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Mark Victor Hansen is the co-creator of the wildly successful **Chicken Soup for the Soul®** series, and the co-author of a new book, **The One Minute Millionaire**. For more than 25 years he has influenced society's top leaders, and the general public, on a global scale, speaking over 50 times a year. He is also an active entrepreneur, philanthropist and humanitarian. Mark Victor Hansen is an enthusiastic crusader of what's possible and is driven to make the world a better place.

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Rejecting Rejections:

How to Build Momentum When Confronted with Roadblocks

by Mark Victor Hansen

Have you ever been rejected by anyone at any time for any reason? Everyone has, and for some the results can be catastrophic. Experts say one of the greatest and most common fears among the human population is the fear of rejection. The fear of rejection can stop phenomenal ideas in their tracks. It can cut brilliant people off at the knees. It can bring progress to a screeching halt.

But the fear of rejection is not a physical thing. We can't grab it or hold it. It only exists in our minds. So, why do we allow this non-physical thing to control us? Why do we give it the power to take our dreams and dash them against a wall? Because fearing rejection is a bad habit – one that we don't want to face. It is just a bad habit – a bad habit that we can replace with a good, healthy habit. But first, it's a concept we

need to do more exploration on. In order to live the life we want to live and do what we were meant to do in this world, we need to dig deep into our fears and redefine rejection, make it smaller and less important. We need to learn to stay focused and keep moving with gusto, verve and self-reliance when faced with "no"s; and in so doing, we'll discover the secret formula to and actually gain great momentum toward the greater life we've always dreamed of.

Conquer Your Big Two Mental Roadblocks: Fear and Worry

Everyone is afraid of rejection of some kind. No one is completely confident about everything. But we have two choices– we can either allow the fear of rejection to conquer and control our lives,

or we can conquer and control rejection. That's simply the bottom line. It's a scary premise, yet it's the choice we have to face.

It may seem as though no one else in the world is afraid, but we all are. What we have to do is push through fear and worry and do what we want to do anyway. The best way to do this is to remove emotion from the situation and look at it from an analytical point of view. When analyzed, most fears shrink down to nothing. As light casts out darkness, confidence melts fear and banishes worry.

“In order to live the life we want to live and do what we were meant to do in this world, we need to dig deep into our fears and redefine rejection.”

For example: Meet Joe. He's an average guy with an average life. Deep down the “real” Joe has a burning, overwhelming desire to be an inspirational speaker, but his greatest fear is public speaking. Every time he thinks about speaking in front of a group of people his stomach twists and turns into knots, he sweats profusely, every limb

begins to shake and his mouth goes dry. Now, Joe can either give up his dreams and work in a cubicle, hiding from the world for the rest of his life, or he can analyze his fears and see if they are logical or not. Joe can begin by asking himself these questions:

1. What is the worst that could happen?

If I were to speak in front of a group of people, what is the worst that could happen? They could laugh at me or think I'm an idiot. I might stutter or forget what I'm supposed to say and be embarrassed.

2. If the worst were to happen, could I live with it?

Well, yes, I could live with it. It's not like it would actually kill me. I am starting to think clearly and am banishing the fear.

3. If the worst were to happen, will I lose anything?

If they were to laugh at me and think I'm an idiot, or if I did stutter or forget what I'm supposed to say, will I lose anything? Not really. Maybe my pride would be hurt a little, but I wouldn't lose anything permanent. It would only be a temporary loss to my self-esteem, which I can truly live with, be wise to, and use to my betterment. By

overcoming that fear, I am simultaneously building my self-esteem (whether I actually recognize it or not!)

4. What's the best possible outcome?

I could inspire people to live better lives. I could hone my skills, grow more eloquent and articulate more convincingly every time I speak until I've perfected my outcome.

5. I'll compare the worst result with the best possible outcome.

If the worst result is that I stutter or possibly forget a few things or even have people chuckle at me ... and the best result is that I inspire, motivate and elevate people to action and they live more decent lives as I become a more seasoned, professional speaker, I'd say the best possible outcome outweighs the worst.

