

# PLUCK

## the FUD

*resource guide*



# Welcome!

I'm excited to provide you with this workbook as a companion guide to my book "Pluck the FUD". I created this tool to help you identify weeds growing in your mind, and provide a resource to help you pluck them out.

I will be with you as a guide along the way to help you get the most out of the principles, strategies and tools being taught. The more vulnerable you are with yourself as you record your thoughts in the following pages, the better your outcome will be.

You can print this and mark it up, or save it to your desktop and type straight on it. I invite you to take responsibility for what you get out of this investment of your time. If there are questions you wished were asked here, don't be afraid to write them in and answer them, and make this your own!

I know these principles, strategies and tools can make a significant impact in your life– they have mine, as well as thousands of others. I challenge you to Pluck the FUD!

BenWard



*"Think of me like your safari guide, I've navigated the sales and leadership jungle for more than two decades. I've been there, and I've come back for you"*



# WEEDS *of the mind*

## chapter 1

**What are some common weeds that you've found regularly creep into your mind?** These can be negative thoughts about yourself, disempowering messages, or anything that holds you back from becoming your best. Write these out here. (Identifying weeds growing in your mind is the first step to be able to pluck them out)

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**"The only thing keeping you from what you want is the story behind why you can't have it." -Tony Robbins**

Imagine the consequence of allowing the type of weeds you've written above to remain there, silently taking root in your mind. Are there any weeds that have been growing for a long time? Maybe weeds that have thick, deep roots?

Write these here and describe them:

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**What will happen if you don't pluck them out?** Where does it lead if you allow these weeds to continue to grow?

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**What specifically can you do to pluck mind weeds out of your brain?** I challenge you to start thinking through this now, by writing out a few of your ideas; but as you keep reading, you'll find that the book "Pluck the FUD" is filled with practical tools to help you pull them out.

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What is your biggest take away from this chapter?

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# Don't Fertilize the FUD

## chapter 2

**'Fertilizing the FUD' has to do with the energy we give to the things that we fear;** energy we give to our uncertainty, and our doubts. One way we fertilize FUD is by getting sucked into the fixation error. The fixation error is where you fixate on what you don't want.

Years ago my business partner asked me, Ben what do you want? I told him I don't want to keep traveling so much, I've been traveling like crazy this year. I don't want to miss our sales targets. I don't want to... and he stopped me right there. He said, Ben stop! Do you hear yourself right now? I asked you, what do you want? And you are telling me all the things that you don't want. What DO YOU want?

I was stuck fixated on what I didn't want, and I didn't know it. When you fixate on what you don't want, you lead yourself directly to it.

**Whats's an example in your life when you got stuck in the fixation error, fixating on what you don't want?**

Identify at least one example here:

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**"I challenge you to focus and fixate on what you DO WANT! Not what you don't want." - Ben**

If you were being intentional with your thoughts, what are some things you'd avoid fixating on?

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What would you like to focus more energy on?

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**What is your definite chief aim in life?**

This is your major goal. The one thing that would make the biggest positive impact on your life if you were to achieve it? This can be personal, professional, or any area that's important to you. Write it here:

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**“What one thing would you dare to dream if you knew you could not fail?” - Brain Tracy**

**How would accomplishing your definite chief aim improve the quality of your life?** What would this do for you?

Visualization exercise: visualize yourself achieving your definite chief aim. How does this feel to accomplish it? Describe this here:

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**"Concentrate your thoughts for 30 minutes daily upon the task of thinking of the person you intend to become, thereby creating in your mind a clear and mental picture of that person."**

**-Napoleon Hill, Think and Grow Rich**

How would you feel by achieving your definite chief aim in life? Describe the emotions you'd anticipate feeling:

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**"Fertilize what you want, not what you don't! Live the moment of achievement in advance, in your mind. Get crystal clear on what you want, and take massive consistent action towards its achievement!"**

**-Ben Ward**



# EAT *The Frog*

## chapter 3

**Fear is an emotion. Motion creates emotion, and action dispels fear!**

I love what Mark Twain said about eating a frog. He said, "If you're going to have to eat a frog in a day, you might as well eat it first thing in the morning, so it doesn't wreck your whole day."

Brian Tracy wrote an incredible book called "Eat That Frog" and I highly recommend it. It's about overcoming procrastination and taking action on the things in your life that make the biggest difference.

**What are some frogs in your life right now?** What are the most important action items for you that really move the needle? List off as many as you can think of:

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**"The easy part to achieve success is learning the skills, the hard part is learning to guard your mind and take action despite fear."**

**- Ben Ward**

What is **THE BIGGEST** frog you most often dread eating?  
This is a major priority that you often put off because it's hard or uncomfortable, or for any other reason. It's the thing that if you do, it will move the needle towards your goals more than anything:

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**"Do the thing you fear the most and the death of fear is certain."**

**- Ralph Waldo Emerson**





# Annihilate the ANTs

## chapter 4

### Annihilate the ANTs

**ANTs** is an acronym for **A**utomatic **N**egative **T**houghts. You have them, I have them, we all have them! The key is what you do when the ANTs come marching in? Here's the thing, you are not your thoughts. Just because you have a thought, that doesn't mean it represents what you actually think, and how you actually feel. You can reject thoughts that don't serve you, like a bouncer would reject somebody that doesn't belong to a club! Use these 4 words, that are kind of like ant-spray to the Automatic Negative Thoughts of your brain.

