30 Additional Generic Promotional Emails

Email #1

Subject: The man who forgot he was a millionaire

Body:

Hi

Meet Gerald Ratner.

In 1991, he was the king of British jewellery retail.

His company had over 2,500 stores and was worth $500 million.

Then he made one speech that destroyed everything.

At a conference, someone asked him how his company could sell jewellery so cheaply.

His answer?

"Because it's total crap. We even sell a pair of earrings for under a pound, which is cheaper than a prawn sandwich from Marks & Spencer. But I have to say the sandwich will probably last longer."

The audience laughed.

The media didn't.

Within months, his company's value plummeted by $500 million.

Gerald lost his job, his reputation, and his fortune.

All because of one moment of 'honesty'.

The lesson? Sometimes knowing when NOT to speak is more valuable than knowing what to say.

Have a great day and think before you speak!

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #2

Subject: Why you should never underestimate a pizza delivery guy

Body:

Hi

Tom Monaghan was just another broke college student in 1960.

He bought a tiny pizza shop for $500 with his brother.

His brother quit after 8 months.

Tom was left with a failing business and crushing debt.

Most people would have given up.

Tom didn't.

He noticed something others missed...

Students were too lazy to go out for pizza.

So he focused entirely on delivery.

Fast delivery.

He promised pizza in 30 minutes or it was free.

That simple idea transformed his struggling shop into Domino's Pizza.

Today, Domino's has over 19,000 stores worldwide.

Tom sold it for $1 billion.

Sometimes the biggest opportunities are hiding in the most obvious places.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #3

Subject: The accidental invention that changed everything

Body:

Hi

Dr. Spencer Percy was working on radar technology in 1945.

He was standing near a magnetron (a type of radar tube) when he noticed something odd.

The chocolate bar in his pocket had melted.

Most people would have cursed about their ruined snack.

Spencer got curious.

He tried it with popcorn kernels. They popped.

Then with an egg. It exploded.

Spencer had accidentally discovered microwave cooking.

He convinced his company, Raytheon, to develop the first microwave oven.

The original was 6 feet tall and cost $5,000.

Today, 90% of American homes have a microwave.

All because someone paid attention to a melted chocolate bar.

Sometimes the best discoveries happen when we're not looking for them.

Stay curious!

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #4

Subject: How to become a millionaire by age 30 (true story)

Body:

Hi

At 19, Sara Blakely was selling fax machines door-to-door.

She hated pantyhose but loved the way they made her legs look.

The problem? The feet part always showed through her open-toed shoes.

So she cut the feet off.

It worked perfectly.

But there was nothing like this in stores.

Sara spent two years researching the hosiery industry.

She wrote her own patent application to save money.

She called every hosiery mill in North Carolina.

They all said no.

Finally, one mill owner's daughters convinced him to help Sara.

She launched Spanx with $5,000 from her savings.

Oprah featured Spanx as one of her "Favorite Things."

Sales exploded.

Today, Sara is worth over $1 billion.

All because she solved her own problem.

Sometimes the best business ideas are right under your nose.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #5

Subject: Why the Egyptians would have loved Amazon Prime

Body:

Hi

The ancient Egyptians were obsessed with the afterlife.

They believed you could literally "take it with you."

Pharaohs were buried with everything they might need in the next world.

Furniture, food, jewellery, even board games.

King Tutankhamun's tomb contained over 5,000 objects.

Including 130 walking sticks (apparently the afterlife involved a lot of walking).

But here's the interesting part...

They also included detailed instruction manuals.

The "Book of the Dead" was basically an afterlife user guide.

It contained spells, maps, and step-by-step instructions for navigating the underworld.

Think of it as the world's first comprehensive how-to manual.

The Egyptians understood something we sometimes forget today...

Clear instructions are the difference between success and failure.

Whether you're building a pyramid or building a business.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #6

Subject: The $200 billion mistake

Body:

Hi

Reed Hastings had a problem in 1997.

He'd returned a VHS copy of "Apollo 13" to Blockbuster six weeks late.

The late fee? $40.

He was embarrassed and annoyed.

That $40 fee sparked an idea...

What if there were no late fees?

What if you could rent movies by mail?

What if you paid a monthly subscription instead?

Hastings pitched the idea to Blockbuster in 2000.

They laughed him out of the room.

"The dot-com hysteria is completely overblown," said Blockbuster's CEO.

Today, Netflix is worth over $200 billion.

Blockbuster went bankrupt in 2010.

Sometimes being laughed at is the best sign you're onto something big.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #7

Subject: Why McDonald's isn't really a restaurant

Body:

Hi

Here's something that might surprise you...

