

# 3 FATAL GOAL STOPPERS & How to Break Free

...before they  
**CRUSH** your  
dreams &  
goals



CARYL  
WESTMORE

# **3 FATAL GOAL STOPPERS & How to Break Free... ...before they CRUSH your Dreams & Goals**

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Please note that much of this publication is based on personal experience and anecdotal evidence. Although the author has made every reasonable attempt to achieve complete accuracy of the content in this Guide, she assumes no responsibility for errors or omissions.

Also, you should use this information as you see fit, and at your own risk. Your particular situation may not be exactly suited to the examples illustrated here; in fact, it's likely that they won't be the same, and you should adjust your use of the information and recommendations accordingly.

Finally, use your own wisdom as guidance. Nothing in this Guide is intended to replace common sense, legal, medical or other professional advice, and is meant to inform and entertain the reader.

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### **Introduction: The Pain of “Goal Shame”**

As a writer or creative, do you suffer “goal shame” for failing to achieve goals that you know would make a huge difference to your life, income, health and happiness?

Are you fed up and frustrated because this past year you set out with high intentions – but failed to...

- Write your book
- Get more organized
- Make and save more money
- Lose weight and get fit
- Quit smoking/eating sugar/biting your nails
- Attract true soul mate love
- .....fill in the blank

You’re not alone. Each year GAZILLIONS of people discover that the fireworks of their New Year Resolutions simply fizzle out and die...

**...Crushed or aborted within days, weeks or a few months after January 1.**

Psychologist John Norcross with researchers at the University of Scranton in the USA found that **only 8% of people actually succeed with their New Year’s goals.**

If your sacred dreams to write your book, blog or other creative project, lie withering in your heart – like raisins in the sun or festering sores – as poet Langston Hughes so vividly puts it, then you’re in the right place.

If you really *really* want to do something to bring them back to juicy life and make them happen this coming year, then you’re in the right place.

## Who Am I?

Let me introduce myself – Caryl Westmore, author, creator and founder of the Break Free Fast Goal Success system. For 20 years I've coached clients all over the world to break free from feeling stuck or blocked so they can achieve their dreams and goals and live the life they love.

## How can I help YOU?

I use cutting edge energy psychology tools and my intuitive insights to get to the root cause of your issue - emotional or physical - and help you move forward with passion and power to live the life YOU love.

I've distilled this into a 5-Step Goal Success book and program that can work miraculously to help you achieve your dreams and goals.

Especially if you are a writer, artist or creative.

Imagine stepping into your dream future as a **published author** who is also a coach, speaker or creative entrepreneur. Attracting the life, clients and business **you** love.

*“Great, Caryl,” I hear you say. “So what’s stopping me from getting the goals I set with such determination?”*

Answer – Goal Stoppers – **three of which can be FATAL** in crippling and crushing your goals as described in this book.

## The 3 Fatal Goal Stoppers

- **Procrastination**
- **Perfectionism**
- **Self Doubt/Poor Self-Belief**

These goal stoppers lurk like SHARKS in the deep waters of your unconscious mind and psyche. They prevent you putting your toe in the water, much less diving in.

Usually they swim together, waiting for you to give up on writing your book or creating a new project.

***They are hungry to rip into your dreams and devour your creative juices...and guess how they control you till they get what they want?***

***Through FEAR.***

*“Be scared, be very very scared,”* they message you.

Result? Instead of diving into your genius project or self-care program you turn away for a quick fix or addiction to soothe your anxiety and goal shame.

## 7 Key Fears under your Goal Stoppers



1. Fear of failure
2. Fear of making a mistake and looking stupid
3. Fear of success (threatening the status quo or making family members or friends jealous)
4. Fear of being ridiculed
5. Fear of losing money
6. Fear of being lonely and unloved
7. Fear of rejection

So let's take a closer look at the 3 fatal goal stoppers and how you can break free from their grip.

## **Fatal Goal Stopper # 1 PROCRASTINATION**



Ever felt like you were in a tug-of-war inside, pulled in two directions at the same time? You want to get started towards an important project or goal, but can't, don't or won't?

Steven Pressfield in his kick-ass book for creatives: "The War of Art" uses another term for Procrastination.

He calls it RESISTANCE.

*"Resistance is the most toxic force on the planet," he writes. "It is the root of more unhappiness than poverty, disease, and erectile dysfunction. To yield to Resistance deforms our spirit."*

I have one answer for Pressfield – and all the gurus who promise to heal your Procrastination.

Nothing works as fast and effectively as energy psychology tool **Emotional Freedom Techniques** also known as **EFT Tapping**.

