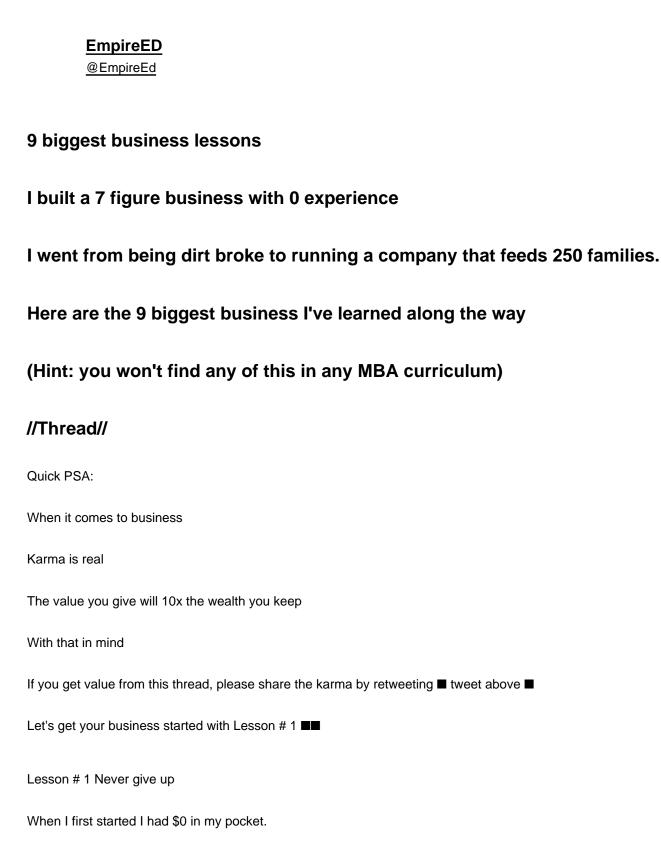
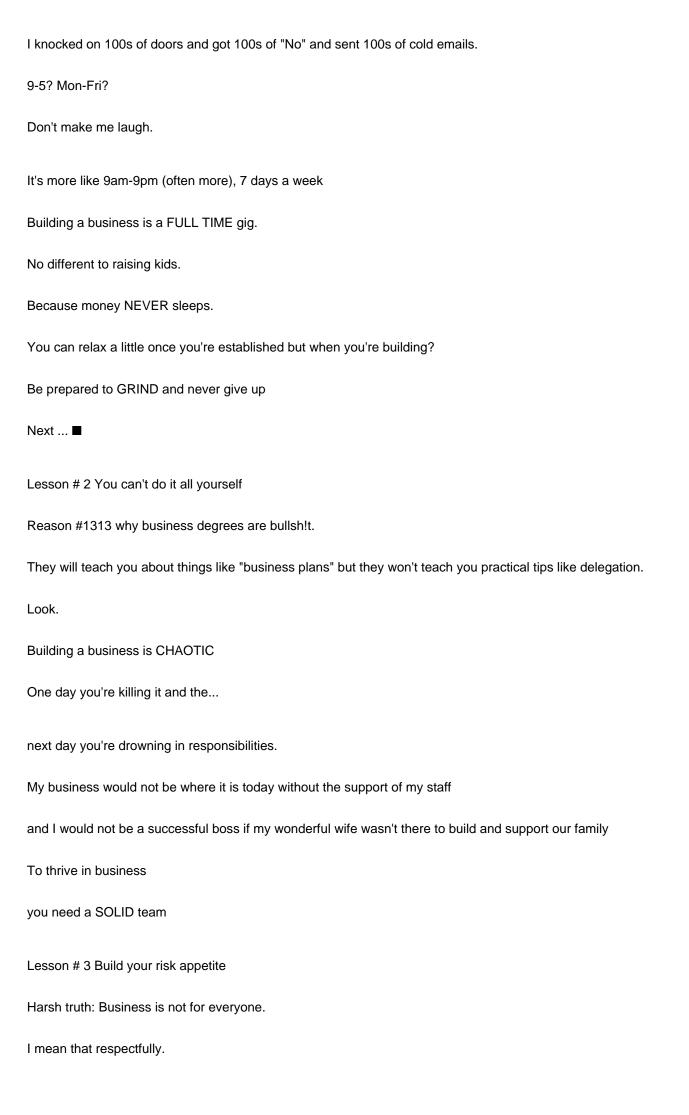
Twitter Thread by EmpireED

