

Productive Insights

145. Amy Porterfield and I Reveal (And Confront) Our Deepest Fears Around Creating Video Content And Share Actionable Tips Around Mindset



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Amy Porterfield and I Reveal (And Confront) Our Deepest Fears Around Video Content Creation (And Share Actionable Tips Around Mindset)

Amy Porterfield is an online marketing expert and educator and the host of a top ranking podcast named Online Marketing Made Easy. She worked with mega brands like Harley Davidson Motorcycles. She also worked with Peak Performance Coach, Tony Robbins where she oversaw the content development team and collaborated on a groundbreaking online marketing campaign.

Through her best selling marketing courses, thriving social media community and her popular podcast, she inspires a grounded, tangible and self-affirming sense of “Wow, I can really do this” for over 250,000 online entrepreneurs.

She proves that moving away from step-by-step into action-by-action, even the newest online entrepreneurs can bypass overwhelm and self-doubt and move closer to building a life and business they love.

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Links Mentioned:

- AmyPorterfield.com
- [#179: The Real Truth Why I Hate Video \(Hint: It's My Weight\)](#)
- [The Life Coach School Podcast with Brooke Castillo](#)
- www.CallAshRoy.com
- www.Youtube.com/ProductiveInsights

Related Episodes:

- [062. Suzi Dafnis On How To Find Your Ideal Mentor And The Value Of Mentorship](#)
- [128. International News Anchor – Julie MacDonald – And I Discuss Actionable Strategies Around Using Authenticity To Build An Enduring Business Brand](#)



Key Points and Insights

- 3:51 – Intro
- 5:06 – Amy's podcast episode – [#179: The Real Truth Why I Hate Video \(Hint: It's My Weight\)](#)
 - Amy's reveals her deepest fears around video creation and why is it important to her to overcome these challenges
- 10:23 – Mindfulness explained
- 13:23 – Amy shares her specific challenges around video creation
- 14:42 – Ash discusses the thin line that separates vulnerability and weakness (Acknowledging and accepting vulnerability is a sign of courage, not weakness)
- 18:02 – The importance of *genuine* authenticity and the importance of not "faking it" on stage
- 22:41 – Specific action steps you can take right now to overcome your fear

Action Steps

1. Name the feeling e.g. “I”m feeling fear” or “I”m feeling shame” and rate it on a scale of 1 – 10 (10 being intense and 1 being almost nonexistent)
2. Notice where in your body the emotions is manifesting itself e.g. “I”m feeling shame as a tingling sensation in my forearms” or “I”m feeling fear as a pit in my stomach”
3. Use your breath as an anchor and “watch” the sensation change and eventually dissipate (It’s often a good idea to take 3 deep breaths to stabilize your mind)
4. After the feeling has dissipated, reassess the intensity of the feeling which you assessed in step 1 (and notice if there is any change in the rating – no change is ok. The key is to notice whether or not there has been a change in the sensation/feeling)

Other Action Steps

- Find a mentor
- Figure out what is holding you back and then work towards solving that specific problem

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