



**RISK**

**My question for you is:**

**“Are you at risk?”**

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**PIERCE**  
International, Inc.



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# RISK

My question for you is: ***“Are you at risk?”***

Now what exactly do I mean by that?

Let me first share with you a quote from a very distinguished professor named **Arthur Combs** from **Northern California University**. He said, ***“Our whole entire educational system is built on right answers which produces a great fear of making mistakes and stifles creativity.”***

So, the question of *“are you at risk”* is really a question of *“Are you out taking risks?”* Many times we are afraid to take risks and sometimes our decisions are not really conscious all the time. Sometimes it’s really a subconscious thing because we’re afraid of what the results might be. Maybe we’re afraid of humiliation. Maybe we’re afraid of looking silly or looking stupid or looking like an idiot or whatever the case may be.

So, sometimes we become afraid of taking risks, like in a business. Some people are extremely comfortable with the planning phase, the preparation phase, the thinking-about-it phase or talking-about-it phase, and they never really just go out there and do it because they’re afraid of making the mistakes. They’re afraid of the risks that they’re going to be facing, and are saying to themselves, ‘Oh my gosh, what if this doesn’t work? Look at all the different people that are going to see me. They’re going to look down on me. They’re going to think I’m stupid. They’re going to look at me as a failure.’



In other words, there is some subconscious learning that has come from school. It's not that school is bad, but sometimes the way we learn things can have a very negative subconscious impact on us and it can have an underlining effect on our activities and our behaviors or can affect how we're thinking and how we're feeling.

So, the question is, could there be something you have subconsciously learned that is holding you back from taking the proactive type of risks that you need to take to succeed in your business or other areas of your life?

I have three questions I want to ask you.

***What's the reward for taking a risk?***  
***What's the punishment for taking the risk?***  
***What's the reward for not taking a risk?***



It's not whether you win or lose. Although I got kicked out of school, I did hang around long enough to know how they grade papers. We know that in school, you do a lot of preparation and you start to sweat and you get a little uncomfortable when the test comes-- whether it's a test you have known was coming or-- my gosh, don't let it be a test you didn't see coming like a pop quiz or a pop test!

Sometimes we're just not comfortable in taking that test because if you don't do well on it your paper is going to be marked up and you're going to experience a lot of pain because you're going to be able to see that you didn't do well on it. They don't reward you for efforts in school. You don't pass and graduate to the next class because you really put in a good effort.



Maybe you shouldn't be rewarded for effort. Maybe you should get enough of the answers right to graduate and go to the next level. But the question is, how does that really start to impact us in business, in our life and other particular areas?

So for yourself, **what is the reward for taking a risk?** Do you have a reward system set up?

Sometimes it's easy to reward ourselves if we take a risk and we kind of win and we do it the right way. But what if you don't? What do you learn from that and how do you set yourself up to win when you take the risk regardless of whether you "win or lose"?

Sometimes we kind of need to have our reward in place because it will help us to move forward and take risks that are necessary.

Another question: **What is the punishment for taking a risk?** Are there people in your life that punish you verbally or physically? Maybe you're looked down upon; maybe there are certain things that they make you feel so down about yourself for taking the risk so that, you know what? You don't even take the risk at all.

So, what is the punishment? Do you even punish yourself? Do you punish yourself mentally for taking risks, especially if you take a risk and it doesn't work out? Do you punish yourself? When you think about taking a risk, do you punish yourself by hammering your self-esteem, hammering your self-image and using a lot of negative self-talk on yourself which pretty much just grinds you into the ground?

The question is: **What's the punishment that you give yourself for taking a risk?**



The third and final question is:

***What's the reward for not taking a risk?***

This is probably one of the most important questions of all of the three. What is the reward that you give yourself for not taking a risk?

How do you make it okay for yourself to not take the risk? How do you make it okay to avoid exposing yourself to the elements of the environment that you have to expose yourself to if you want to progress and move to that next level in your life?

How are you rewarding yourself? How are you making it okay to stay where you are? How are you making it comfortable to avoid putting yourself out there on the line? How are you making it okay to live in mediocrity, which is pretty much a place where we stay if we don't take risks?

It's only through risks that we can allow ourselves to expand and experience some of the bigger and greater things in life that we have the right to experience, but that are not just going to be handed to us. We have to go out there and get them, in life and in business.

Sometimes we may not be doing these things consciously. It may be a subconscious thing. But we need to expose that so we can deal with it.

I have a quote. I don't know who said the quote, but I just know the quote that, *"Progress always involves risk. You can't steal second base and keep your foot on first,"* (for those of you that know about baseball). You can't steal second base and keep your foot on first. Progress always involves risk. I don't know who said that, but it's a phenomenal quote. I love the quote and I think it applies to what it is we're talking about here today.



Every company that's great was at risk as it was coming up, and it remains at risk. Risk is something that we shouldn't be trying to avoid. There's good risk and there's bad risk. You don't want to run across the street of fast moving traffic; that's an unnecessary risk. You wait or you go to the appropriate corner and you wait for the light.

I'm not talking about stupidity here. I'm talking about the kind of risk that's necessary that we all have to embrace if we want to expand ourselves and if we want to grow our businesses.

