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5 Myths About 'Limiting Beliefs' That Keep Entrepreneurs Stuck

[Look inward to face your own mental blocks and get unstuck.](#)


By Relinde Moors
April 8, 2021

Opinion expressed by Entrepreneur contributors are their own.

My father didn't want me.

He left before I was even born. He never wanted to be a father in the first place.

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Logically, I know that not everyone wants to be a parent. Some people don't have a maternal/paternal bone in their body. Or they believe they're not out to take on such an immense responsibility. But a child's **brain** isn't logical. In my mind, it all boiled down to those five words: *My father didn't want me.*

And those five words morphed into something else. A core **belief** that I held on to well into my adult years: *I'm not worthy.*

That core belief impacted my **self-esteem**. It kept me stuck in toxic cycles and relationships. It kept me from pursuing my dreams.

Myth #3: You can't change them

Some people believe that since limiting beliefs are a part of who you are, you can't change them. That's not true!

There's evidence that the brain is malleable and changeable. You can use methods such as theta healing and hypnotherapy to change the way your synapses fire, which means you can change beliefs that have been programmed into your brain. One book that covers this beautifully is [The Brain That Changes Itself](#) (2007) by Norman Doidge, M.D.

Myth #4: They take a lifetime to change

This isn't one that I hear often, but I feel like I have to address it. Some people believe that if you've had a limiting belief your entire life, it can take about that long to get rid of it. While 100 percent believe that shifting limiting beliefs for good takes time, I do not believe that you have to be stuck with them for years or decades once you decide to do something about them.

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Will it take effort on your part to overcome limiting beliefs and shift them into something that supports you rather than holds you back? Absolutely! But what type of change like this doesn't take work?

There are a lot of methods and tools you can use to help you shift your limiting beliefs. They include therapy, hypnotherapy and energy healing.

Myth #5: The ones from family can't change

Another thing I've come across is the belief that the limiting beliefs that were instilled in you during childhood or by your family are impossible to get rid of. I think the reasoning behind this is that your family knows you better than anyone — maybe even better than you know yourself.

It wasn't until I was well into my 20s that I learned about "limiting beliefs" and how to shift them into something more positive.

So, what are limiting beliefs?


Limiting beliefs are beliefs, world views or states of mind that limit you in some way. They can be about you, other people or how the world operates. They can keep you stuck making decisions that block you from living the life you want.

Guess what? Most of us have some form of limiting belief. **Entrepreneurs** are no exception! I've spent the past seven years helping entrepreneurs from all types of backgrounds build thriving businesses they love. I've worked with life coaches, publicity experts, energy healers, trauma healers, designers, dancers, teachers, VAs, writers, real estate agents and more!

Just about every one of them needed to work through limiting beliefs. The ones who didn't had likely already done that mindset work before we worked together.

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I've also found that there are some myths surrounding the idea of limiting beliefs that make it harder for some people to get rid of them. That's what I want to debunk today.

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Myth #1: They're just thoughts stuck on repeat

Limiting beliefs are, as I mentioned, core beliefs. They're deeply embedded in your psyche — often during childhood or as a result of some type of traumatic event. (Note: A traumatic event can be anything that has a profound negative impact on you.) Yes, they can manifest in the form of thoughts and "voices" in your head that tell you negative things about yourself that you believe. But they're more than that.

So if they tell you something about yourself, it must be true!

The truth is that no one gets to tell you who you are but yourself. And you can choose what to believe.


Another thing that I believe factors into this myth is fear. As humans, we ache to belong and be loved — and family members are often the only ones we believe are supposed to accept and love us. But there's the fear that if we change the way we believe or behave, our family will no longer offer us that sense of belonging, safety and love. We don't want that!

The thing to remember in those cases is that you can let go of familial beliefs that don't serve you and still be loved, safe and accepted. And that if letting go of toxic or limiting beliefs ends up repelling toxic/limiting people... that's not a bad thing. In fact, sometimes the idea that you have to accept toxic relationships with family is the limiting belief you need to let go of.

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I trust this helps you to think differently about limiting beliefs — and the power you have to shift them into something that supports your big goals and dreams.

What's one limiting belief that holds you back?

In fact, limiting beliefs are such a deeply-rooted part of you that they can be hard to even recognize for what they are. For example, Gay Hendrix talks about a limiting belief called "the upper limit problem" to the belief that we've only allowed a certain level of happiness in life. And when we feel like we're reaching that limit, we self-sabotage through things such as self-doubt and procrastination.

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Limiting beliefs are like poison ivy. You can't just cut the vines — you have to get to the roots. And part of that is realizing that core beliefs are broad, not specific. For example, you may hear yourself saying, "I don't know enough about business to do well." However, if you dig deep enough, you may realize that your true core belief is *I'm not good enough*. And I bet that once you realize that that core belief is, you will see how it impacts all areas of your life — not just your business. That's when you know you're getting something!

