



Safety Technology

September 2017 Newsletter

Take Away Fear's Power

As I write this, we are hoping for the best but preparing for the worst. This hurricane from hell, Irma, will be here in a couple of days.

I'm sure my business will be shut down for at least 2 days, maybe longer.

I just don't have me to think about, but my staff and my dealers. It would be easy to let fear creep in. However, that's just not me, nor is it practical. I will prepare the best I can and then deal with any obstacles and problems that raise their ugly heads when they happen...not before.

Fear is impractical because it stops you from taking action. And what do you need in times of emergency and strife, action. In fact, what do you need to be successful and happy in life...action.

So, what do I wish for you? I wish you courage in whatever you want to achieve. I wish you endurance for the obstacles you will face. And, I wish you faith, knowing you are not alone.

Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy. **Dale Carnegie**

Remember your dreams and fight for them. You must know what you want from life. There is just one thing that makes your dream become impossible: the fear of failure. **Paulo Coelho**

I've learned that fear limits you and your vision. It serves as blinders to what may be just a few steps down the road for you. The journey is valuable, but believing in your talents, your abilities, and your self-worth can empower you to walk down an even brighter path. Transforming fear into freedom - how great is that? **Soledad O'Brien**

Before you can become a millionaire, you must learn to think like one. You must learn how to motivate yourself to counter fear with courage. **Thomas J. Stanley**

You always have two choices: your commitment versus your fear. **Sammy Davis, Jr.**

I have self-doubt. I have insecurity. I have fear of failure. I have nights when I show up at the arena and I'm like, 'My back hurts, my feet hurt, my knees hurt. I don't have it. I just want to chill.' We all have self-doubt. You don't deny it, but you also don't capitulate to it. You embrace it. **Kobe Bryant**



FEAR Is The Main Ingredient Of All Failure

There is an interesting analogy of fear that I like and that is –

F - False

E - Evidence

A - Appearing

R - Real

You see, most Internet Marketers imagine that they're doing everything they can to succeed and yet often ask:

"Why am I not successful?" / "Where are my millions?"

If you feel this way too, then you're probably a victim of 'fear' – of false evidence appearing real.

Fear stops you from doing many things –

1. Taking risks
2. Going for it NOW (not tomorrow)
3. Worrying about investments/spending money
4. Overriding your natural abilities
5. Fear of not making enough money
6. Fear of what people will think of you and your 'virtual' job
7. Thinking it's all a scam
8. Worrying you are doing it 'wrong'
9. Having too many ideas as a back-up and, therefore, diluting your power in too many ventures
10. Starting and not finishing

.... The list is endless. But it's not real. It may *feel* real, but it isn't. It is a future-based thought projection, and it is causing you to suffer and to, ultimately, hold you back.

You see, if you constantly picture it going wrong, worry about the future, keep changing your mind or venture and procrastinating – it's all self- protection so that if it goes bottoms-up – you think you won't feel so bad.

I am here to tell you if you want to get over this for good, you must pick an adventure online – hyper-focus on seeing it through to the end, forget about the 'how,' remember *why* you started, and disregard any thoughts of pain or failure that 'might' occur.

Why? Well, the difference between you and someone really successful in your field *isn't the system they are using*.

It's the mindset.

I guarantee you if it was the system, then *everyone* who bought the system thereafter would be rich. No, it is how you feel about it and what you are willing to do with it. Most of that process of success is inside of your head.

How can you make any system or process work for you? Don't keep changing the idea – change you.

Simply put – stop being afraid of things that *haven't happened* or that *may happen* or that *have happened*. Focus now on one or two good projects and **STICK** with it/them. See it/them through. Face the obstacles and tell your fear that you can do it and will do it no matter what. That is the only secret.

Why do we not like this word 'failure'? Because the possibility of it (of letting ourselves down or others) causes us PAIN.

We are all afraid of pain and want to move away from it. That is how procrastination happens – you want to put the pain off for another time. It could be the pain of hard work, of talking to people if you are shy, of seeing yourself or of failing in your goals. But it is all nonsense caused by thought.

Pain is overrated. Why? Because again, FEAR is the main ingredient of all pain.

After that, it's just the physical feeling, which can be managed.

That's right. You can liken it to pulling out a loose tooth with a pair of pliers.

Sounds barbaric, scary... however, how much do we dramatize the *potential* of pain in that scenario?