6. Based on the facts, what is my most likely outcome?

I would only be nervous if I focus on myself, but if I remember that I'm there only to serve these people, my nervousness will vanish. I'll create a mental slideshow of myself on stage with all my facts, points of interest and stories, and see myself breezing through my presentation. I'll do very well

speaking, will expect as much, and will prepare in advance and practice to make this happen easily and effortlessly.

“I’ll do what I fear and fear will disappear.”

Franklin D. Roosevelt

See, by analyzing my fears, I’ve discovered an amazing way to push through them. Most of the time the fear exists only in our minds. And our minds are extraordinarily powerful. They can create a world more amazing than any special effects we have seen in the movies, and more exhilarating than any ride at an amusement park. But by learning to put our fears aside and looking at them in a logical way, we can see that the monster under the bed isn’t scary at all, it’s just a little dust bunny that needs to be swept away.

In our early years of speaking, Jack Canfield and I kept seeing this issue of self-rejection come up repeatedly in our audiences. We encouraged individuals to “reject rejection like small children do.” The rejection they were experiencing was keeping them from taking phenomenal action for their lives. So, Jack and I got together and co-wrote the book, *The Aladdin Factor*.

The Aladdin Factor ended up being such a great seller, that we followed it up five years later with vastly more informative, easy-to-listen-to audio tracks in a program of the same title. Either of these products will help you tremendously in getting past the fear and rejection issues you’ve possibly harbored all your life. To this day, we still get more “I changed my life!” comments on this book and audio tape series, and I still enjoy reading it and re-reading it for my own edification. You’ll find it in my e-store at my website, www.markvictorhansen.com.

Redefine Rejection – It’s Nothing Personal

When faced with rejection most of us are like a family going on vacation – we bring our personal baggage along for the ride. If someone tells us “no,” we automatically attach some sort of meaning to it. We rip open one of our suitcases, start whipping out our existing baggage and say, “*Yep, my parents didn’t think I was ‘good enough’ and now you don’t either. This proves I’m not good enough for what I really want.*” But chances are the “no” had **nothing** to do with us. It was simply a neutral situation to which we attached meaning.

The affirmation you INSTEAD want to self-affirm for the next 30 days is this:

“I am good enough. In fact, I am great enough!”

That’s it! Repeat it 30 times each morning and gradually it will seep into the spaces of your mind and you WILL become good enough. It will positively transform your life and all your future experiences.

“Comfort zones are containment areas.”

Look at Tom Cruise, for example. When he first started out as an actor he was told more than once that he wasn’t attractive enough to be a leading man. They told him to go get a tan. Obviously, he didn’t attach a lot of meaning to the opinion of those people, because he has gone on to become one of the most celebrated leading men in Hollywood history, collecting numerous awards and accolades, and garnering \$25 million a picture. And, last time I checked, he’s still ranking as one of the world’s sexiest men – even without a tan!

Look: We know we can create a personal attack out of a neutral situation, right? It’s probably been *done* to us more

than one. So, it stands to reason that we can just as easily redefine rejection to help us get past it, not take rejection personally and move on to the next event. And, let's face it folks: It's even a bit egotistical to imagine that every one we meet and everyone we know is passing judgment on us. We are not the center of everyone else's universe – we are only the center of our own! We must remember not to take rejection personally. We can literally, metaphorically and metaphysically reject rejections and go on to create our *own* personal legend.

What To Do When the Answer is “No”

Barry Farber's first book, *State-of-the-Art Selling*, was rejected by 26 publishers before it was finally purchased by one. Instead of deciding that he was a lousy writer and throwing in the towel, he decided to ask the publishers who rejected the book how he could improve his chances of selling it. Each publisher gave him advice and he re-crafted the book with each idea, improving his product and his chances of having it published. Soon, every rejection turned into an opportunity for advancement.

My friend Phillip Johncock is the world's top grant writer. He has a 98% proven success

rate in getting grants, no matter what their size or stature. He told me that after Turndown #1, ask: *“What can I do different or better in my proposal to meet your needs?”* Phillip says that by the third go-round, he and any of his students under this tutelage achieve their assured result: Their grants are provided.

Did you know that there is over \$280 billion in available grant money annually? Don't you think that's worth working toward an “open sesame” after the first or second rejection?

