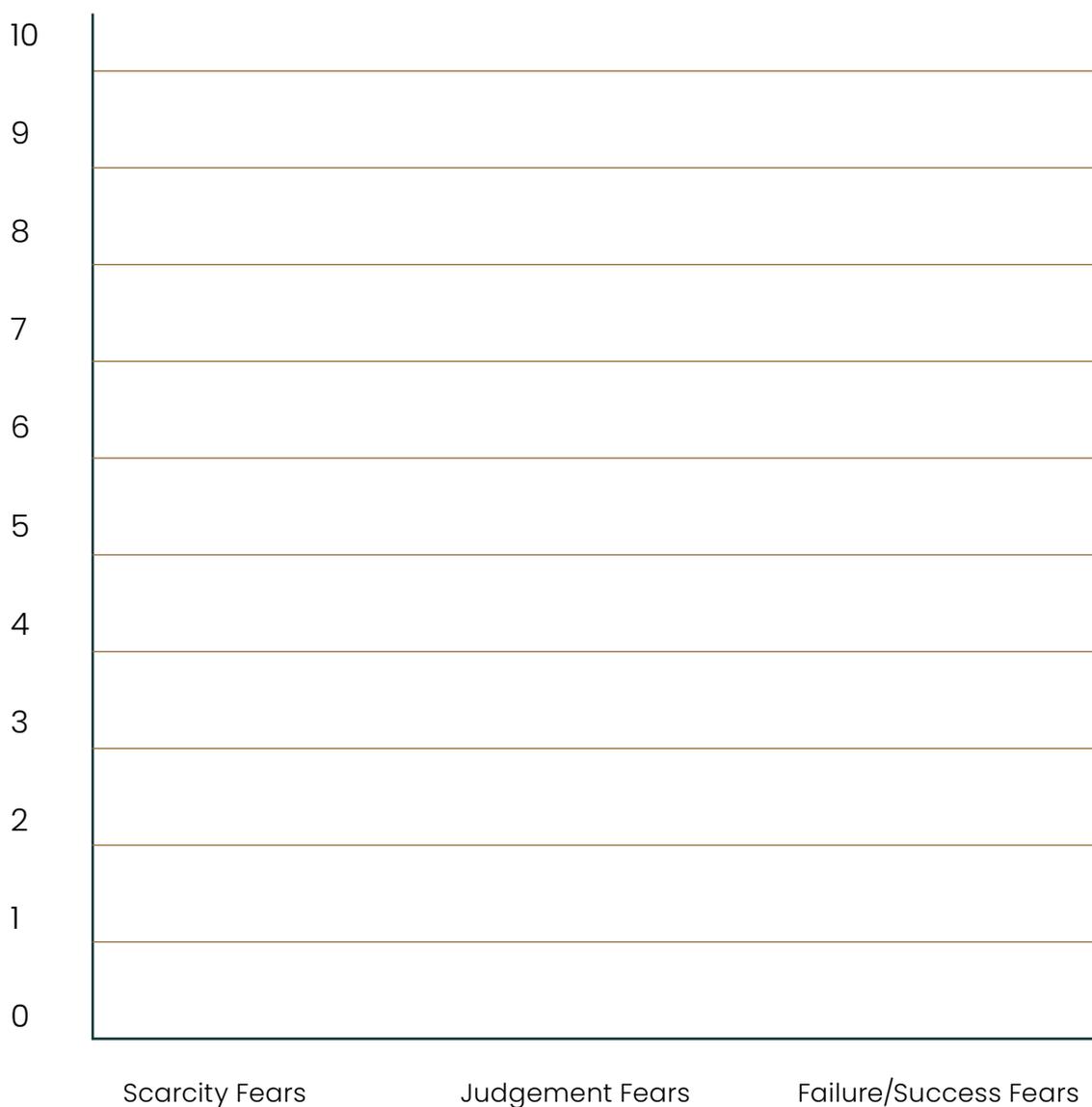
They don't acknowledge the powerful growth that comes from "failure" or the powerful inspiration that comes from each success.



## Step 2. Name your bullshit

Which of the three categories do your fears fall into. It's okay if it's all three. Draw each column to show how much power you give these fears.

0= no power 10 = too much f&\*#@ing power!



# Step 3. Build your body of evidence

You already know your excuses are bullshit, but somehow they manage to take hold anyway. So let's build up some evidence against them. You'll need a separate sheet of paper for this exercise\*.

1. List ALL the qualifications you have.
2. List ALL the professional development you've done in your chosen field (bet you can't remember it all!)
3. How much experience do you have?
4. How many clients have you helped?
5. How much money have you spent on study, professional development, and lost income while studying?
6. How much income have you generated doing what you do?
7. How many potential clients exist within your target population? Could you possibly service ALL of them alone? Could anyone?
8. What other data do you have to counter your bullshit excuses?