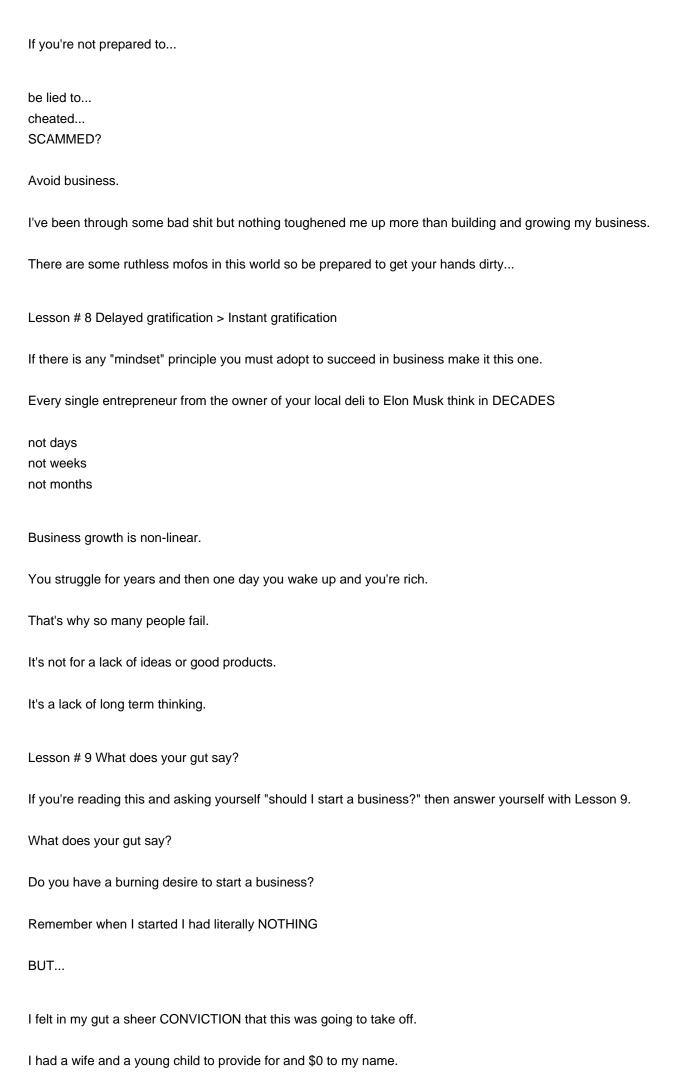


I was so broke I had to use the wifi from a nearby coffee shop just to check my emails.



Most people could not handle the risk it takes to be successful.
But calculated risk is where you gain leverage.
Sometimes in business, you have to make a decision
without knowing all of the facts
I know that's counter to what you were taught in college but this is the truth.
The biggest decisions are not made by a spreadsheet.
They are made by the gut of the decision maker aka you.
So if you're uncomfortable with risk?
Avoid business
Lesson # 4 It's easier to jump off a bridge
I decided to build my business when I had everything working against me: ■After the 2008 financial crisis
■Unemployed ■Third world country (30% unemployment to boot)
■ Trilla world country (50% unemployment to boot) ■No skills
■Worthless degree
■A baby to feed
Looking back
It feels like a miracle that I made it.
I had every reason to take the easy route and beg for money or take my life.
But deep down I said FUCK IT and went all in.
It feels easy to say in hindsight but trust me it was anything but easy
Lesson #5 Sales will make you money but it will drive you crazy
Focusing on sales will make you a lot of money but most won't be able to handle the emotional turmoil that comes with it.
Why?
Because sales is TURBULENT

One day you're closing left, right and center
the next day you're wondering if you'll be able to pay the bills this month.
Side note: this ties back to Lesson # 3.
If you want to succeed in sales you need 3 things > Grit > Consistency > A positive attitude
but most importantly
you need
Lesson # 6 Systems
If you focus just on sales, you'll make money and go crazy.
If you focus on sales and systems, you'll make a shit ton of money.
Systems are the lifeblood of your business.
Without them, you don't have a business.
How do you know if you have solid systems?
It comes down to one question
Can your business run on its own when you're away?
Are you able to take a day off and hang with your family while your business grows and prospers?
If the answer is no, you need to work on building systems.
Onwards ■■
Lesson # 7 It's a dog eat dog world
I know what it's like to be broke in a 3rd world country.
I know what it's like to fight bullies in school
But oh boy there is no tougher environment to operate in than the world of business.
LISTEN UP.



But my gut told me to go forth.
I'm glad I listened because it made me a millionaire.
//End//
Thank you for reading these lessons.
I learned them the hard way and I hope they help flatten the steep learning curve that is business.
If you want more lessons like these please give me a follow and retweet this thread to share the love.
Cheers - ED

Everything and everyone was saying "don't do it!"