When you're faced with a “no,” find out why – and don't do this in a confrontational or pitiful, eyes-streaming eyes tone! You want to know what to do to get to “yes.” You are researching that very answer. So, do your research – like Barry Farber did – and make your adjustments.

Keep Your Eyes on the Prize

Dealing with rejection is like being a weightlifter. The more you deal with the weight of each rejection, the more muscle you build and the stronger you become. Pretty soon nothing anyone says to you is heavy enough to stop you. All of those rejections are reduced to nothing. You can – and will – terminate rejection!

Look at the program used by the navy to train new Navy SEALs. They endure tremendous amounts of training and stress by their trainers. They are pushed beyond their physical and mental capabilities in order weed out the wannabes from those who have what it takes to become the best in defense of the American country. Those who stay focused on their goal become SEALs. Those who allow their bodies and/or minds to wander or get off track are out of the program.

“When faced with rejection most of us are like a family going on vacation- we bring our personal baggage along for the ride.”

Know what you have to do to attain your goal. Endure what rejection you must and MOVE ON. When Bob Allen and I were selling the One Minute Millionaire with our agent, Jillian Manus, 13 major publishers rejected us. Finally, one offered us less than we wanted. We rejected their financial rejection, and ultimately got what we wanted – \$1 million in advance. Do I believe in rejecting rejection? Hear me thundering in your mind a decisive “YES” for

you! Under no circumstances allow yourself to be distracted from your heart's desire. Stay focused, focused, focused.

Don't Get Mad – Get Moving!

Giving into rejection can be a great immobilizer. Most people would rather just slink back into their comfort zones and never try again. But comfort zones won't get you anywhere. They won't allow you to get anything done.

Comfort zones are containment areas where we don't have to do anything that feels different. Being comfortable feels good, but it doesn't get us any closer to living the abundant lives we were meant to live. Dr. Stan Dale says: "Comfort zones are plush-lined coffins. When you stay in your plush-lined coffins, you die." Not only do you die, but your dreams die with you.

"If you're green, you're growing. If you're ripe, you're rotten and blue all through."
Cavett Robert

So, how do we move out of our comfort zones? There's only one way. **Whatever rejection you have suffered,**

whatever fears you have about moving forward, take a deep breath and follow these two simple steps:

1. feel it
2. and do what you have to do anyway!

"Every act is its own reward."
EMERSON

Take action! It sounds simple, but few people will allow themselves to feel fear, face rejection and move on anyway! Those who are the "doers" in the world blast through fear and rejection and do what they have to do in order to get what they want. They know that the view from the other side of fear and rejection is success, and THAT view, my friends, is breathtaking. Be a rejection-beater. Become the master of beating rejection. As a favor to me, teach at least three others to do the same.

There is No Perfect Moment for Asking

Napoleon Hill said this about asking: "Don't wait. The time will never be just right. Begin at once, whether you're ready or not" Dr. Hill was absolutely right. If we keep dipping a single toe in to test the water, we'll never get to swim. Sometimes we have to jump

into the water, head first and see what happens.

There is never going to be the perfect moment to ask for what you want. You can grow old waiting for the planets to align and someone, anyone, to give you a sign. Even the Bible tells us in Ecclesiastes that: "If you wait until the wind and the weather are just right, you will never plant anything and never harvest anything."

It is up to you to create the perfect time to ask for what you want – fear and rejection be gone! Asking is all you should be thinking about. It is all you can do. It is the only thing you have control over. Concentrate on what you want and the life you'll have after getting it, because the rest is out of your hands!

The Odds Are In Your Favor

Being rejected is not the end of the world. It is simply another step you have taken on the road to being accepted. Look at Babe Ruth. "The Sultan of Swat," who is often considered the greatest baseball player of all times ... he struck out over 1,000 times. But that's not what he's remembered for. He's remembered because he hit 714 home runs in his career and invented the modern

baseball bat. His accomplishment far exceeded his disappointments. You have to strike out every once in a while before you can hit a home run. **And, believe me, it's the home runs that'll be remembered.**

Just think for a moment: How many flights did the Wright brothers attempt before they got a plane aloft? How many years did Edison work on the light bulb before it finally blinked on? How many years did Ford's engineers say "The V-8 engine can't be done" before they managed to invent the modern-day car engine? How many times did Sylvester Stallone negotiate with movie makers before he was allowed to star as "Rocky" in his own screenplay?

