



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #297

Jia Jiang

Jia Jiang is the owner of [Rejection Therapy](#), a website that provides inspiration, knowledge and products for people to overcome their fear of rejection. He is also the CEO of DareMe, a company that teaches people and trains organizations to become fearless through rejection training. In 2015, he authored the Amazon bestselling book, *Rejection Proof: How I Beat Fear and Became Invincible Through 100 Days of Rejection* and was one of the most viewed [TED Talks](#) of 2017.

Several years after Jiang began his career in the corporate world, he took a life-altering risk and stepped into the unknown world of entrepreneurship. His result was everyone's biggest fear: rejection. This was the catalyst that set Jiang on the path to his true calling.

To conquer the fear of rejection, Jiang embarked on a personal quest and started a blog, [100 Days of Rejection Therapy](#). His journey revealed a world that was hidden in plain sight— a world where people are much kinder than we imagine. He discovered that rejection can be much less painful than we believe and that the fear of rejection is much more destructive than we know.

Jiang grew up in Beijing, China and migrated to the United States at age 16. He holds a Bachelor of Computer Science from Brigham Young University and a Master of Business Administration from Duke University.

Top Quotes From This Episode

"Rejection therapy is, if you are afraid of rejection, instead of running away from it, why don't you go look for it?"

"Sometimes you have all these fears built up, and the more you build in the fear, the less likely you'll take the first step. And I learned that if I don't run after a rejection, I still have rooms to maneuver, to negotiate."

"If you get rejected, don't just run. Try to stay engaged, smile, and have some fun with it."

"If we let that fear of rejection dictate what we do, then it's gonna be hard for us to be successful."

Show Notes

This episode touches on the following key topics and ideas:

- **100 days of rejection (0:19):** Jia shares how his fear of rejection encouraged him to do "rejection therapy" through the [100 Days of Rejection](#) project.
- **D-1 (2:04):** Jia talks about [Day 1](#) of the project and the most interesting episodes and rejections he received.
- **Lesson learned (7:12):** How the 100 Days of Rejection taught Jia that rejection "is not as bad as I thought" and how it afforded him lessons that he leverages to this day.
- **From no to yes (8:04):** What started off as a barrage of rejections, Jia eventually started to receive "yeses."
- **On resilience (9:48):** While everyone is innately resilient, Jia believes that we can be "more resilient;" that resiliency is something you can develop and train for.
- **Seek rejection (11:31):** Rejection aids in expanding your comfort zone. Enjoy the journey and lessons brought by rejections.
- **Battle the 6-year-old within (13:50):** Our fear of rejection stems from our ancestors because back then, being ostracized was a life and death situation. But that was eons ago, so Jia says, *"If we still let that fear of rejection dictate what we do, then it's gonna be hard for us to be successful."*
- **Success through rejection (16:35):** The most successful people also experienced the most significant and violent rejections. And because of that, they harbor the resilience to fight the tough internal battles of life.
- **No small impact (20:46):** Every effort to make an impact on the world— no matter how small you think it is— is worth getting rejected for; worth building up your strength and resilience for. We all have influence. Take that risk!
- **Finding your tribe (25:47):** Jia on the value of "tribes" or the people who will help you overcome the hurdles in your journey.

What's an action item the listener can take in the next 24-48 hours? (27:58)

- Start doing the things that you're not comfortable doing and start building your "rejection muscle." "Just ask and see what happens. Take that step."

List of Resources Mentioned in the Episode

[What I learned from 100 days of rejection | Jia Jiang \(TED Talks\)](#)

[Jia Jiang's Rejection Therapy series](#)

Jim Collin's ["Good to Great: Why Some Companies Make the Leap...And Others Don't"](#)

Jia Jiang's ["Rejection Proof: How I Beat Fear and Became Invincible Through 100 Days of Rejection"](#)

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