McDonald's makes more money from real estate than hamburgers.

They own the land under most of their restaurants.

Then they lease it back to franchisees.

Ray Kroc, McDonald's founder, figured this out in the 1950s.

He said: "We are not technically in the food business. We are in the real estate business."

While competitors focused on better burgers, McDonald's focused on prime locations.

Today, McDonald's owns real estate worth over $40 billion.

Their rental income is more predictable than burger sales.

It's brilliant when you think about it.

Sometimes the real business isn't what you think it is.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #8

Subject: The parking meter that changed history

Body:

Hi

In 1935, Oklahoma City had a problem.

Downtown was clogged with parked cars.

People would park all day and walk to work.

Shoppers couldn't find spaces.

Local businesses were suffering.

Carl Magee invented the solution: the parking meter.

The first one was installed on July 16, 1935.

It worked immediately.

Car turnover increased dramatically.

Shoppers could find spaces.

Businesses thrived.

The city made money from the meters.

Everyone won.

But here's the interesting part...

Magee didn't just solve a parking problem.

He created an entirely new business model.

Taking something free and making it paid.

But providing value in return (convenience, availability, time limits).

Sometimes the best business ideas come from solving everyone's daily annoyances.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #9

Subject: How a 12-year-old became a multimillionaire

Body:

Hi

Moziah Bridges was 9 when he started complaining.

He couldn't find bow ties he liked.

His grandmother taught him to sew.

He made his own.

Friends wanted them too.

At 12, he appeared on Shark Tank.

Daymond John became his mentor.

Mo's Bows now sells in Neiman Marcus and other major stores.

Moziah has made over $1 million.

He's not even 20 yet.

The lesson isn't about age.

It's about seeing problems differently.

While adults accept "there's nothing good available," kids ask "why can't I make it myself?"

Sometimes the youngest perspective is the most valuable.

Stay curious

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #10

Subject: The man who turned down $1 billion

Body:

Hi

In 2006, Mark Zuckerberg was 22.

Facebook had 8 million users.

Yahoo offered him $1 billion for the company.

His advisors told him to take it.

His investors told him to take it.

His girlfriend told him to take it.

Mark said no.

"I don't know what I could do with the money," he said.

"I'd just start another social networking site."

Everyone thought he was crazy.

Today, Facebook is worth over $800 billion.

Mark's decision made him one of the richest people on Earth.

Sometimes the biggest risk is playing it safe.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #11

Subject: Why your worst day might be your luckiest

Body:

Hi

James Dyson was frustrated with his vacuum cleaner.

It kept losing suction.

He spent 5 years and created 5,126 prototypes trying to fix it.

Every single one failed.

His wife supported the family while he obsessed over vacuum cleaners.

Friends thought he'd lost his mind.

Prototype 5,127 worked.

The first company he approached rejected it.

So did the next one.

And the next one.

In total, 5,126 companies said no.

Finally, a small company in Japan licensed his design.

Today, Dyson is worth over $6 billion.

His company employs thousands of engineers.

Sometimes persistence is the only difference between failure and billion-dollar success.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #12

Subject: The invention that saved more lives than penicillin

Body:

Hi

Fritz Haber won the Nobel Prize in 1918.

His invention feeds half the world's population today.

You've probably never heard of him.

Haber figured out how to make fertilizer from thin air.

Literally.

He found a way to pull nitrogen from the atmosphere and turn it into ammonia.

Before Haber, the world was running out of natural fertilizer.

Food shortages were inevitable.

His process changed everything.

Today, the Haber process produces 450 million tons of fertilizer annually.

It feeds over 3 billion people.

But here's the irony...

Haber also developed chemical weapons in World War I.

His wife was so horrified, she killed herself.

The same brilliant mind that saved billions also created tools of mass destruction.

Innovation is powerful.

How you use it determines whether you're remembered as a hero or villain.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #13

Subject: Why the smartest people often fail

Body:

Hi

Einstein failed his entrance exam to the Swiss Federal Polytechnic.

Twice.

Stephen King's first novel was rejected 30 times.

Steve Jobs was fired from Apple, the company he founded.

Walt Disney was told he "lacked imagination and had no good ideas."

What do these people have in common?

They didn't let failure define them.

They treated failure as feedback.

Most people avoid failure at all costs.

Smart people fail fast, learn faster, and try again.

The difference between successful people and everyone else isn't intelligence.

It's resilience.

Have a great day and don't be afraid to fail!

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #14

Subject: The company that fired Steve Jobs

Body:

Hi

In 1985, Steve Jobs was forced out of Apple.