How many of those questions can you answer? My guess is probably not many – because people don't remember the failures, the years of trying. They remember the enormous and phenomenal success that people make of their lives.

Les Brown, an amazing speaker and good friend of mine, often talks about his hard-working, adoptive mother, Mrs. Mamie Brown. She worked so hard to keep Les and his twin brother fed and clothed, and was such a wonderful woman that, when he was a young man, Les decided to make enough money that his mother

wouldn't be forced to clean floors any longer. He went door-to-door selling television sets to fulfill his goal.

His first day on the job, he was told "no" repeatedly, but he didn't pay any attention. He moved on to the next house and the next house. Finally, late in the evening he knocked on a door. The man who answered asked him what he thought he was doing knocking on his door late at night. Les told him exactly why he was knocking and what his goal was. The man saw the conviction in Les's eyes and told him the TV had better be a good one. Then he bought the television set.

"There is never going to be the perfect moment to ask for what you want."

Les not only got his mother out of menial job work, but eventually bought his mother a mansion in Coach Don Shula's neighborhood outside of Miami. To learn more about Les Brown's own rejection of rejection, go to his website at www.lesbrown.com.

Remember, for every rejection you get, for every "no" thrown in your face, know that there is a "yes" waiting around the corner. Ross Perot was fired from IBM for earning

\$287,000 and finishing a year's quota in 17 days. So, he borrowed \$1,000 from his wife to start his own company, EDS. Ross knocked on 80 doors, all of whom said "No." to his ideas. But on the 81st, he got a \$4 million sale.

Remember, each no is just a "next."

For Ross Perot, each "no," was a \$50,000 "next!" Now that's a great R.O.J – Return on Rejection! As you call on people and hear "no"s, hear that as a "next" instead. You'll shortly discover your numbers – and income – improving over time.

Here's the Formula For Getting What You Want

Successfully rejecting rejection always leads to phenomenal success. One way to remind yourself of this is to keep in mind this magic formula when asking for what you want:

SWSWSWSW

This acronym stands for: Some Will, Some Won't, So What, Someone's Waiting.

This means that when you ask for something, it may take a

lot of people saying “no” before you get your “yes,” But you will get that “yes” if you keep on asking. Some will say “yes.” Some will say “no.” Forget about all the “no’s.” Someone is waiting to tell you “yes.”

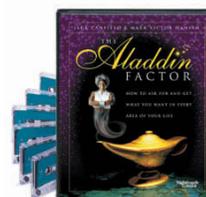
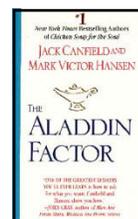
A Current Rejection is Opportunity in a New Direction

Fear of rejection only exists in our minds. When someone rejects us we need to keep that rejection at arm’s length and remember that it has nothing to do with us personally. There’s a reason for every “no.” The person could have been having a bad day and would have said “no” to anything we suggested. In psychology, the principle is called “transference.” What happens even more frequently – the person sitting across from you may not even know why *they’re* saying “no” ... it’s true! This may not have been the best person for us to get involved with on a personal or professional level – meaning it could have resulted in disaster. Or there could be something more wonderful waiting for us that a Higher Power has put into motion. Don’t take the rejection to heart. There’s a plan, there’s always a plan.

After getting through what I consider “rejections” in my own life, I’ve come to believe that **rejection is really just a test to see how badly we really want what we say we want.** By re-thinking how we define rejection, sustaining a laser-beam focus on our goals and blasting ahead through all of the “no’s,” we can appreciate success all the more when we finally hear that inevitable “yes!”

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You can read and hear first hand how Mark Victor Hansen & Jack Canfield ... as well as several other famous speakers, authors, celebrities and political figures of our day ... moved past rejection by facing the fear and taking action anyway in our book and tape series, *The Aladdin Factor*. It'll get you motivated! Just go to my store in my website, www.markvictorhansen.com.



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