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Myth #2: You simply replace them with positive thoughts

I wish this were true! It would make life so much easier. If limiting beliefs were just thoughts stuck on repeat in your brain, then getting rid of them would be as simple as thinking other thoughts just as frequently.

But that's not how it works. I've seen so many people give up because their limiting beliefs didn't disappear after a couple of months of repeating positive affirmations. Don't get me wrong, I think that these things can help. But they're not the solution in and of themselves. In reality, shifting limiting beliefs for good is a process that takes more time and work. And it starts by getting down to that core belief and reprogramming that first. After that, the positive affirmations can do the work they're meant to do.

Suggested Title:

5 Myths About Limiting Beliefs That Keep Entrepreneurs Stuck

Deck:

Look inward to face your own mental blocks and get unstuck.

Article Body:

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He left before I was even born.

He never wanted to be a father in the first place.

Logically, I know that not everyone wants to be a parent. Some people don't have a maternal/paternal bone in their body. Or they believe they're not cut out to take on such an immense responsibility.

But, a child's brain isn't logical. In my mind, it all boiled down to those 5 words: my father didn't want me.

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I'm not worthy.

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It wasn't until I was well into my 20's that I learned about limiting beliefs — and was able to shift them into something more positive

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I've also found that there are some myths surrounding the idea of limiting beliefs that make it harder for some people to get rid of them. So, that's what I want to debunk today.

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Limiting beliefs are, as I mentioned, CORE beliefs. They're deeply embedded in your psyche — often during childhood or as a result of some type of traumatic event. (*Note: A traumatic event can be anything that has a profound negative impact on you.*) Yes, they can manifest in the form of thoughts and “voices” in your head that tell you negative things about yourself that you believe. But they're more than that.

In fact, limiting beliefs are such a deeply-rooted part of you, they can be hard to even recognize for what they are. For example, Gay Hendrix talks about a limiting belief called “the upper limit problem”. It's the belief that we're only allowed a certain level of happiness in life. And when we feel like we're reaching that limit, we self-sabotage through things like self-doubt and procrastination.

Limiting beliefs are like poison ivy. You can't just cut the vines — you have to get to the roots. And part of that is realizing that core beliefs are broad, not specific. For example, you may hear yourself saying “I don't know enough about business to do well”. However, if you dig deep enough, you may realize that your true core belief is “I'm not good enough”. And I bet that once you realize that that core belief is, you will see how it impacts all areas of your life — not just your business. That's when you know you're getting somewhere!

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Will it take effort on your part to overcome limiting beliefs and shift them into something that supports you rather than holds you back? Absolutely! But what type of change like this doesn't take work?

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Another thing I've come across is the belief that limiting beliefs that were instilled in you during childhood or by your family are impossible to get rid of. I think the reasoning behind this is that your family knows you better than anyone — maybe even better than you know yourself. So, if they tell you something about yourself, it must be true!

The truth is that no one gets to tell you who you are but yourself. And you can CHOOSE what to believe.

Another thing that I believe factors into this myth is fear.

As humans, we ache to belong and be loved — and family is often the only people we believe are supposed to accept and love us. But there's the fear that if we change the way we believe or behave, our family will no longer offer us that sense of belonging, safety, and love. We don't want that!

The thing to remember in those cases is that you can let go of familial beliefs that don't serve you and still be loved, safe, and accepted. And that if letting go of toxic or limiting beliefs ends up repelling toxic/limiting people... that's not a bad thing. In fact, sometimes the idea that you have to accept toxic relationships with family IS the limiting belief you need to let go of.

I trust this helps you to think differently about limiting beliefs — and the power you have to shift them into something that supports your big goals and dreams.

What's one limiting belief that holds you back?

In this article we discuss limiting beliefs and how they impact entrepreneurs. We also uncover 5 myths that make it harder to overcome them.

Outline:

Opening

- What is a limiting belief?
 - My father left before I was born because he didn't want to have a child, so I grew up believing I wasn't worthy.
 - If your parents tell you that if you don't have straight A's, you're not good enough then you grow up believing you're not worthy.
 - Our brain wants what you believe to be validated - otherwise we get confused. My inner programming needs to match my outer reality. If you reprogram your inner programming, it's easier to see the good reality that is available.
 - Two people with different programming can see the same reality and interpret it in two completely different ways. (people looking at the same job opportunity - one grew up believing she isn't enough and the other grew up believing she could do anything. Both have the same skills and knowledge but the one who gets the job is probably the latter)
- My story / statistics (story: get to know me better / statistic: authoritative) (Sports example > football players who now score more) - Remco de Vries

How do you know that you have limiting beliefs?

