

# 5 Ways Limiting Beliefs Hold You Back from Copywriting Success

*By Sean McCool*



Limiting beliefs have more of a negative impact on your life than any other factor. They are pervasive and affect our lives in so many ways — and none of them are good.

They come from a variety of sources, as well as from the way we see the world around us. Humans can't help but learn, but sometimes we learn things that aren't quite the way we think they are.

Imagine replacing a limiting belief with one that makes life easier and enables you to be more successful. How would you feel? How would you act? What would you have? Who would you be?

If you can let go of the limiting beliefs you possess, your life — and your level of copywriting success — would forever change for the better.

First, we need to ask the question:

What is a limiting belief?

A limiting belief is one that causes life to be less than completely satisfying.

Limiting beliefs are those beliefs that stop you from having, being, or doing what you want to have, be, or do.

Consider this ... If all of your beliefs were 100% accurate, you would be able to have, be, or do nearly anything you've ever really wanted.

But, before we can talk about letting them go, let's take a look at five ways limiting beliefs are holding you back right now:

# #1 — Limiting Beliefs Sabotage the Proven Process of Success.

One of the main ways that limiting beliefs hold us back is they short-circuit the success process.

What is the *success process*?

Well, there are entire books and courses written on the subject so let me share an abbreviated version. This is what I've discovered works in my life and when working with others. In short, the success process can be boiled down to four proven steps:

Success Process Step #1: Decide what you want.

Success Process Step #2: Do something to make it happen.

Success Process Step #3: Adjust your approach based on feedback.

Success Process Step #4: Keep going until you are successful.

So the question is: How do limiting beliefs sabotage this process?

Well, if you have a limiting belief, you might stumble on Step 2. Why? Because most people won't take an action they think is doomed to fail. We think to ourselves: "Why bother?" Well, this is exactly how limiting beliefs sabotage us — they stop us before we ever get started.

Another problem that shows up is that people are unable to complete Step 4. Most of us decide too quickly that something won't work. As soon as you believe it won't work, you're unlikely to continue trying.

Have you ever looked at the list of writers who are now huge successes, but couldn't get anyone to take them seriously in the beginning? It's a who's who of writers.

How many times will your current beliefs stand up to rejection?

Achieving big things usually requires time and effort. Frequently, that effort needs to be an intelligent and calculated effort, as opposed to the lower-your-head-and-plow-ahead type of effort. It takes time and experience to put forth the proper effort. You simply can't do this with a limiting belief in the way.

Besides sabotaging the success process, limiting beliefs hold you back in other ways too, such as:

## **#2 — Limiting Beliefs Taint Your Experience of Living.**

You will do fewer things over the course of your life when you're constricted by your limiting beliefs.

For instance, if you believe roller coasters are dangerous, then you won't ride them, and you'll miss out on the thrill so many others experience.

You also limit serendipity in your life. And for writers, serendipity holds immense insight, inspiration, and opportunity.

Imagine what your life would be like without any limiting beliefs. Surely a fuller, richer life is more appealing to you, yes?

No matter how great your life is right now, you are holding on to beliefs that stop you from experiencing the fullness of life. We all are.

## **#3 — Limiting Beliefs Can Cause You to Unintentionally Harm Those Around You.**

Beliefs are more like a virus and less like math because beliefs are caught more than they are taught.

Even with the best of intentions, you infect others with your limiting beliefs, and those beliefs then affect them the rest of their lives.

Who are you infecting, and how is that affecting them and their potential to live their best life?

## **#4 — Limiting Beliefs Hold You Back from Growing Fully as a Human Being.**

It can be useful to view life as a training ground where the purpose is to:

- a. let go of your limiting beliefs and
- b. experience the world in a way that appeals to you and
- c. serve others from a place of power and certainty — not fear and uncertainty.

If you could do those three things, what kind of life would you have lived over the course of your lifetime?

What path are you on right now?

Where are you holding yourself back?

Where are your beliefs keeping others from experiencing your gifts?

## #5 — Limiting Beliefs Make You Inefficient.

Limiting beliefs cause us to find an alternate path, if we look for one at all. If we don't believe the best route will work for us, we spend a lot of time following a less direct path in an effort to work around our limiting belief.

For me, I've known since high school I wanted to be a writer, and I wanted to teach people. At the time, I didn't know about copywriting or life coaching, but I didn't really believe I could make a living as a writer or teacher. So I did everything but those things.

Why? Because I had limiting beliefs around those careers. Unfortunately, there was no one in my life at the time to help me challenge my beliefs.

Save yourself some time and deal with the limiting beliefs holding you back in your life and in your quest for copywriting success, instead of waiting or giving up on what you know you really want.

If you can let go of the five most limiting beliefs holding you back right now, your life will change for the better, forever.

