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Publisher: Willie Crawford - willie@williecrawford.com
2345 Whispering Pines Blvd, Navarre, Florida 32566
Phone 850-939-5794

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Today's issue is fairly short for personal reasons. I'm at the bedside of my brother who is a year younger than I am. He's on life support and not expected to survive. I haven't given up hope, but know enough about medicine to know that the doctors are just being honest with us.

Whether he survives or not, I will be setting up a trust fund for his three small children. When they are ready for college, and if they are so inclined, it will be paid for, as will most of their other major expenses... until they reach adulthood. If you'd like to help, instead of sending emails (which I currently get over 1200 per day that aren't diverted to virtual assistants), you could contribute to this project. I haven't finished setting up the trust fund yet, so you could just Paypal it to me, indicating it's for the trust fund. My Paypal email is: [willie@williecrawford.com](mailto:willie@williecrawford.com)

If you'd like to verify that he's in the hospital, he's in the intensive care unit at Halifax Medical Center in Daytona Beach, Florida. They'd probably prefer not being flooded with hundreds of phone calls, but that's where he's at and where I'll spend most of my day.

To those I'd promised to meet at the Big Seminar in Atlanta this weekend, I won't be there. My apology. I do invite you to meet me in Costa Rica on the weekend of the 23rd. You can read about that here:

<http://williecrawford.com/customerappreciationseminar.html>

This is coming up fast, so don't procrastinate :-)

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**We will have our regularly scheduled networking and brainstorming call this Saturday.** My good friend, Jay Abraham-trained copywriter, Paul Elliott, will run the call. I'll dial in if practical. The call should still be very productive. Paul is very knowledgeable as are many of the other regulars on the calls.

To get full details on the call, send a blank email to my autoresponder at: willie3-56875@autocontactor.com  
This will send you full details including the dial-in number. That email also tells you how to **submit your site for a free site review** during the call. There is still room for another site on this week's call.

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Regular readers will know that I am using greeting cards as one of my marketing tools lately. It's a way to get around the email clutter and deliver impactful messages to your customers and prospects. I send real, full-color greeting cards right over the internet for less than \$1 each (including first class postage).

I invite you to check out the system that I use at:

<http://sendoutcards.com/willie>

Look around the site. If you'd like more details you can just email me at willie@williecrawford.com If you'd like to know how I will actually earn five figures from the card business this month (unless things change dramatically) click on the link labeled "Income Opportunity). Click the link at the bottom of that page too, and if it asks for a number, enter 2663.

**NOTE:** While anyone, anywhere in the world, can send cards using the system, **the distributorships are currently only open to those in the U.S.** The company will be expanding into other countries one at a time. Canada should be within a month or so.

If you'd like to actually send a FREE card or two, so that you can see how the system works, and so that you can see the quality of the cards, you need to fill in the form at:

<http://makeloyalcustomers.com/willie>

The link is in the left menu bar to request a free trial.

We basically allocate cards and postage from our account and let you send a few cards. Go ahead and do this today. Let someone dear to you know that you're thinking about them. Say hi to a business associate or old college buddy :-)

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Ok - on to today's article. It ties in a little with personal events in my life this week, but it's also an article I'd been mulling over for weeks. Professional trainers and coaches know that the topic of the article is one of the key ingredients necessary for major business success.

Enjoy :-)

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## **Feature Article**

### **How Overwhelmingly Powerful Is YOUR Reason Why?**

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A few years ago, as I contemplated retirement from the U.S. Air Force, I DECIDED that I was going to become a millionaire. None of my family members, or early role models, were millionaires. Most of my online associates weren't millionaires. Yet I DECIDED that I would become one.

You see, I had discovered the secret. Actually, I had discovered it as a teenager, but it only crystallized a few years ago. That secret is... a compelling reason WHY. It has to be an overwhelmingly powerful reason why, so that no matter what obstacles you encounter you will never even CONSIDER giving up or lowering your goals.

Despite the appearance, lofty goals are not easy to achieve for many. The reason it often appears effortless for the mega-successful is because of the many years they spent preparing and laying the foundation.

When I was 20, I learned that "Successful People Do Things That Unsuccessful People Don't Like To Do!" I also learned that these were the very things that SUCCESSFUL people often didn't initially like to do. These were things like forcing yourself to make more cold calls if you're a salesman. These were things like forgoing immediate gratification so that you can experience more long-term benefits. I learned that if you did these things they did eventually become habit, and therefore... nearly effortless.

