

Prospect Re-engagement Email (Nutrition and Weight Loss)

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Subject Line: 4 lies about success to unlearn (before it's too late)...

We tell terrible lies to ourselves, don't we [Prospect First Name]?

What I mean is, the worst lies are those we accept as truth just because others have repeated them so much, they're ingrained into our heads. So the next time you decide you'd like to improve and empower yourself, consider unlearning a few lies about success that may ironically be keeping you from the very success you seek.

Here are four lies I unlearned in my own life:

Success Has an Expiry Date

Many people have the tendency to believe that they need to have their lives figured out by a certain age, and if they don't, success will somehow elude them. Yet success has no expiry date. Success typically comes through the simple act of looking for it and not giving up, like Colonel Harland David Sanders.

You know him today as the face on any KFC bucket of chicken. Having spent his life as a farmer, soldier, insurance salesman and many other jobs, Sanders was nearly broke and often sleeping in the back of his car in his 60s. Yet he was passionate about chicken and saw the potential for restaurant franchising. So he stayed with his dream, and in 1964 (at age 73), Sanders sold his KFC company to investors for \$2 million (roughly \$16 million today) and lived out his days in comfort.

So the next time someone tells you that success has an expiry date, grab yourself some KFC and relax knowing it's all a bunch of hogwash.

Success Carries a Required Skill Set

Absolute rubbish. Case in point: In a 2018 interview with the entertainment site Vulture, legendary music producer Quincy Jones recalled his first impression of the Beatles as "no-playing motherf—kers," which included the band's inability to read or write music. Yet despite all that, the Beatles went on to become one of the top-selling bands of all time, and similar stories repeat themselves across the board.

Apple co-founder Steve Jobs was a college dropout. Canadian-born actress Evangeline Lilly (*Lost*) never went to acting school, and Albert Einstein—the man whose very name epitomizes "genius"—was a high-school dropout.

The point is, formal education, training and skills are all well and good, and may lead to success, but as history clearly shows, passion, enthusiasm and following your innate talent count for A LOT, despite what music producers or any other “legends” have to say.

Success Means Teamwork

As a modern ethos of the workplace, working as part of a team can indeed be enriching, and lead to the realization of ideas and goals that may not materialize through a solo effort. You may even snatch yourself a snazzy team T-shirt along the way. Yet as American inventor and Delco founder Charles Kettering noted, “If you want to kill any idea in the world, get a committee working on it.”

Case in point: When engineer Nick Holonyak Jr. first invented the LED light in 1962, his contemporaries laughed it off as something that could never be commercially successful. Yet Holonyak ignored committee consensus, and in 2014, global revenue from LED sales came to roughly \$19.75 billion. So success often means trusting your own ideas first and working with teams to launch and grow those ideas—but not to change or dismiss your ideas based on the opinions of those who cannot see what you can see. It’s about balance.

Success Means Having a Fat Wallet

If your one and only goal in life is to drink margaritas while swimming in a big pool of money, then sure. The presence or absence of money in your life will be your personal measure of success. Yet as most people know (or learn from hard experience), money cannot be called a true measure of success because most people define success by how happy they are in life, and money cannot buy happiness. It can buy you a lot of stuff, but stuff doesn’t stop people from being miserable or even ending their lives because they have everything they ever wanted and they’re still not happy.

So be cautious whenever you’re tempted to equate money with success. Instead, focus on how things make you feel:

If you feel good about being able to pay the bills and provide for your family, you’re doing a successful job.

If you fail some job interview and walk away disappointed but also eager for more, you’ve successfully added clarity to what it is you really want.

If you allow yourself a moment to experience the healthier, slimmer, more energized body you've always wanted...

...to really feel what that would be like...

...that feeling becomes the engine that successfully propels you effortlessly toward realizing your goals.

>> [Click here to discover just how effortless weight loss can be...](#)

Whatever represents success to you, the point is this:

Just because you've heard something a dozen times... or hundreds... or thousands... repetition does not make something universally true.

There are only the lies you accept as truth and the easy decision to unlearn those lies to easily reach your personal vision of success.

So dream big and reach for what you want.

You're closer than you think.

Here's to your success, always.

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