\* Inspired by the work of Nicola Moras - see her book "Visible" for more great ideas.

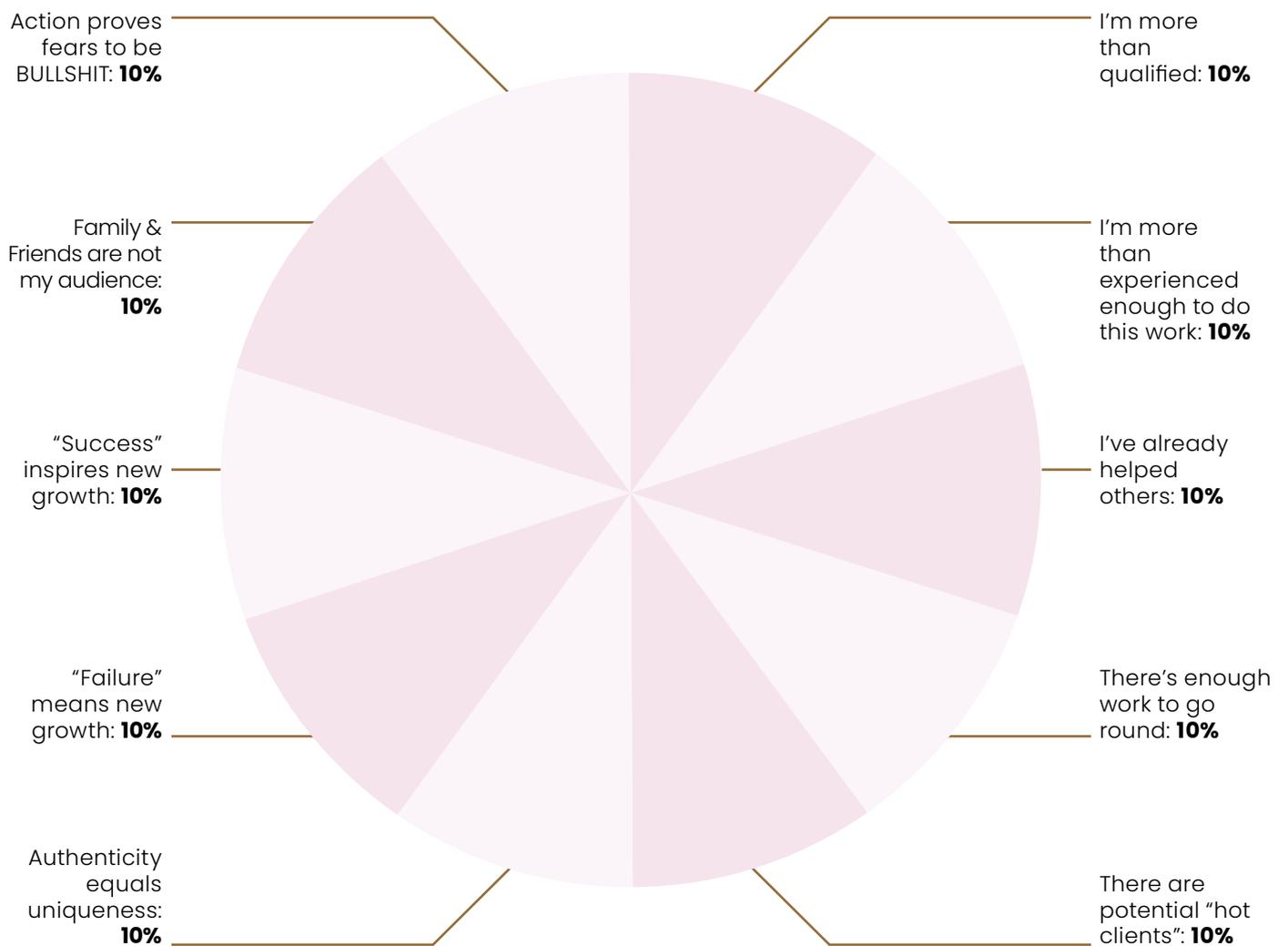
# Step 4. Bullshit slaying counter-arguments

Now that you've built your body of evidence, you can use some of the following to counter-attack the bullshit excuses that keep you stuck in inaction.

1. I'm more than qualified to do this work
2. I'm more than experienced enough to do this work
3. Others have already been helped by me doing this work
4. There is more than enough of this work to go round
5. There are more than enough people to provide enough "ideal clients" for me
6. Staying authentic to myself means my work will be unique by default
7. "Failure" is just a stage before learning and new growth
8. "Success" is just a stage before inspiration for new growth
9. Family & Friends are not my target clients, their negative opinions do not matter
10. Taking action will prove my fears to be BULLSHIT!