- Give examples, mentions The Big Leap by Gay Hendricks

Why your subconscious determines your results

- Relate thoughts - feelings - action - result

The 5 Myths about limiting beliefs that confuse even the brightest minds

1. Your limiting beliefs are self-limiting thoughts that you think often

> Actually, it's deeper than that. They're really core beliefs. Limiting beliefs are core beliefs. Instead of "I don't know enough about my business", the real core belief is not being good enough. They're broad, not specific - that's why they impact more than just business success.

It's like a tree. You're so focused on pruning the branches, but you're not getting to the tree itself or the roots. The limiting beliefs are in your subconscious and are affecting everything.

If I say I'm not good enough in my subconscious, I will unconsciously choose experiences that confirm that belief.

You try to change things on the surface, but if you don't change the core programming, you're never going to get the real, lasting results you want.

Computer coding analogy

Remco de Vries

He worked with football/soccer players. They were professionals, so really good. He worked on their core beliefs (shaped in your brain by the time you're 7 and then after that they get solidified) and work with them on a deep level (hypnotherapy) to change beliefs and trauma around it, letting go of the emotion around the memory. Then the football player would be more confident and improve - score more in a season, etc.

2. The best way to shift beliefs is by repeating the opposite

Personal affirmations

Can make you feel like you're lying to yourself so you can't accept that thought

An alternative is to soften the thought until you can believe it

Find the deeper beliefs underneath it and reprogram that so your brain can accept the other thoughts

3. If you've had a belief all your life it is hard/impossible to shift it or you need the same amount of time to shift it

Theta Healing (?) Theta Brain wave (where your conscious and subconscious mind fuse is a place where you can change a belief/program/your brain's coding; slower brain wave, meditative state) Hypnotherapy changes your brain's pathways in the same way. *neuroplasticity (book **The Brain That Changes Itself** talks about how the brain is malleable and changeable - just like plastic. You can change the way your synapses fire)*

4. If your beliefs come from your family it's almost impossible to change them

Your family knows you better than anyone, so if they are telling you something about yourself, you believe it.

You don't want to change so much that your family is turned off by your new beliefs. You don't want to be alone or without your family because they represent belonging, love, and safety.

I can let go of familial beliefs that don't serve me and still be loved, safe, and feel like I belong. Or you can let go of toxic/limiting beliefs and if that also repels toxic people... that's not a bad thing. Sometimes THAT is the limiting belief you need to let go of. We will hold on to toxic relationships.

Inspiration for a new article

That's just one example of a limiting belief. Yours might be different.

Perhaps you grew up being told that anything less than an A in school was unacceptable. Which may have led to you believing that anything less than perfection isn't worth putting out into the world. And THAT limiting belief can keep you from taking action, out of fear that what you're doing isn't "good enough".

There are three major problems with limiting beliefs.

They become part of your core programming

As mentioned before, we don't always know that we have limiting beliefs. They've become so ingrained in us that they're just... there. Most of us don't remember learning how to walk, move, or talk — we just do them automatically, without even thinking. Limiting beliefs are the same way. We often have zero awareness of when or how we developed them, but we did... and they are part of our daily lives.

What's really tricky is that our brains want what we believe to be validated. Your inner programming needs to match your outer reality. Otherwise, you get confused. So, when you try to do something that goes against what your brain believes to be true, it fights back in the form of fears and doubts in order to protect you. It isn't until you're able to reprogram your inner beliefs that you become open to different realities for your life. .

They alter how you see the world

Have you ever talked to two people about the exact same event and been blown away by how they describe it so differently? That's because we, as individuals, often perceive or experience situations differently because of our worldview. Limiting beliefs can play a big part in that.

For example, imagine two people find out about a job opportunity in their field. Also imagine that both of them fit some of the job description, but neither one is the perfect fit. One person has the core belief that you can always learn and grow as you go. The other person has a core belief that if you can't deliver perfection from the start, you should wait until you can.

Those are two COMPLETELY different views of the world — and I'm sure you can identify which one is the limiting belief.

They impact your decisions and behaviors

Last, but not least, limiting beliefs impact the decisions you make and the things you do in life. Let's continue with the example from above about a job opportunity.

Person A is likely to apply for the job, even if they don't check all the boxes. If asked about the skills they don't have, they're likely to explain that they're a fast learner, growth-oriented, and bring a lot of other things to the table that the company is looking for.

Person B, on the other hand, will probably decide that since they don't have every single qualification, they shouldn't bother applying.

Person A may or may not get hired — it depends on whether the person offering the job is willing to take on someone who will have to learn some skills as they go.

But guess who definitely won't get hired? Person B. You can't get hired if you don't put yourself out there.

That's the problem with limiting beliefs — they