### I REJECT THAT THOUGHT!

Say it with emotion! The more emotion you put into it, the farther away the ANTs fly away from your brain. When ANTs come uninvited to your mind, give yourself permission to annihilate them. Use this ANT spray:

Say it out loud with all of your emotion.

**I reject that thought!** Do this now! Come on, you're worth it!

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Now ALSO say it just to yourself in your mind with all the mental energy you can muster. Say it now to yourself...! **I reject that thought!**

Practice this mental exercise so when others are around you and you don't want to shout it, you can still use this tool. Do this now!

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**Write down at least one ANT that has shown up at the door of your mind this past week?** Commit here and now to annihilate these ANTs the next time any of them try to creep into your brain!

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# Kick in the RAS

## chapter 5

**Now let's get a little scientific!** We each have embedded in our brain a tool that's given to us at birth and helps us focus on things that are the most important to us. It's called the Reticular Activating System, or the RAS. The RAS is the filter of your focus. A huge opportunity we have to move towards what we want is to tap into this innate embedded tool, and you can do this by giving yourself a kick in the RAS!

An example may be you want to achieve a specific goal... maybe you want to double your team sales over the next 12 months. Boom! Now all of a sudden your brain's antenna is up... How can I double my team sales over the next 180 days? Your brain will start receiving signals that answer this question and start attracting the people, the things, the places, the situations, and the circumstances into your life to help you get what you want.

Now, I challenge you to engage the most powerful part of your brain, and give yourself a kick in the RAS! To give it a kick, you start by telling your brain in very clear terms what you want. This is why writing your goals is so powerful, and is a key starting point of high achievement.

I challenge you to **give yourself a kick in the RAS** right now!

Note: you already did some of the heavy lifting above in this resource guide above in chapter 2, where you wrote out your definite chief aim in life. (See don't fertilize the FUD section, and you can pull from this is if you want to)

Go on, give it a kick!

Write down a specific objective you want to accomplish in the notes below:

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# Love WHAT IS

## chapter 6

### 3 Action Principles of Amor Fati

Amor Fati = 'Love of Fate' or to Love what IS

#### LOVE WHAT IS

What is one area in my life that would improve if I loved it just as it is?

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#### LOOK FOR THE GIFT

What's one challenging situation in my life that I'm grateful for, or could be grateful for if I knew I could get through it?

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#### CONTROL THE CONTROLLABLES:

What's one thing outside of my control RIGHT NOW that I'm holding on to that would improve my life if I were to 'never-mind it'? (as mother goose says below)

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**"For every ailment under the sun, there's a remedy or there is none. If there be one try to find it, if there be none, never-mind it."**

**-Mother Goose**



# Release ENERGY VAMPIRES

## chapter 7

Energy Vampires are anything that sucks the good energy out of you.

There are at least 3 different types of Energy Vampires:

### **THOUGHTS, PEOPLE & THINGS**

#### **THOUGHTS:**

Again, as stated in chapter 4 on annihilating the ANTs, you are not your thoughts. Just because you had a thought, doesn't mean it represents what you actually think or actually how you feel. You can reject thoughts that don't serve you. You can use 4 powerful words that's like ANT spray to your Automatic Negative Thoughts. **I REJECT THAT THOUGHT!**

Recently, I was chatting with my sister Irene about rejecting thoughts that don't serve us. She shared some truth with me. She cautioned that it's not healthy to stonewall our thoughts or fear by pretending they are not real. Repressing them can give them more power to silently grow beneath the surface, and they will just keep coming back even stronger. She said, instead I try to acknowledge the thought -- 'I see you, and I don't choose this thought!' And then send it on its way!

Whatever your strategy is, I challenge you to reject or release thoughts that you don't choose!

What is one thought you've had recently that you don't choose?  
Write it down, say it out loud, or just say it to yourself- and release it!

Do this now! You can use these 4 powerful words... **I reject that thought!**  
Or you can say, 'I see you, I don't choose you!' and send it on its way!

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## PEOPLE

Sometimes there are people in our lives that we need to send on their way. We can bless them and release them. (Bless and Release) We can wish them well, and bless them in whatever they are pursuing, and then release them from being able to continue sucking good energy from us. My friend Frank Jensing offered me some great advice that I highly recommend to you- **“Don’t let anyone take away your joy.”**

Is there a person in your life that's like an energy vampire, who sucks the good energy out of you when they are around you? Maybe it's a team member, a co worker, a friend, or a family member, (family is a little more challenging but not impossible) that you need to bless and release? I share a few tips in the video at the end of the chapter 7 to go deeper into this. Check it out, and I challenge you to bless and release energy vampires.

