

Subject Line: Last Minute, Game-Winning Drive...

Hi Bill, it's George from 1-800-QUITNOW. I want to congratulate you on your decision to quit smoking. What a great thing! Most excellent!

I used the resources from the Quitline to finally stop (after trying and failing 10-ish times) and I know how you feel about now. Quitting isn't all that easy even with help and support that's been proven to work.

It was football season when I quit. My hometown is Indianapolis and I'm a huge Colts fan. This was in the Peyton Manning era and I had watched Peyton time and time again lead the Colts down the field in the final minutes for a game-winning score. (He had too, the Colt's defense sucked back then.)

But Peyton didn't do it alone. The Offensive line protected him and we had a great receiving corps.

What they accomplished took a LOT of hard work but they did it to win games and ultimately go to the Superbowl and WIN. And they did, in 2006.

You're off the sidelines and in the game. Your goal is to win your own Superbowl of quitting, right? And just like my beloved Colts, with strength, determination and a constant eye on the ultimate prize, YOU WILL!

Think the Colts players, no matter their experience or talent could win the Superbowl without their coaches? Nope. They needed a game plan. They needed the guidance and leadership from professionals who knew how to win football games at the highest level.

You have those too! (Okay, our folks probably aren't NFL staff material...) But the support and guidance you need to help you through the season you're in right now - the quitting season – is always there for you. Along with the resources you need to be a winner...

Remember, besides our quit coaches, you now have access to nicotine patches or gum, planning/education materials and 24/7 access to an on-line community of people who are working towards winning their own Superbowls!

If you're already using all the resources we offer that's great! Stick with it! If not, why not?

Don't lose sight of your goal. Never lose sight of it. Keep working towards it.

You're already on the team and have earned your spot as a starter!

I KNOW you can do it. I did and I'm no smarter or stronger than you. But it took ALL the help that we offer for me to do it...

Imagine yourself, just like Colts Coach Tony Dungy and Peyton Manning did, holding that championship trophy high above your head!

Won't that just feel fabulous when you do?

To your success,

George

P.S. I know that quitting isn't easy. It can be quite a struggle. But you aren't alone! Let us help you in ANY way we can.

