

You Have Two Choices In Life — The Most Successful People Choose The Same One [excerpted]

You are stronger than you think.

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indicates that people tend to "cling" to negative comments more readily than positive ones due to a phenomenon called "negativity bias," where our brains are naturally wired to register and dwell on negative stimuli more intensely than positive ones, causing us to remember insults or criticisms more vividly than compliments. This can lead to a fixation on negative feedback even when positive experiences outweigh it.

The complex can be self-fulfilling. If I'm worried about how 'boring' others think I am, then I tighten up, act defensively, and hey presto — I'm no fun to be around. An ideal world for me would be one in which everyone continually said how awesome, cool, and fun I am while avoiding any forms of negative judgment. I'm guessing it's the same for you, right? Not going to happen.

Now, with this, we have two choices in life:

1. We can live life safely, avoid any chance of criticism from others, and hide away in dark solitude.

Opportunities for self-expansion and personal and professional success are profoundly limited here.

2. We can live unsafely.

If I'm to experience a life of depth and opportunity — to traverse bravely along the spectrum of [full personal potential](#), I can take a breath, wince briefly in the face of uncertainty, step up, suck in the fear, and have the courage to be disliked, judged, rejected, and even laughed at publicly.

That's the choice we all have. We all have insecurities. We all have wounds and weak spots. Things we cannot bear to reveal and be 'found out' for.

But if we want to experience a life — not only of tremendous growth, friendships, and wealth — but one free of regret, we need to do what all the greats have done, which is #2: step into the unsafe void.

Research extensively explores the potential for rejection, highlighting how experiencing social rejection can trigger a range of negative emotions like sadness, anger, and anxiety, impacting self-esteem, cognitive function, and even physical health, with a critical concept being "rejection sensitivity" where individuals are particularly attuned to potential signs of exclusion.

Lean into exposure, and do it as much as you can. Exposure is a risk. But no one lived a rich life who didn't take risks.

You must. Like I must. Because to deny it is to deny the evolution of your best self.

And it's not about trying to be liked. It's about sharing your truth and your value, feeling the rush of doing that in front of other people — and being accepting of the tendency for a small group who will always dislike the things you do (100% guaranteed, mostly because they are rejecting themselves). Think for a moment about what kind of a person you could be.

Who is the [best version of yourself](#)? Where can they go? Do you think, somewhere inside you, is someone capable of inspiring people deeply? I think there is. That person is there, and they just need to be guided, nourished, and nurtured.

Finding out what those risky, scary things are for you and doing them is something you will never feel ready for. You will never be perfect at it but you can make it easier by starting small.

You can drastically minimize the fear of criticism and rejection by adopting and honing this philosophy: *Don't take anything personally*. Other people will judge you until the end of time. What they do and say is always an opinion. No one knows who you are or what you are capable of.

[View criticism with curiosity](#) rather than reacting to it. Do not fall for the attractive lure of believing the opinions others have of you. When you can genuinely internalize this, you are immune from the most common fear.

Studies highlight the importance of considering the source of criticism and its delivery method and developing strategies to actively listen, process feedback constructively, and respond appropriately, especially when facing negative feedback that could be perceived as a personal attack. By committing to the void and [handling the potential to be rejected](#), an amazing thing happens: *You can begin to predict your success*. Put in the numbers, build resilience, and the world is yours.