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Module 4 Assignment #2

Sample email:

Subject = Do you have a Lumpy Pillow?

Preview = We all have at least one, [Name]...

Hey [Name],

How's your online journey going?

I have this theory I call The Lumpy Pillow Theory.

I won't bore you with its origin, but it boils down to a time when I was in a hotel and the pillow was, well, you guessed it, lumpy! It seemed like too much an effort to get up and walk *all the way across the room* to retrieve the fluffy one from the closet.

The long and short of it was that even though I wasn't uncomfortable, I wasn't as comfortable as I wanted to be. I knew a little effort would make me much more comfortable, but I was feeling lazy and uninspired.

It was then I realized that lumpy pillow was a metaphor for many situations we face in life.

I thought about my then relationship and that we both deserved more from a partner. I also decided I needed to spruce up my home and put time and energy into painting my room a color I loved and that inspired me.

And, it was from wanting more from life and my future that I decided to become an online entrepreneur.

So let me ask you this, what's your Lumpy Pillow? What do you need to do to make a change in your life that will bring you the joy and excitement you deserve?

While you think about that, check out XYZ from [person] that may just be what you need to help get rid of one of your Lumpy Pillows. Sign up for the free training now at www.xxxx.com!

P.S. Don't let your Lumpy Pillow get in the way of your success!