

# The 4 Secret Sources of Stress and the 4 Must-Know Tips for Managing It

The Dangers of High Stress

Why You Want a Stress-Free Business

4 Secret Sources of Stress

4 Resources to Manage Stress the Right Way

4 Steps to Reduce Stress Today

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Business can be stressful.

Stress can be good for us, but when it is not managed properly it can be harmful, leading to headache, fatigue, difficulty concentrating, and irritability – all of which can severely affect your ability to manage your business and do your work.

Long term effects include heart disease, skin problems, digestion problems, and depression.

When you understand the 4 root causes of stress, and our simple methods for relieving the stress in your mind, you will have the ability to eliminate the stress that threatens your business and your health.

This guide is an educational service to help entrepreneurs and business-people become even more effective and influential.

Hi. I'm Wes Lucas. I'm a breakthrough specialist, business coach, author, and entrepreneur.

On my website, I share what I learn about work, life, and the power of the human mind.

Among the many businesses I've run, my most recent was an IT business. I loved connecting people with solutions that would reduce stress, make work easier, and make money faster. But the thing about IT is that it doesn't matter what technology you're using if you don't have the mindset to use it effectively.

If you are uncomfortable asking people for money, QuickBooks isn't going to get you paid any faster.

If you don't want more customers, a website isn't going to sell for you.

If you hate your job, a faster computer isn't going to make you love it.

I was more interested in what was going on inside my clients' heads than their computers, so I stopped trying to give people better technology. Now I show people how to have the right mindset – because with the right mindset, you can find a way to get the results you want, regardless of what technology is available.

## The Dangers of High Stress

We all know that stress isn't good for us. But few know how many ways it is so dangerous to constantly be under stress:

### Stress makes you fat

In harsh conditions, our bodies are built to naturally desire more food, so that we can store up nutrients until food becomes more available and we return to safety. Stress triggers this instinct in us, causing us to eat more.

### Stress makes you look older

Studies show that stress hormones make changes to the structure of chromosomes, making it so new cells can't grow as quickly. As a result, chronic stress leads to wrinkles, weak muscles, poor eyesight, etc.

### Stress weakens the immune system

Since so much energy is dedicated to handling the stress load, the immune system suffers, leaving you vulnerable to colds and infection.

### Stress damages the heart and brain

Stress increases the heart rate and blood pressure, which can overwork the heart.

When the brain is exposed to high levels of stress hormones, it shuts down some functions, like memory, in order to reduce exposure and prevent further damage.

### Stress brings out disease

Some people are genetically more prone to specific diseases, like cancer and lung disease. Stress hormones can turn on or off genes which change how those diseases develop.

### Stress makes it difficult to control emotions

People under stress tend to be less aware of their emotional reactions, and unable to calm themselves down, making them more likely to fly off the handle.

## Why You Want a Stress-Free Business

Think of how you are in those moments when you have really been interested and enjoying what you are doing. Now how successful would you be if you had that positive attitude all throughout the day?

When you manage stress appropriately, you will:

### Make better decisions

All decisions require some amount of emotion and willpower. With lower levels of stress, you have more control of your emotions, and a greater reservoir of willpower so you can be a model of wisdom throughout the day.

### Have energy to take action

Not only will you not be sick as frequently, but your body will not be using up energy as quickly, which means you will feel more motivated, and be ready to get things done.

### Promote better customer service & company morale

With improved emotional control and energy, you will be able to build positive relationships with your coworkers and customers, improving the way other people feel when they are around you.

### Get more satisfaction from your work

Imagine no longer feeling like work is a drain or a burden! When you are stress-free, you will feel better about the work that you do, and come home victorious!

## 4 Secret Sources of Stress

Although people have expressed countless reasons for feeling stressed, there are really only four simple causes which take place on an unconscious level. After feeling stress, our conscious minds look for more visible explanations, such as “paying the bills” or “having too much to do.” But on the deepest level, “Stress” is just:

### Threat

When the unconscious mind senses some threat, physical or otherwise, it prepares the body for fight or flight response, AKA stress. Stress increases when the person feels they have no ability to reduce the threat. The threat can be real or imagined, which means if you equate paying the bills with threat of starvation, your limbic system will kick into gear to protect you.

### Fear

Like the sense of a threat, the unconscious mind reacts to a fear with the same fight or flight response. Fear takes the threat a little further by creating imagined outcomes, which intensify the feeling.

### Uncertainty

When we are unable to predict, we feel like we are not in control, which can be uncomfortable or even dangerous. Our unconscious minds create the stress-response to motivate us to regain a position of control and security.