Are you aware of the limiting beliefs holding you back in your life? Leave us a comment on what your limiting beliefs are below.

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# 13 Responses to "5 Ways Limiting Beliefs Hold You Back from Copywriting Success"

Limiting belief: I don't know how to make good choices. No matter how much I prepare, somehow I miss the path.

*Guest (Tonya)* – over a year ago

**The question to ask yourself and the case you have the opportunity to build for yourself is:**

**Have I ever made a good choice - about ANYTHING - in my life.**

**For instance the fact that you read this article is a good choice. Why is it a good choice... because it proves that you are taking action (reading and thinking and commenting) on how to stay on the path of living the writer's life.**

**You are not just preparing, you ARE doing, right now in this moment.**

**That's a win and a good choice.**

*Sean McCool* – over a year ago

Thank you for sharing such powerful words with us! I am sorry to say that I myself do this and always struggle with the desire inside of me to be, and do more of what I imagined my life to be, but sabotage myself with thoughts of never quite being qualified enough! So fear has stopped me from even trying. I want to experience more out of this life and try to become all God has created me to be. I am so tired of wasting time, and want to share what I have to bring to this world in hopes that I could maybe help someone as well. Thank you

*Guest (Deborah )* – over a year ago

Hi Sean, thanks for a great article.

I get a cold fear in my chest, and my throat gets constricted, when I consider approaching potential clients. This is due to a fear of either failure or rejection (or both, I suppose). The limiting belief behind this is probably that I'm not good enough and therefore I'll make a fool of myself.

*Schalk* – over a year ago

I can identify with the limits, even though the urge is there, and I believe that I have found a place that I would rather be, to be a copywriter, that is. I can see the potentials and the future benefits, yet...I guess it's because I am still brand new in the business.

*clement ojomo* – over a year ago

**It's all made up. The fears discussed here aren't lions or tigers or bears (oh My!).**

**The fears mentioned above are past experiences that have been blown out of all proportion by emotion, fuzzy memories, half-truths, and even some outright lies.**

**Don't let unexamined beliefs stop you from creating your life. Take your thoughts captive. Put your fears on trial. Can you prove in a court of law that those fears are based in reality?**

**I bet you can't. Ruthlessly cross-examine every fear.**

*Sean McCool* – over a year ago

An excellent article. Good flow that keeps the reader interested. Changing belief takes a lot of time and practice. Tackle one fear belief at a time and do not give up until you know that it no longer haunts you.

*John C* – over a year ago

My mom told me that I had two strikes against me, I'm black and female. But she did grow up in the Jim Crow Era. When I would write and show my mom, she commented that my writing was good but encouraged me to aim for a "real job" so I don't become a starving artist. So it's been tough working on removing those mental barriers my mom placed there from my childhood. However, I've proven to myself that I can overcome quite a bit of preconceived ideas/notions! Thank God!

*Linda Beauty Marks* – over a year ago

**Linda, your mom is wrong. Not about being black and female. But about having two strikes against you.**

**YOU can reach people I could never reach. You can write for markets I'd have a hard time ever truly understanding. Your "strikes" are POWERFUL advantages.**

**One of AWAI's very first success stories is Krista Jones--a black woman.**

**In fact, it was her story that inspired me early in my career.**

**In your corner,**

**Sean**

*Sean McCool* – over a year ago

Hi Sean, Exploring my limiting beliefs as I was reading through your article took me back to the past. At first, I was triggered with regret, shame, and low self-worth for when I failed. Then I saw the light...past mistakes and failures are the "dangerous neighborhoods/limiting beliefs" in my head. And no longer exist in the NOW. Copywriting is a brand NEW WORLD of possibility and connection! Merci beaucoup.

*June Kellogg* – over a year ago

So, my "Limiting Belief" is I am too old in age to venture new grounds, and a black migrant.

*Barima-21* – over a year ago

This article spoke realistically to me. I have been struggling to cast off my limiting beliefs. They mostly stem from a lack of focus in my life in my 20's, not knowing where I was going, not having concrete, measurable goals when I was younger, etc. Yes, all things in my past. After reading this article today, the comments shared, I feel encouraged and changed - knowing that I really can and WILL reach my goal of having and LIVING the Writer's Life, according to God's Will. Thank you so much for sharing this.

*Smiley Sil* – over a year ago

My limiting beliefs mostly relate to the brain trauma I sustained when hit by a drunk driver on the highway 35 years ago. I managed to break the windshield with my head (please don't try this at home!), and every aspect of my existence was altered. Thankfully, I retained most of my cognitive function, and have always been a good writer. Altered memories and poor impulse control affect my experience, not my writing, and experience is bread and butter to a writer, so it shouldn't matter this much.

*Wendy C* – 10 months ago

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