This is the same as fearing the future of your finances or overall success online...

But remember-

Walking to get the pliers isn't painful, lifting them isn't painful, holding the tooth isn't painful; wiggling the pliers and pulling - *now that's painful* (the actual discomfort of doing it) - but for what, five seconds? Five seconds of pain. And it's over. Sure beats a week of panicking about the dentist.

I know it's a strange analogy, but most of us live our whole lives making a whole day, week, or month out of pain when if we just lived in the moment without fear, it's often just a five-second event.

Just pick an idea, go for it and face fear – and just see it through!

Fear of failure is the element that keeps you down, with no hope of success on a massive scale. But there is no such thing as failure! Some of the greatest 'failures,' or lessons, as I call them, developed some of the most incredible inventions to date.

Failure is an exposure to what works and what doesn't, and one can only reach success or failure when getting out of his/her safe or comfort zone. So if you are failing, you're doing better than most... because while they're sitting around, you have already gotten up and started making it happen!



You may wonder what is there to gain when entirely legit companies give away their products for free.

The business is convinced that the person on the receiving end presents another potential customer. If they like the product enough, then the business gains another regular customer.

Even if there may not be any immediate buying decision coming forth, the fact that the product is actively in use, instead of laying idle on the shelf, is still a better proposition. Though the person who received free stuff has the most to gain!

1. [Mommy and Me News](#)

This is a rather new site that as the name suggests is geared towards moms. It's basically a resource center for all kinds of free stuff and deals for anything a mom may need. They have free stuff and coupons from many different brands.

2. [BzzAgent](#)

I have been a regular visitor to this site for a number of years. This is more of a product testing opportunity where they send you all kinds of products to test at home. You will need to invest time to test drive products and subsequently write reviews about them.

The site also rewards you when you help to popularize the products within your circle of contacts, which is why it is called Bzz Agent in the first place.

3. [Freeflys](#)

Freeflys offers virtually over a hundred products for you to sample free of charge. Take your time to look for what you like. To register as a member, you need to go through the registration process with a valid e-mail address.

4. [GoFreebies](#)

As the name suggests, this is a site for freebies. You can join their free newsletter to receive all kinds of free stuff from free baby products to beauty products, free recipes, food, snacks, and much more.

5. [2000Freebies](#)

They have a huge list of free stuff that gets updated almost daily. It's hard to not find anything on this site.

6. [Just Free Stuff](#)

I love this site. It is one of the few freebie sites that is very organized, thus, it's very easy to find things. You can find free stuff from electronics to food, baby products, games, books, and much more.

7. [Get It Free](#)

Here, the freebies are not restricted to just sample products, but also great deals, coupons, and entry into sweepstakes that may get your hands on an even wider variety of free stuff. Their website is organized like Pinterest. You'll see these fabulous freebies and deals in vivid pictorial illustrations, which makes it easy to find what you are after.

8. [Mr. Free Stuff](#)

This site makes sure that the pet in the house has a stake in the game. If you have a pet at home, you will like the variety of free samples here. They also have freebies for people. Whatever you are looking for, Mr. Free Stuff won't disappoint you!

9. [FreeBirthdayTreats](#)

This site makes itself stand out by focusing on great discounts and free perks for customers approaching their birthdays. You can find a mind-boggling array of birthday freebies here! They range from movie tickets to meals; heavily discounted to completely free items. And the best thing is that you don't have to celebrate with all these freebies on the actual day itself, as some of the offers stay good throughout your birthday week.

10. [Free Sample Monkey](#)

If all the options presented above still look kind of limited in terms of freebies offered, here is the ultimate Free Sample Monkey! This site functions more like an aggregate site. It routinely scans the Internet for free samples and organizes them in a logical manner, in a centralized location. Users are able to check out all the samples through individual search criteria, or simply have them listed in chronological order, based on the time it was added to the catalog.

Welcome

We're excited to showcase our New Authorized Dealers that joined our team in August!