The company he co-founded didn't want him anymore.

The board thought he was too difficult to work with.

Too demanding.

Too perfectionist.

Jobs was devastated.

"I was a very public failure," he said later.

But he didn't give up.

He started a new company called NeXT.

He bought a small animation studio for $10 million.

That studio became Pixar.

Meanwhile, Apple struggled without Jobs.

Their market share plummeted.

They were nearly bankrupt.

In 1997, Apple bought NeXT for $429 million.

Jobs returned as CEO.

He launched the iMac, iPod, iPhone, and iPad.

Apple became the most valuable company in the world.

Sometimes getting fired is the best thing that can happen to you.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #15

Subject: How a rejected toy became a $7 billion empire

Body:

Hi

In 1958, Ruth Handler watched her daughter play with paper dolls.

She noticed something interesting.

Her daughter preferred adult female dolls to baby dolls.

She liked imagining herself as a grown-up.

Ruth had an idea for a three-dimensional adult female doll.

She pitched it to Mattel's executives.

They hated it.

"Little girls want to play mommy," they said. "Not pretend to be teenagers."

Ruth didn't give up.

She kept pushing.

Finally, Mattel agreed to test the idea.

They named the doll after Ruth's daughter: Barbara.

Barbie launched in 1959.

Sales were slow at first.

Then they exploded.

Barbie became the best-selling fashion doll in history.

Today, the Barbie brand is worth over $7 billion.

Sometimes the best ideas are the ones everyone initially rejects.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #16

Subject: The 20-second rule that changes everything

Body:

Hi

Psychologist Shawn Achor discovered something fascinating about human behavior.

If you want to build a good habit, make it 20 seconds easier.

If you want to break a bad habit, make it 20 seconds harder.

For example:

Want to exercise more? Sleep in your workout clothes.

Want to eat healthier? Pre-cut vegetables and put them at eye level in your fridge.

Want to read more? Put a book on your pillow.

Want to watch less TV? Remove the batteries from your remote.

The 20-second rule works because our brains are lazy.

We naturally choose the path of least resistance.

Small changes in convenience create big changes in behavior.

Try it yourself.

Pick one habit you want to change.

Make it 20 seconds easier or harder.

Watch what happens.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #17

Subject: Why millionaires read an average of 50 books per year

Body:

Hi

Warren Buffett reads 500 pages every day.

Bill Gates reads 50 books per year.

Mark Cuban reads 3 hours daily.

Elon Musk learned to build rockets by reading.

What do they know that most people don't?

Reading isn't just about entertainment.

It's about compounding knowledge.

Every book builds on the previous one.

Every insight connects to create bigger insights.

The average American reads less than one book per year.

Successful people read constantly.

They're always learning.

Always improving.

Always staying ahead.

While others watch TV, they're gaining knowledge.

While others scroll social media, they're developing skills.

Reading is the ultimate competitive advantage.

What are you reading today?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #18

Subject: The simple question that built a $100 billion company

Body:

Hi

In 1994, Jeff Bezos had a stable job at a hedge fund.

He made good money.

He had a secure future.

Then he read a statistic that changed everything.

Internet usage was growing 2,300% per year.

Bezos asked himself a simple question:

"What kind of business would make sense in the context of that growth?"

He made a list of 20 products that could be sold online.

Books topped the list.

There were 3 million books in print.

No physical store could stock them all.

But a website could list every book ever published.

Bezos quit his job.

He drove to Seattle.

He started Amazon in his garage.

Today, Amazon is worth over $1 trillion.

All because Bezos asked the right question at the right time.

Sometimes the biggest opportunities hide behind the simplest questions.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #19

Subject: The man who bought the internet for $20

Body:

Hi

In 1993, Mike O'Connor registered a domain name for $20.

The domain was Bar.com.

He had no big plans for it.

He just thought it was a cool name.

For 25 years, people contacted him wanting to buy it.

Restaurant chains.

Alcohol companies.

Tech startups.

Mike always said no.

In 2021, he finally sold it.

The price?

$11 million.

That's a 55,000,000% return on investment.

Mike isn't a tech genius.

He's just a guy who registered a domain name and held onto it.

Sometimes the best investments are the ones you almost forget about.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #20

Subject: How to become an expert in anything in 6 months

Body:

Hi

Josh Kaufman was tired of people saying "it takes 10,000 hours to master anything."

He decided to test a different approach.

What if you just wanted to be "good enough"?

Josh discovered the 80/20 rule applies to learning.

20% of skills provide 80% of the results.