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**“Releasing someone out of my life doesn't mean I hate them, it means I respect me” -Marilyn Monroe**

## THINGS

**Your smartphone could be an energy vampire based on how you use it.**

For example, binging on excessive social media could be sucking good energy from you--as you fixate on someone else's perfectly posed pictures of their life and assuming this is how life really is for them.

Here's a test for yourself. **When you wake up, what do you do first?** Most people today go straight for their phones, checking their messages, texts, emails, and social media posts. The problem with this is you are placing yourself in a vulnerable position to react to whatever is being messaged to you or not messaged to you.

**Don't allow yourself to be controlled by external forces that drain you.**

Instead challenge yourself first thing in the morning to pick up a book in your related field, or a scripture, or meditate, or pray, or plan your day, or visualize what success would look like for you this day. Do this **FIRST** thing in the morning! **What will you focus on FIRST to take control of your day right when you wake up?** Write your plan here and commit to take action on this! (Quick Tip: set your morning alarm with this note to help you remember)

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# Stronger

# THAN FEAR

## chapter 8

They tried to bury me, but they didn't know I was a seed.

3 W's stronger than fear

Your **WILL**

Your **WHY**

Your **WAY**

"Your WILL is a weapon against FUD. Your WHY propels you to take action. Your WAY of framing experiences can actually help you master and overcome fear. It's like what Matt always says, 'If you really want something you'll find a way; if you don't, you'll find an excuse.'" -Rae

### Your WILL

What do you want more than anything in your life? What are you willing to give to make this happen?

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**"Your obsession becomes your possession" -Ed Mylett**

### Your WHY

What gets you up out of bed in the morning? What in your life gives you the most sense of purpose? What gives you the best energy? What gets you fired up in a good way!? Write your thoughts here:

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**Your WAY**

This is your way of seeing the challenges you experience in your life. **What if life is happening for you, and not to you.** What if all things you experience are aiding you in your progression, rather than being victimized through suffering without benefit?

Looking back at your life so far, what is one thing that **was messed up** that you can see now has served a profound purpose for making you a better and stronger person? Write your thoughts out here:

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**What is one situation or circumstance happening in your life right now that feels messed up, that could possibly serve you in the future?** In what way could this possibly become a benefit to you? (Now, I know you may not know the answer to this, but I challenge you to dig deep.... if you **did know**, what would it be?)

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**“When you change the way you look at things, the things you look at change!” -Jarrett Ingram**



# Stand GUARD

## chapter 9

Brian Tracy told Dan his #1 advice was to **Continue Learning** and **Don't Quit**.

What do you think about this advice?

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Of all the things Brian could have said. Why do you think this was it?

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In what area(s) of your life would it be valuable to apply the advice of continuous learning & not to quit?

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What specific skills would be the most valuable for me to continue learning in?

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*chapter 9*

Jim Rohn shared his best advice with Brian Tracy. What did he say?  
(Found on page 93)

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**How does someone 'hire a bodyguard' for their mind?** Dan's explanation and 3-part formula is found on pages 93-95. What can you do to "hire a bodyguard for your mind?"

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**I challenge you to write out one quote, poem or inspiring thought, and commit to memorizing it. Do you accept this challenge? Yes No**

Write it out here and also in a place you will go back to over and over.

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**"Stand Guard at the door of your mind" - Jim Rohn**



# Live FEARLESS

## chapter 10

**“Being fearless isn’t about living without fear, it’s about living with less. Fearing-less. The key is what you do about the fear when it shows up.”**

**-Grammy C, page 106**

I challenge you to print off The FEARLESS Formula™ and commit to apply its principles. Keep it in front of you all the time to help you remember the ideas, strategies and tools taught in the book to help you “Pluck the FUD”!

You can keep it on your computer desktop, or print it out and put it in your office. Tape it to your bathroom mirror where you will see it when you brush your teeth. It doesn't matter where, but make sure to look at this regularly to help you remember and apply what you've learned. Where am I going to keep this? Write it here:

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## FEARLESS Formula™

- F**ertilize, Focus, Fixate (Don't fertilize the FUD)
- E**at the Frog (Feared things first, Buffalo into a storm)
- A**nnihilate the Ants (Automatic Negative Thoughts)
- R**eticular Activating System (A Kick in the RAS)
- L**ove what is (*Amor Fati*)
- E**nergy Vampires (Release them)
- S**tronger than Fear (The 3 W's)
- S**tand Guard (At the Door of your Mind)

**“When you are liberated from your own fears, your presence will automatically liberate others around you.” —Marianne Williamson**

chapter 10

What are your biggest take aways from the book?

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A great way to reinforce what you learn is to teach it someone else. I challenge you to teach one person what "Pluck the FUD" means, and how to apply it. Give them one of your favorite tools from the book to help them Pluck the FUD! Then Return and Report here below to close out this workbook!

Who did you teach?

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What action principle did you teach them from the book?

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Make sure to download your Pluck the FUD poster FREE at [benward.com/pluckthefud](http://benward.com/pluckthefud). Choose from one of 4 sizes to print and hang in your sales office, home, workplace, or anywhere you'd like.

It's been a pleasure being your guide! I hope you've received a ton of value from the book and this resource guide. Wishing you great success into the future!

*BenWard*



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