



## Impressed Email

By Mr. Byron Nelson

This is a step that is so frequently overlooked and critical to our success.

An “impressed email” is what starts the critical thinking process. It works as a buffer to derail the negative smut that surrounds an individual to truly focus on their “why”. Why they are going to do the business. It is an old adage in our industry that “If your why does not make you cry, it is not big enough”. No truer statement has ever been made. Why you launch your business must be bigger than money. If not, you

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***“Why you launch your business must be bigger than money. If not, you will quit before you even get started.”***

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will quit before you even get started. Friends, family and people at work will be one of your greatest challenges. Opinions are like the measles are to a new born baby. Because you chose to dream the rest of the world has given up on the magic of Christmas, day dreaming, believing in a better world, living an amazing life. Their reality is that they have seen everything there is to see out there, pyramid conversations run rapid. It’s a pipe dream; I don’t know anyone who has ever made any money in one of those things. Of course that is why they continue to struggle, stay

on a job and give opinions. You can’t learn to make 50 to 100 thousand a month from individuals that do that per year. It’s impossible! The impressed email makes you think of all the reasons you should never quit, that existed in living a mundane life on linear income.

The impressed email should be sent to the upline executive and me your RVP. It should not be more than a couple of paragraphs, remember no one has the time to read a book. But the process is formatted so that you can identify one strong enough reason for you to have long term thinking. There are enough reasons (people) surrounding you to not do the business. You only need one great reason to never quit that separates the 2% and the 98%.

The other reason for the impressed email is it gets “you out of the way”. Meaning it is forwarded to your upline RVP/TC who establishes communication for them to help and support your business when necessary. It makes the new player accountable to why

they are in the business and allows us to keep them in communication by their email address with out us constantly having to track down new players for their email to keep them current on an ever fast-paced technological business climate!!!