He developed a 4-step method:

1. Deconstruct the skill into smaller parts
2. Learn enough to self-correct mistakes
3. Remove barriers to practice
4. Practice the most important parts for at least 20 hours

Josh used this method to learn:

- Web programming
- Touch typing
- Ukulele
- Windsurfing
- Golf

Each skill took about 6 months to reach competency.

The secret isn't talent or time.

It's focused practice on the fundamentals.

Most people try to learn everything.

Smart people learn the 20% that matters most.

What skill could change your life if you learned it in the next 6 months?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #21

Subject: Why procrastination might be your superpower

Body:

Hi

Leonardo da Vinci was a chronic procrastinator.

He took 16 years to finish the Mona Lisa.

The Last Supper took 4 years (and he kept stopping to work on other projects).

His patrons were constantly frustrated with him.

Modern research suggests Leonardo was onto something.

Psychologist Adam Grant found that moderate procrastination can boost creativity.

When you delay starting a task, your mind keeps working on it subconsciously.

This leads to more original ideas.

People who procrastinate moderately are more creative than those who rush to start.

They're also more creative than chronic procrastinators who never finish anything.

The key is "moderate" procrastination.

Start thinking about the project early.

Let your mind wander and make connections.

Then focus intensely to finish.

Maybe your procrastination isn't a flaw.

Maybe it's a feature.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #22

Subject: The $6 billion spelling mistake

Body:

Hi

In 1962, NASA launched Mariner 1 toward Venus.

It was supposed to be humanity's first successful planetary mission.

Four minutes after launch, the rocket veered off course.

Mission control had to destroy it.

The cost? $80 million (about $6 billion today).

The cause?

A missing hyphen in the computer code.

One tiny punctuation mark.

NASA called it "the most expensive hyphen in history."

But here's what's interesting...

NASA didn't hide the mistake.

They studied it.

They improved their procedures.

They made sure it never happened again.

Every subsequent mission was more successful.

Mariner 2 reached Venus successfully.

The Apollo program put humans on the moon.

NASA's response to failure made them better.

Most people try to hide their mistakes.

Smart people study them and improve.

Your failures aren't setbacks.

They're data.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #23

Subject: How a janitor became a multimillionaire

Body:

Hi

Richard Montañez was a janitor at Frito-Lay.

He had no college education.

No business experience.

But he had an idea.

Montañez noticed his company only made plain corn chips.

Meanwhile, Mexican elote (street corn) was covered in chili powder.

Why not make spicy chips?

He bought some corn chips and chili powder.

He experimented in his kitchen.

His kids loved the result.

Montañez called the CEO directly.

"I have an idea for a new product," he said.

Most CEOs would hang up.

This one didn't.

Montañez presented his idea to executives.

They loved it.

Flamin' Hot Cheetos was born.

The product generates over $1 billion in annual sales.

Montañez became a VP at PepsiCo.

His net worth? Over $15 million.

Sometimes the best ideas come from the people closest to the product.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #24

Subject: The psychology trick that doubles your productivity

Body:

Hi

Francesco Cirillo was struggling to study in university.

He couldn't focus for more than a few minutes.

He tried everything.

Nothing worked.

Then he found a tomato-shaped kitchen timer.

He set it for 10 minutes.

"I'll study for just 10 minutes," he told himself.

When the timer rang, he took a break.

Surprisingly, those 10 minutes were incredibly productive.

He gradually increased the time to 25 minutes.

Work for 25 minutes.

Break for 5 minutes.

Repeat.

This became the Pomodoro Technique (pomodoro means tomato in Italian).

Why does it work?

1. It makes starting easy (just 25 minutes!)
2. It creates urgency (beat the clock!)
3. It provides regular rewards (breaks!)
4. It prevents burnout (forced rest!)

Today, millions of people use this technique.

All because a college student couldn't focus.

Sometimes the simplest solutions are the most powerful.

What timer could you set today?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #25

Subject: Why being wrong made him $50 million

Body:

Hi

In 1999, Nick Woodman was a surfer with a failed startup.

He'd lost $4 million of investors' money.

He was depressed and broke.

So he went surfing in Australia to clear his head.

While there, he kept trying to get photos of himself surfing.

He asked other surfers to take pictures.

They were always blurry or poorly timed.

He tried mounting a disposable camera to his hand.

It worked, but barely.

Nick thought: "There has to be a better way."

He spent two years developing a wearable camera.

His mom lent him $35,000.

His dad gave him free workspace.

In 2004, he launched GoPro.

First-year sales: $150,000.

By 2012: $1 billion.

Nick's net worth: over $50 million.

