

BIF 90 Day Email Sequence

Subject: [BIF –Death by Email]

Day 46

Hi,

If you've been in the group for a while, you've come to expect an email from me every day. That hasn't happened lately. If you're new, you won't notice a gap because they'll catch up by the time you receive this.

I've just been through a catastrophe; in fact, my state of SC has been declared a Federal Disaster Zone because of storms, record-breaking rainfall, and flooding beyond anything I've seen in the 25 years of hurricanes and storms since I've lived in Myrtle Beach.

I've been stuck in my house for almost a week, with no way out except by boat, canoe or kayak. Thank the Lord, we had plenty of food and water. The power was intermittent.

Today, the sun is shining, the water is receding, and I'm back to work. But here's what I notice...

My email Inbox is overflowing with emails I haven't dealt with in a week. In fact, there are almost 3,000 new emails sitting here. WHAT??? How can this be?

As I'm going through and trying to delete about 100 every couple hours, trying to catch up with the project, I'm looking at them, and realizing how ridiculous this is. I'm on TOO many lists! I'm getting emails from people I'll never buy anything from, although I must have bought something from them in the past, even if it was a \$7 tool or info product of some kind.

SO, I'm using Unroll.me and quickly unsubscribing or "rolling up" those emails. I don't need to hear about selling Amazon physical products – I have an interest, but absolutely no wiggle room in my life for that right now. Maybe next year.

There are precious few marketers I even want to hear from. I could count them on one hand. Everyone else, I'm kissing goodbye. It's just a distraction.

How are you doing with the distractions of email? I suggest you take the bull by the horns and stop the flow. Of course, I don't want you to unsubscribe from anything I send you! LOL

What would your email inbox look like if you weren't able to check it for the better part of a week? I hope you don't have to find out the way I did, but please consider what I'm saying. The more time I spend scrutinizing emails and deleting them, the more time I don't have to spend on my real backbone business.

I'm back to work now!

We'll talk more tomorrow!

Committed to Your Success!

Jeanne