- It brings down anxiety and stress by tapping down the fight, flight or freeze response, using your hands to tap on the body's meridian points (acupuncture without the needles).
- Used in combination with advanced protocols Matrix Reimprinting and Matrix Goals Reimprinting (my speciality), EFT dissolves Procrastination at its root cause – a part of you frozen in a time bubble in the past, feeling hurt or humiliated – back then – and as result *fearful of being hurt now – or ever again!*

## A Part of You

When my clients get frustrated and angry with themselves for procrastinating, I usually halt them in their tracks and reframe their pain like this:

**"How about recognizing that there is a *part of you* that absolutely wants achieve your goal and a *part of you* that for some reason feels ambivalent, scared or resistant – and is actually trying to help and protect you?"**

This comes as a huge relief because they can then address the part that is holding them back and so end the inner conflict using a combination of EFT Tapping and Matrix Goals Reimprinting which bursts the trauma bubble, flips the disempowering past memory and associated belief/s and reimprints it for future GOAL SUCCESS.

This is particularly useful for writers procrastinating with so called "Writer's Block."

## How Tanya Broke Free with EFT

AN EXAMPLE is my client Tanya de Villiers who went from *zero hope of ever writing her books* to becoming the proud author of four Amazon Kindle books. Here is her story:



*“Since my Matrix Goals Reimprinting session with Caryl I have published four books on Amazon – **yet at the time I was struggling to believe I could ever fulfil my dream of being a writer.***

*At the start of my session I could hardly speak audibly with what I thought of as laryngitis (inflamed vocal chords).*

*What I discovered in my session was that this was linked to fear of expressing myself emotionally or fully in my life and work – originating in a memory aged three.*

*While doing the EFT Tapping I suddenly had a vivid memory of crying uncontrollably about something and my father saying sternly: **‘Tanya, stop it now ... you can’t be so emotional.’***

**This had become a core belief – and I needed to change it to be an authentic writer who writes from the heart and touches my readers emotionally.**

*After the one-hour session the difference was immediate and results permanent.*

*Firstly my laryngitis was gone (and has never troubled me again).*

*Secondly my creative projects began to take off – thanks to continuing coaching with Caryl to get my first book published.*

**[Note: Tanya’s book “EFT Encounters with a Trapped Angel” is a true story of how she worked with EFT for 30 days to help a special little boy Jamie (5) with cerebral palsy... and how it changed both their lives. The book attracted international interest from the EFT community including the founder of EFT, Gary Craig.]**

*I have since been inspired to publish three more books in English and Afrikaans for kids.*

*And more ideas keep coming.*

*Tanya De Villiers, Cape Town [www.eftelite.com](http://www.eftelite.com)*

## **Fatal Goal Stopper # 2 PERFECTIONISM**



**Perfectionism** sets a rigid high standard for yourself which is almost unattainable. It manifests as striving to get your book or writing project exactly right, firstly for **you**, but also to **impress or please others**.

But it can paralyze you and your project – forever.

Transformation book coach Christine Kloser describes a wannabe author who sat with her finished manuscript on her computer for seven years before finally getting the courage to publish it – thanks to coaching from Kloser – to critical acclaim.

Does that sound like you?

I can certainly relate to it.

Perfectionism goes hand in hand with Procrastination – I call them the **ugly Twin Sisters that can curse your Goal Success**.

Both usually stem from early childhood programming.

Perhaps your parents wanted to live vicariously through your achievements and so “encouraged” you with words like: “where is the other 2 %?” when you got 98% for an exam.

Many of my clients felt second best to an older sibling or only felt noticed when they really excelled.

Result – they keep making their blog post or article, book or coaching product ever-more “perfect” rather than taking action and getting it done!



Our society feeds us lies about how imperfect we are – especially as women comparing ourselves with magazine models – and this breeds a deep seated shame about ourselves, our bodies and even our capabilities about achieving our goals because we compare ourselves to “perfect” others.

So don't underestimate memories from your early childhood and your teens that are triggering your Perfectionism NOW.

Says acclaimed writer and author Anne Lamott:

“Perfectionism is the voice of the oppressor, the enemy of the people. It will keep you cramped and insane your whole life...” *Bird by Bird: Some Instructions on Writing and Life.*

**My response: IF YOU LET IT!**

### **On a Personal Note**

My perfectionism as a writer nearly caused me to have a nervous break-down in my 20s. After university I became a junior reporter in a newsroom and had to write fast to keep to deadlines.

To this day I have to set myself self-imposed deadlines when I write a blog or book.

I also have an accountability partner to combat the ghosts of Perfectionism and Procrastination hovering over my shoulder, waiting to swoop down and freeze my creativity and productivity.

Thank goodness we have EFT Tapping and Matrix Reimprinting to come to the rescue.

These tools work by sourcing the part of you that *was set up at an earlier age to be a perfectionist*. You are stepping into this past memory and draining it of its power by interacting with your Younger Self with EFT and dialogue to free her from feeling paralysed or stuck.