His failed startup taught him what people really wanted.

Not complicated software.

Simple tools that solve real problems.

Sometimes your biggest failure points toward your biggest success.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #26

Subject: The habit that made him $100 million

Body:

Hi

Every morning at 5 AM, Tim Cook does the same thing.

He reads customer emails for an hour.

Every. Single. Day.

Cook gets about 800 emails daily from Apple customers.

Complaints, suggestions, compliments.

He reads as many as possible.

Then he forwards the important ones to relevant teams.

"I read every customer email," Cook says. "It grounds me."

This habit started when Cook became CEO in 2011.

Apple's stock price has increased 1,000% since then.

The company is worth over $3 trillion.

Cook's annual compensation? Over $100 million.

Coincidence?

Probably not.

Most CEOs live in boardrooms.

Cook lives in customer feedback.

He knows exactly what people love and hate about Apple products.

That knowledge shapes every decision.

One hour of reading emails.

Every day.

For 12 years.

That's dedication to understanding your customers.

What would happen if you spent an hour daily listening to your audience?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #27

Subject: How the world's worst website makes millions

Body:

Hi

Berkshire Hathaway's website looks like it was built in 1995.

Plain text.

Basic HTML.

No images.

No graphics.

No social media buttons.

It's possibly the ugliest website of any major corporation.

Warren Buffett, the company's CEO, doesn't even use email.

Or a smartphone.

Yet Berkshire Hathaway is one of the most successful companies on Earth.

Market value: over $700 billion.

Buffett's net worth: $100 billion.

Why does this matter?

Because it proves something important.

Success isn't about having the fanciest tools.

Or the most modern technology.

Or the prettiest website.

It's about focusing on what actually matters.

For Buffett, that's making smart investments.

Everything else is distraction.

What would happen if you stripped away everything non-essential from your business?

What would be left?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #28

Subject: The question that built McDonald's

Body:

Hi

In 1954, Ray Kroc was selling milkshake machines.

He visited a small restaurant in California.

The McDonald brothers had ordered 8 machines.

That was unusual.

Most restaurants only needed one.

Kroc was curious.

He watched them work for a day.

What he saw amazed him.

The McDonald brothers had turned hamburger-making into a science.

Every action was timed and optimized.

Burgers took exactly 30 seconds to cook.

Fries took exactly 2 minutes and 45 seconds.

Customers got their food in under 60 seconds.

Kroc asked the key question:

"What if we could replicate this system everywhere?"

He convinced the brothers to let him franchise their concept.

McDonald's now has over 40,000 locations worldwide.

Annual revenue: $23 billion.

All because Ray Kroc asked "What if?"

The best business opportunities often hide behind that simple question.

What if?

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #29

Subject: Why smart people make terrible decisions

Body:

Hi

Daniel Kahneman won the Nobel Prize for discovering something uncomfortable.

Smart people make predictably bad decisions.

Here are the most common mistakes:

Confirmation bias: We seek information that confirms what we already believe.

Anchoring bias: We rely too heavily on the first piece of information we receive.

Sunk cost fallacy: We continue bad investments because we've already spent money.

Overconfidence effect: We overestimate our abilities and knowledge.

Planning fallacy: We underestimate time, costs, and risks.

The smartest people are often the worst offenders.

They're confident in their intelligence.

They think they're immune to biases.

They're not.

The solution isn't to become less smart.

It's to become more aware.

Question your assumptions.

Seek contradictory evidence.

Ask others for their opinions.

Use systems and checklists.

Intelligence without awareness is dangerous.

Awareness without ego is powerful.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]

Email #30

Subject: The man who bought Bitcoin with pizza money

Body:

Hi

On May 22, 2010, Laszlo Hanyecz made history.

He bought two pizzas for 10,000 Bitcoin.

At the time, Bitcoin was worth almost nothing.

The pizzas cost about $25.

Laszlo was happy with his purchase.

He'd proven Bitcoin could be used as real currency.

Fast forward to today...

Those 10,000 Bitcoin would be worth over $300 million.

That's $150 million per pizza.

The most expensive meal in history.

Does Laszlo regret it?

"I don't regret it," he says. "The pizza was really good."

Plus, Laszlo helped establish Bitcoin's value.

Without early transactions like his, Bitcoin might never have succeeded.

Sometimes what looks like a mistake in hindsight was exactly the right thing to do at the time.

We judge the past with today's knowledge.

But we have to make decisions with today's information.

Perfect timing is a myth.

Good timing is about taking action when you have enough information to move forward.

All the best

YOURNAME

p.s. [YOUR PROMOTION GOES HERE]