# Step 4. Bullshit slaying counter-arguments

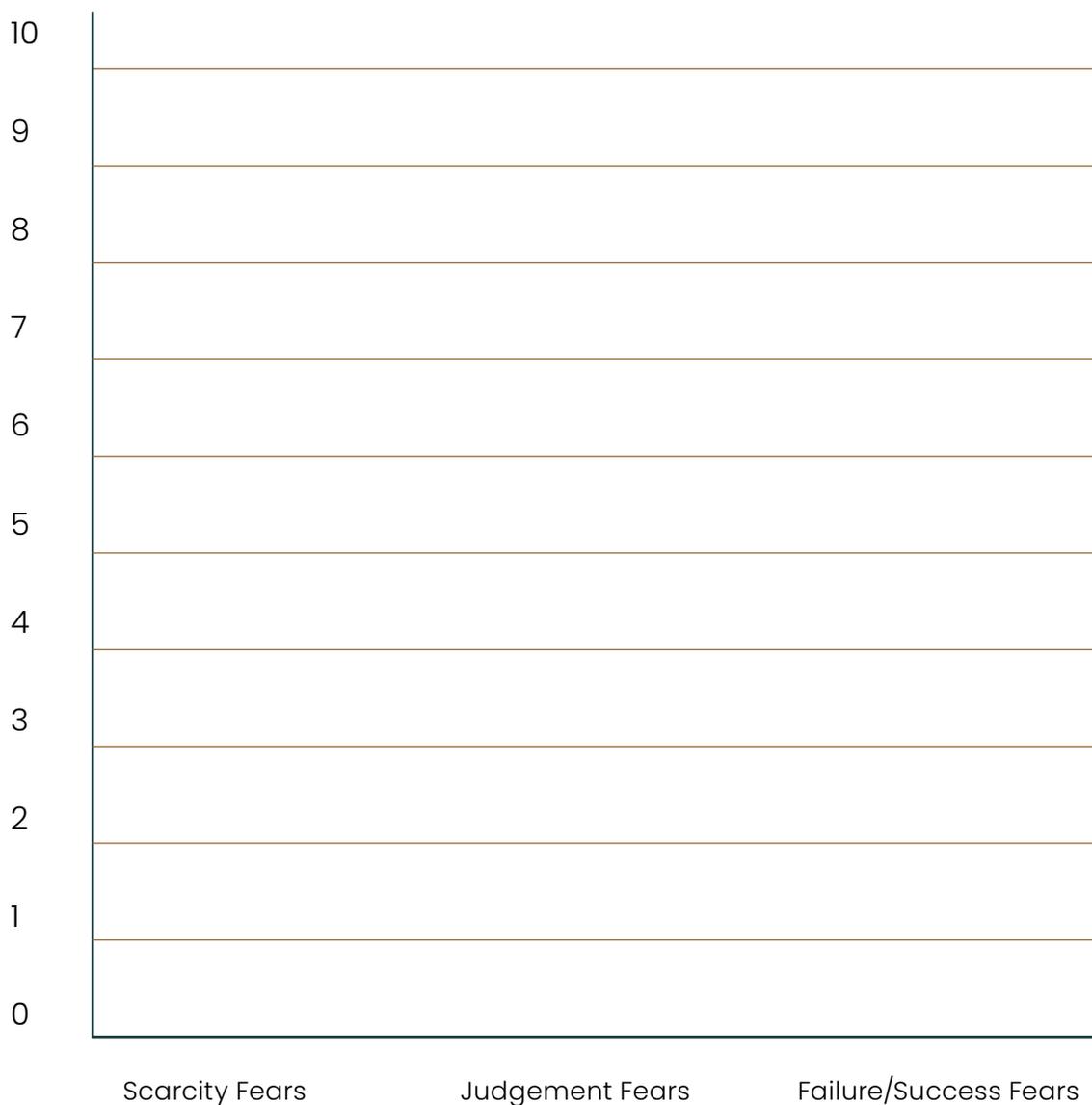
Shade in the segments of the bullshit-busting counterargument wheel to (a) show which ones resonate with you and (b) demonstrate how strong you are (because you'll be shading in most of the circle, right?)

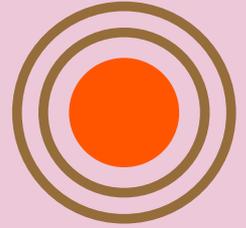


# Re-rate your bullshit

Spend a minute to re-draw each column to show how much power you are now WILLING to give these fears.

0= no power 10 = too much f&\*#@ing power!





# Congratulations, bullshit slayer!

Now I want you to stay honest with yourself...

Each time you hear these bullshit excuses pop back into your mind (because they are persistent little buggers), you need to hold the line, maintain the boundary, and do the following:

1. **RECOGNISE** them as bullshit
2. **CALL THEM OUT** - say "That's bullshit" if it works for you
3. **REMEMBER** your body of evidence
4. **CALL IN** your bullshit slaying counter-arguments
5. **RISE** above the bullshit ... because you know you can!



**Now go and slay  
your bullshit.**