Yes, *you* (preferably with an EFT coach) can help this part of you to break free from the shackles of perfectionism and reclaim her passion, power and productivity as a writer, author or creative.

## **Fatal Goal Stopper # 3 SELF DOUBT & POOR SELF BELIEF**

**Self doubt** goes hand in glove with **poor self belief** to block and stop you achieving your dreams and goals.

“I believe if the world's ten greatest problems were lined up, **self doubt** would be one of them.”

So says **Steve Wells**, one of the world's top Peak Performance coaches using EFT – based in Australia at [www.eftdownunder.com](http://www.eftdownunder.com)

“In my peak performance work with athletes and business people, I have not worked with a single person who hasn't had some elements of self doubt.”

So being shamed before the age of six for being messy, or being criticized or laughed at by a teacher in front of your classmates as you get a bit older, can be the cause of severe **self doubt** and the reason you can't get your book written!

**Self doubt** leads to inaction, which inevitably leads to frustration, anger and even self-hatred because of failed goals or achievements.

Common examples of self doubt steeped in negative self belief are:

- *I'm not good enough - I was the dumb one in the family - everyone said so*
- *I'm not worth it - no one ever wants to hear what I say*
- *I can't do it (lose weight) - our family are all big - it's in my genes to be fat*
- *I am alone, no one loves me - because that's how it felt since my sister died when I was three*
- *What if something bad happens - it always does just when I'm starting to feel secure*

Does self-talk alone create these stories which become the beliefs we hold about ourselves and life?

No.

We learn to judge and doubt ourselves based on the influence of others.

From early childhood we are influenced by people like parents, teachers, siblings and friends who by what they say - or don't say - hugely impact our self worth, self belief and can negatively result in SELF DOUBT feeling *not as good as others*.

### **For Example...**

*One of my clients tracked back his tendency to have a short fuse and get frustrated with himself and others when things “didn't go right” to a memory with his Younger Self, aged about 10, who couldn't finish a complicated Meccano set. [Meccano is a model construction kit consisting of reusable metal strips, plates, angle girders, wheels, axles and gears, as well as nuts and bolts to connect the pieces.]*

*Being an only child with busy parents, he was often left to figure things out for himself... and had developed an inner critic who not only doubted himself and life but also feared he would never be good enough.*

As we worked with his Younger Self, his self-doubt dissolved – along with his self-judgement based on perfectionism.

Remember you were born into this world with no sense of what you could or couldn't do. Then, bit by bit, life started to teach you to limit yourself. A very young child never says: "I'm not the kind of person who could ..."

They haven't yet learned to limit their own horizons or listened to people who ridicule them or judge them as wanting in some way.

In EFT-Matrix Reimprinting we re-examine the memory and support the Younger Self in re-framing and erasing the doubts and self critical beliefs of the past - replacing them with positive, empowering scenarios and resources.

In my Kindle Amazon book ***Goal Success EFT Tapping – Tap into your Goals and Dreams to live the life you love***, I describe several case studies showing how this works.

### **Case Study**

My client felt like a business failure, comparing himself unfavourably to his older, highly successful brother. “Why am I stuck, holding myself back?”

As we tapped and talked on this issue, he had a “break-free aha” going back to a specific memory as a teenager.

One day while jogging with his father and brother his brother took off like a greyhound and he made a split-second decision to stay behind for his father’s sake.

In other words – he felt the right thing to do was to “hold himself back” in life and business.

This went back to a pattern throughout his early childhood. He had set up a belief that he needed to be the “good boy” to earn love in his family. But after his session with me he was free to go for his success.

EFT & Matrix Goals Reimprinting gives you the exciting option to step into the **past** and do the trauma clearing ... and then also find your successful thriving **Future Self** and get the energy, emotions and important insights and advice from that Future Self.

This works amazingly to blast **self doubt** and flip or replace old memories with new empowering pictures of an already successful Future You, confident, joyous and free.

### **THE WAY FORWARD – WHAT NEXT?**

Dear friend, I hope so far you’ve gotten valuable insights about yourself and how you can break free to be successful with your dreams and goals.

However, I must warn you that these 3 Fatal Goal Stoppers are the tip of the iceberg.

***There are 7 more destructive goal stopping dictators of the mind waiting to sabotage your goal success.***

**The Good news** – I have a free BONUS to help you solve those problems!

Watch out in your inbox for my follow up mini E-course: ***7 (more) Goal Stoppers & How to Break Free.***

### **Next up**

I would really love to connect with you here – please join me ...

**Skype** @breakfreefast

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[www.carylwestmore.com](http://www.carylwestmore.com) - sign up for a free template to Manifest Your Dream life – Your Day From Hell vs Your Day From Heaven.

Until we meet again,

Warm wishes for your Goal Success,

*Caryl Westmore*

***PS I BELIEVE IN YOU - YOU CAN BREAK FREE - YES YOU CAN!***