This is simple stuff that most of us know intuitively.

Yet, without that compelling reason why, we don't do it. That's why you need to identify YOUR reason why. You need to really dig deep and make sure that this reason why is so powerful that once you become aware of it on a conscious level it drives you incessantly.

To help you understand, please allow me to share with you my reason why. Please, realize that your reason why can change over time as your circumstances change. However, some strong factor has to currently motivate you into action!

My reason why is that I lived all my early life in extreme poverty, and it "sucked!" I never again intend to be forced to wear clothing with holes in them, or to have to choose between food and paying the utilities so that the electricity won't be shut off. I never again want to FEEL that I can't choose to have the simple things that those around me all seem to enjoy.

Mentors taught me that your reason why has to be based upon sound moral principles. It's ok to want to be rich for example, but it has to be for the right reason. My reason is that I appreciate all of the good things one can do if he has sufficient resources. Life had also shown me how it feels not to be ABLE to do good deeds that you really want to do because you're "worse than broke!"

My reason why is that having lots of money allows you to do more good.

My reason why was recently reinforced and strengthened...

My mother recently called me to tell me she had just gotten a call from a hospital in Florida. The hospital told her that my brother, whom we had not seen in about 10 years was on life support and that things looked grave.

I had not seen this brother for so long, because as I traveled the world in the Air Force, he had drifted off and disappeared. Try as we may, we couldn't track him down. Governmental agencies told us that he was alive but couldn't be contacted. That was one of life's great mysteries.

Day to day activities pushed this brother out of my

conscious thoughts... until that phone call.

The hospital told us that he still didn't want to be contacted, but that since things appeared so grave, they elected to contact us anyway. I'm sure they complied with whatever procedures they had in place.

My mother said that she wanted to fly down to be by my brother's side, but that she didn't have enough money. This immediately reminded me of my reason why!

A call to the hospital revealed that they had my brother so heavily sedated that he would be totally oblivious to our being there. They did this because he was fighting off a lung infection, and they wanted to give some medications a chance to weaken the infection and at the same time allow his body to fight back. They also sedated him to the point of unconsciousness because they didn't want him struggling against the breathing tubes that they had inserted.

A quick email to a friend, who is also a retired physician, revealed that many people with my brother's condition never even regain consciousness when they reduce the medications and try to bring them out. Based upon that fact, I too agreed that my mother should fly down immediately to be with my brother as long as necessary, and I took care of all her travel plans and expenses.

All of this brings me back to my reason why. Working harder... or smarter, and earning a lot of money is not what it's all about. It's just a means to an end. For me that end is...

- Never having to say to my elderly mother that I can't easily provide her with a plane ticket and hotel accommodations for practically anywhere she really wants to go.

- Never having to say no to my young-adult children if they need assistance with a large expense.

- Knowing that even before my grandchild was a month old that her college tuition was assured if she chooses to go to college when the time arrived.

- Knowing that when I'm in my 60's, 70's or 80's... just meeting living expenses won't be a struggle.

- Being able to contribute huge sums of money to my favorite charity or cause, and not feel that I am depriving my family of anything that they really need.

It's really all about freedom and the ability to do anything that I really want to do within reason. That's why I decided I would be a millionaire. That was the compelling reason that forced me to do what it took to attain many of my initial goals... and that will push me on to attain more recent ones.

So, back to you... How really overwhelmingly compelling is your reason why? Is it strong enough to cause you to STOP making excuses? If not, you need to dig deeper and come up with one that is! It IS within you.

Without identifying that deep-seated, REAL reason why, most of us won't have the driving force necessary to accomplish things that we at one time considered impossible. With that reason why, we CAN accomplish the previously unimagined.

Spend some time today, or this week, really identifying your reason why. It will accelerate your growth in business, and in other areas of your life, like nothing else.

Willie Crawford is a corporate president, published author, seminar speaker and host, tele-seminar speaker and host, retired military officer, karate black belt, master network marketing trainer, and lifetime student of marketing. He shows people how to actually generate substantial income on-line using very simple, easily implemented systems. An example of such a system that you can study and utilize is at: <http://sendoutcards.com/willie>

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