Arlen Ambler
Robert Page
Avo Bajikian
Sharon Roeschlein
Adrian Young
Angela Judy
Christian Blanchard
Donald Marsh
Moshe Gutnick
Inez Trosper
Mark High
Anne Romeo
Palmer Malcolm
Willie D Young
Rowdonna Grant
Vince Amitrano
Alan Lockley
Armie Snarley
Steve Tranter
Jose Guevara
Darrin Stein
Ursula Jones
Tanya Harris
Napoleon Florenzano

Mel Horowitz
Ray Theiss
Jan Wilson
Adam Griffith
David Greene
Cody Cowart
Mark Adams
Dan Jacober
Betty Warren
Jose Diaz
Mike Eudy
Darius Tajanko
Christian Pedraza
Kyra Wynters
Ricky Bing
Valeria Moore
Tracy Torres
Jeff Little
Edward Smoote
Gary Hicks
Rachel Marquez
Desiree Ford
Melissa Bannick
Charles Knight

Janet Bryant
Dennis Bost
Rendell Rich
Wayne Riggie
Mary Lou Besselman
David Rodriguez
Lawrence Byrd
Sidney Elie-Pierre
Heather Schwenneker
James Holland
Brian Trampush
Fredrick Thomas
Tamara High
Alan Bernard
Johnny & Elena Evans
Toni Nicholas
James Allpress
Steve Wiechert
Christian Telon
Robert Lee
Imani Hanif
Brian Svoboda
Robert Shor
Brandy Gamez

Dennis Smith
Michael Dahan
Jorge Pineda
Paul Bergeron
Theresa Mcleary
Kaitlyn Jackson
Christopher Atwell
Philip Assou-Dodji
Shella Murphy
Bruce Dierenfeld
Michael Smith
Daniel Siegel
Marie Maurice
Phillip Sain
Lynn Daniel
Kevin Thornton
Joel Chaney
Christopher Burke
Cecil Yates
Louis Pormprasong
Safety Technology
Ronald Nelson
Ron Knowles
George Green

Teri Anderson
Nick Chumara
David Wolf
Kennitha Burks
Reg Sehgal
Brad Cole
Stephen Purpura
Tammy Brewer
David Mead
Arlene Shiratori-Wong
Charmagne Coston
Natalie King
William Kessen
Donald Downing
Clevin Lark
Jimmy Fulcher
L. Jay Parks
Rosebert Altianas
Wilhemina Bethea
Julius Scott
Rick Cantville

This Month's Featured Safety Technology Product!

500 Lumen LED Self Defense Zoomable Flashlight

The 500 Lumen LED Zoomable Flashlight is all the flashlight you will need, right on your pocket!

500 lumens of blinding intensity, easily zoomable to pinpoint the beam where you need it! At 50 feet this flashlight can zoom from a 30 feet beam down to a 6 feet beam.

New innovative lens simply extends to narrow the blaze of light over 1,000 feet! It has a blinding strobe setting for defense-disorientation. Made of high quality aircraft grade aluminum strong enough to be used as a self-defense baton.

It measures 3 5/8" x 1" and Includes 1 14500 Lithium rechargeable battery, battery charger and belt/pocket clip.

SKU: ST-SDFLASH-MD
Retails for: \$10.95
Your Cost: \$5.00
Your PROFIT: \$5.95



I Started Saying 'No' to These 6 Things. My Life and My Business Got a Lot Better.

The most difficult obstacles to get past are the ones we place in front of ourselves.

I'm a people pleaser. It's hard for me to say "no" to people who ask for something -- despite a reluctance inside of me. This has gotten me into trouble more than a few times in life and especially in business. Time is precious and slips by quickly but there is also no lack of things that have to get done in an entrepreneur's life.

For 12 years, I took life a day at a time. I had a dream but no goals for making it real. I just woke up each day hoping for something more. In 2011, I had had enough and began chasing my dream of starting a lifestyle business. This meant more work on top of a service business that took 60-80 hours of my week. It didn't take long for me to realize that something had to give. I had to learn how to say no to open up room for the things that were important. Seeing how much time and energy was freed by saying no, I started looking at all the other areas of my life. Here are six things I said no to. Saying no helped me live a much better life and create the kind of business that I love.

1. Other people's baggage.

Life is hard for all of us. Sometimes it's easier to push your baggage onto someone else, maybe even without you realizing it. If you are trying to make changes in your life and someone reacts a certain way because of their baggage, it's up to you to say "no". You don't need any more drama in your life. For me, this meant ignoring some people on social media and purging negative people from my life. It meant ending the business partnerships that were not in alignment with the direction I was taking my business.