### Cognitive Dissonance

“Cognitive dissonance” occurs when our actions and our thoughts or values don’t fit together. Feeling like we are unable to meet our commitments creates that dissonance, because we value honesty but are unable to keep our promises. Our unconscious mind creates the feeling of stress to let us know that we are not being congruent.

## 4 Resources to Manage Stress the Right Way

As we realize now that it is more important to reduce stress, we are ready to learn some simple ways of managing it. These resources are not chemical, they are not a list of to-dos, and they are not sticking your head in the sand and ignoring the problem. These resources are about making a change in the way you think, so that you address the “fires” in your work with clarity and power.

### Keep a High Level View

It can be really easy to get lost in all the details and all the little fires that come up throughout the day, and it's important to come up for air periodically. Especially for those in leadership positions, taking some time to look at your high level values and long term goals can help you make sure you are focusing on the details that will get you where you need to go.

### Organize and Create Systems

Whenever you feel stress, it is an opportunity to identify the cause, and then create a system or process to prevent that from happening in the future. For example, many business-people have stress caused by email – having too many unprocessed items in your inbox can create uncertainty from not knowing what is there, cognitive dissonance from feeling like you are forgetting some commitments, fear of missing opportunities, etc. Creating an effective system for managing email can be a big first step in reducing stress in your life.

(Click [HERE](#) for a free video course on creating your stress-free email system)

### Be Mindful of Your Thoughts

Take a minute to think about all of the things that are stressing you out in your life, and as you see a picture in your mind of each stressor, you will notice the feelings of stress gradually rising up. Now ask yourself – has anything actually changed in the last minute to cause you stress? The only thing that changed was what you chose to think about, and that power works both ways.

Take a minute now to think about 3 things you are grateful for. They don't have to be anything big, just any three things that make you feel grateful right now. Think about the little pleasures they bring you, the joy you can feel now as you see those images in your mind. And as you enjoy thinking of those things, now notice the physical feelings in your body. Where is that stress? Has it reduced? Or is it just gone?

As you go through your day, be mindful of what you choose to focus on and think about, and it will have a magical effect on lowering your stress levels.

## Have Someone to Talk to

It's common in business to feel like a lone wolf, and many of us have a strength in making things happen on our own. We tend to think that all we need is some information and then we can go out and do whatever we need to. And that any problems that come up are just a sign that we need to work harder.

But it's important to realize that working harder isn't always the best solution, especially when you're already stressed out.

Having a "mastermind" with one or more other people is a great source of inspiration, opportunities, and accountability, so that you can get back to your work more motivated, sharper, and full of fresh ideas to become even more effective.

If you'd like to get an idea of how great a mastermind like that can be, click [HERE](#) to check out our free Business Breakthrough session.

## 4 Steps to Reduce Stress Today

### Make a commitment to act.

As long as you are responding to the whirlwind of crises around you, you will become even more stressed. Decide now to change how you will respond so that you can achieve better results.

### List your objectives.

The fact that you have been stressed means there is something you are trying to accomplish. What is that goal? And what will it mean to you once you reach it? What is truly important to you in your work?

### Ask Questions.

The amount of progress you make will depend on the quality of your questions. What has been keeping you from making the changes you know you need to make? When would now be a good time to start making changes? Who can help you get where you need to be as effectively as possible?

### When you find someone who can help you, act.

You will need someone who understands business, organization, and human psychology in order to make the biggest impact on your environment and your mindset, so that you can excel in your work. When you know who that person is, get started today!

Click [HERE](#) to see how a free Business Breakthrough session can get you moving in the right direction.

Thank you for taking the time to read this guide. Despite being very busy, the fact that you are reading this now means you are ready to start having more peace in your work, and I congratulate you on that.

If I can be of any assistance to you on your journey, or if you would like more information, you can contact me here:

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## Success Stories

### Will P.

Simple, straightforward, but more importantly it works! It has already helped me to de-clutter my life. Wes helped me to prioritize, organize and gave me a system that is easy and effective. Whew! Thanks Wes

### John M.

Wes is a good listener and has a knack for pinpointing what is really going on. He is a caring professional and I cannot say enough about how much he helped me.

I would definitely recommend Wes to help you.

Wes was extremely professional and made the effort to understand me from a holistic point of view.

We started with baby steps which I was able to master. On our last session we went further into my issue, set a realistic goal, and I am looking forward to my future success.

### Patty S.

Spending less than one hour with Wes will save countless wasted hours! Thank you, Wes, for a clear, concise, incredibly useful course that not only jumps right into action steps, but follows up with organizational habits to cultivate for continued success. Perfect!

### Anna R.

I like how you focused on actionable items to increase productivity, rather than just theories and broad concepts. I have already started implementing some of the strategies you outlined and I can tell that I am more focused and productive while I'm working, so I spend less time and get more done.