Are you at risk? Are you afraid of risks? Are you rewarding yourself for not taking a risk or are you punishing yourself if you take a risk? Are you punishing yourself if you take a risk and whatever it is you tried didn't work out?

Are you allowing the punishment to accumulate to the point where now you're completely immobilized and you're experiencing action paralysis, meaning you just can't find yourself in a place to move forward because you're so afraid of what might happen if it doesn't work out? Or are you just afraid because based on past experience, you think it's just not going to work out-- so you're not even able to learn from your past?



From Street Thug To Buckingham Palace...

## If You Are Sick And Tired Of Struggling To Make A Living, This Internet Millionaire Will Personally Hand You Everything You Need To Start Making Real Money On The Internet Right Away

The economy is still in a shambles and experts warn the worst is yet to come. The government bailed at the banks and the auto companies but no one bailed out the little guy...except for one Internet marketer.



It's a huge leap from the mean streets of Washington D.C. to Buckingham Palace, but Stephen Pierce was recently invited for dinner by Prince Charles. He's been featured on major

television news programs and speaks to packed houses around the world. He preaches a very unique message...

### This Is The Best Time To Get Rich

This may be the toughest time in history to get a job. Homeowners are forced to walk away from their homes in the face of foreclosure. And the commercial real estate market is about to go down the toilet as well. Yet for many, life has never been better.

You see there is one sector of the economy that gets stronger every year. It's doing business on the Internet. And it seems everyone – from the big players to 80-year-old grandmothers – is getting in on the action. It seems the Internet has never heard the word recession.

Amazon.com was started in someone's garage. Today, it rakes in \$19,000,000,000 a year – that's 19 BILLION dollars. Stephen Pierce is going to show you how to claim your share of the online fortune.

### Take Control of Your Life

For a lot of people, the hardest part about starting an Internet business is just getting started. To so many people, it seems so daunting. That's why Stephen Pierce's MRMI Super Cash System has been so popular worldwide.

### Live The Life Of Your Dreams!

**YES!** You come home to automated cash each day.

**YES!** You can go on a vacation whenever you want.

**YES!** You can work from home or from any location in the world with an Internet connection (even the beach).

**YES!** You can pay off any lingering debt that is eating away at your life.

**YES!** You can drive a new car every year for the rest of your life.

**YES!** Your Internet business can become your own personal ATM machine.

**YES!** You will be free of your J.O.B. and bosses that drive you crazy.

**YES!** You can do this in just 60 minutes a day.

**NO!** This is not a job.

**NO!** You don't have to have any experience at all.

**NO!** It won't take you months (or even weeks) to get started.

### Super Cash Success Stories

Stephen is a popular motivational speaker and knows what to say to get people to take action. That's why his system is getting great results like these:

*"I made more money than I thought I would in 11 months simply selling a \$29.95 information product on the Internet working from home. By following Stephen's teachings, I have been able to retire my wife, travel with the family, and enjoy the good life." – Greg Cesar*

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### Claim Your \$4,276 Internet Income System Today for Just \$1 And You Get:

- A 70 minute streaming video presentation of "Real Money, Real Fast." This dynamic presentation will get you moving. You also get the audio version too.
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- 12 Ready-To-Earn Google Cash Creators. Just add traffic and Google will send you a check every month. Nothing could be easier.
- ...And much more!

Stephen believes in the power of the Make Real Money On The Internet In 7 Steps Super Cash System so much that's he's letting you claim his entire \$4,276 Internet Income System today for **ONLY \$1.**

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# **“Risk” Worksheet**

To explore risk as it applies to your particular situation, consider the questions that follow.

**1. What past experiences have you had that might have shaped the way you think about risk? (personal experiences, things you have heard from others, etc.)**

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**2. Are there any things you may have subconsciously learned that are holding you back from taking proactive risks necessary for success in your business and your life? What are these beliefs?**

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**3. What is your reward system? How do you reward yourself for taking risks? If you don't already reward yourself, what are some ways that you could in the future?**

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**4. Do you have any regrets over past risks you could have taken but were too scared to take at the time? What were the main things holding you back from taking those risks?**

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**5. What is the punishment for taking a risk? Are there people in your life that punish you? Do you feel like you punish yourself for taking risks or do you feel guilty when you think about taking risks?**

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**6. Describe an instance when you considered taking a risk and then have used negative self-talk, bringing yourself down and eventually talking yourself out of taking the risk. What sorts of things did you think and say to yourself?**

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**7. What is the reward for not taking a risk? In what ways do you make it okay for yourself not to take risks? In what ways do you tell yourself its okay to just stay where you are?**

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**8. Describe the negative consequences of not taking risks. In what ways are risks a necessity if you want to progress and move to the next level in your life and in your business?**

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**9. Name two risks you have been thinking about that you really want to take.**

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b. \_\_\_\_\_

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**10. What are the potential positive outcomes of taking the risks? (Remember, even if they do not turn out as planned, you can still have positive outcomes—gained experience, learned a new skill, met new people, learned how you can do it better next time, etc.) In what ways will you reward yourself for going ahead and taking these risks?**

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