2. Situations that I knew would make me angry.

There are things in life that you know you don't want to do. For years, I just rolled with it. I went to gatherings and hung out with people who I knew would make me angry. I got on "get-to-know-you" calls with entrepreneurs who were all talk and no action. I entered into collaborations with business owners that weren't serious. When I said enough and stopped, it felt like a weight was lifted off of my shoulders. It freed my mind and business and helped me focus.



3. A business that I absolutely hated.

I had a service business in the vendor industry for 12 years and hated it. I felt stuck and believed that someone like me -- a high school dropout -- couldn't do better. In 2011, I said "no" more and worked hard for four years to make my dream of being a global lifestyle entrepreneur a reality. I now wake up loving what I get to do for work and traveling the world. Saying no led to happier days.

4. Unhealthy habits that felt good.

I love food. I said yes to junk food and no to healthier choices. This, as you can imagine, led to major weight gain. At one point, I was 193 pounds overweight. I started saying no to unhealthy choices and started exercising, I've lost 121 pounds so far this year. Today, I have

more energy, focus and confidence. Life is better. I wake up ready to work on my business. I feel great when I travel for consulting presentations at multinational corporations.

5. Toxic relationships.

Purging negative people from my life and saying no to what they tried to project into my life led to relief and happiness. These relationships included romantic relationships, friendships and business connections. It was hard, but I had to say no. Toxic people will keep you off track and make your life unenjoyable. Purge negativity from your life and business whenever it's possible.

6. Holding onto the past.

I had a messed up childhood that involved physical and mental abuse. I chose to be homeless at 17 instead of continuing to be beaten with lamp cords. The demons from my past threatened to destroy me as I grew into an adult. I had to let go. I had to say no a lot more. I had to forgive to begin the healing process. I don't know what you have or are facing. I do know that to heal, you have to let go.

Just because you're saying no right now doesn't mean you'll have to say no forever. Life has seasons, and some are busier than others. The point is to make sure you're doing the things you want to do and that lead to the kind of life and business you want.

Don't let other people's motives make decisions for you. This is your life. This is your business. You get to decide. Say no to things that don't make sense for you. Say no to things that don't feel right to you. Trust your intuition. You know whether or not you want to do something. Don't be pressured into saying yes.

Ramp Up Your Business With These Safety Technology Resources...

Advanced SEO Club - Regular Step-By-Step TRAINING WEBINARs to show you how to generate HIGHLY TARGETED Traffic that produces more sales by sharing the newest cutting edge techniques. Monthly Q & A Call to answer all your questions. FREE links EVERY MONTH to help with rankings in the search engines. And even more! Visit <https://gunas.com/SEO> for more details.

Facebook Fan Page Done-For-You - With the changes in how websites are ranked, its imperative that you use high authority sites to link to your website. One of the best authority sites is Facebook. What you need are Facebook Fan Pages. Not just one for your business, but many of them. Each set up for different relevant keyword phrases. Learn More here: <https://gunas.com/facebookpagedoneforyou.html>

Social Signals - Social Signals have emerged as the new SEO and have never been more important than they are today. Some of the most popular online websites have something in common today – they all have Social Signals. Learn More here: https://gunas.com/social_signals.html

Trivia

1. Abraham Lincoln was assassinated in what year?
2. What animal has the fastest metabolism?
3. How many paintings did Vincent Van Gogh sell during his lifetime?
4. What are the four houses at Hogwarts School of Witchcraft and Wizardry?
5. The island of Saipan is a commonwealth of which country?
6. Cruella de Vil is a character who appeared in what novel by Dodie Smith?
7. What was the name of Seattle grunge band Nirvana's first album, released in 1989?
8. Fonts that contain small decorative lines at the end of a stroke are known as what?
9. What animal is the symbol of the United States democratic party?
10. The use of reflected sounds to locate objects is known as what?

1. 1865, 2. Hummingbird, 3. One, "The Red Vineyard at Arles", 4. Gryffindor, Ravenclaw, Hufflepuff, & Slytherin, 5. The United States, 6. The Hundred and One Dalmatians, 7. Bleach, 8. Serif Fonts, 9. The donkey, 10. Echolocation,

Dealer Speak

I just have to say it is always a pleasure dealing with all of you. From the person who fields the calls, the dude that answers all the tech questions (he is great), the ease to place an order and the follow through. You are an example for professionalism and outstanding customer service. Your commitment to total quality and satisfaction is impressive.

Marco Betancourt

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