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| |  | | --- | | he next wave of successful founders won’t be engineers.  They might not even know how to code.  In 2025, everyone will be talking about **the A-word:**  **ATTENTION**  There’s a famous saying in startups:  “First-time founders focus on product. Second-time founders focus on distribution.”  Why?  Because if nobody knows you exist, your startup will die.  **Startups don’t compete with each other. They compete with no one giving a sh\*t.**  Attention is everything: It gets users. It makes money.  And even if your product sucks, attention gives you the feedback to fix it.  A shitty product with attention will always beat the best product without it.  Here’s the playbook for 2025:  **Get attention** before your product exists. **Get attention** while you build. **Get attention** when you launch. **Get attention** after you launch.  **Always. Be. Getting. Attention.** | |
| |  | | --- | | We just opened enrollment for the **Starter Story** **$1M Idea Academy.**  Inside, you’ll not only learn how to validate and build your idea…  You’ll learn exactly how to get **Attention**.  And how to turn that attention into paying customers.  Right now, you can still grab our **special New Year’s deal** to kick off 2025—but it won't be available much longer.  [Secure your spot today.](https://ctrk.klclick.com/l/01JH3CAGHYTFH8BDWH5FQ9GRVG_1)  Use code: **NEWYEARS2025ACADEMY** at checkout for 38% off.  Let's get to work, | |
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| |  | | --- | | You gave up already, didn’t you?  I’m not trying to be a d\*ck 😆  It’s just a fact: **today is National Quitter’s Day.**  The day 80% of people give up on their New Year’s resolution.  The day they go back to the same old habits and excuses.  But not you.  Not today.  **Today, you become a builder.** | |
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| |  | | --- | | The reason most people fail?  They try to do it all at once.  The secret – the real trick – is that **success is boring.**  You don’t build a $1M app or SaaS overnight.  You do it**brick by brick:**  – One line of code. – One email. – One post. – One design.  Day after day.  Until one day…boom.  It all finally works!  The long nights. The stress. The worry.  It's all worth it.  **Today, you have a choice:**  (a) Quit like the rest of ‘em.  (b) Keep your promise to yourself.  The choice is yours. | |
| |  | | --- | | If you're ready to build, it's time to join us.  Our next Academy sprint is about to start.  You’ll learn how to bring your ideas into the world and build a real business.  **Brick by brick.**  Right now, you can**join Starter Story Academy for 38% off**, but the window is closing fast.  Case studies, community, all future Academy sprints, courses, and more.  [Click here to grab the deal.](https://ctrk.klclick.com/l/01JH8Q55A209RV0X72EVNCB1ZS_1)  Let's build, | |
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| |  | | --- | | **Hey it's Pat,** | |
| |  | | --- | | You are ~730 deep work hours away from changing your life.  That’s equal to just 2 hours of deep work per day for around 1 year.  95% of people can barely do 1 hour of focused work PER WEEK.  As this world gets more and more distracted, **focus is your X factor.**  Today I challenge you to shut off the noise and get to work.  Even if it’s just a few hours.  You’ve got this! | |
| |  | | --- | | If you find it hard to focus on a daily basis… I get it.  What do I even work on? How do I build that habit?  When you **join Starter Story**, you get access to a set of tools to help you focus and build  We have 100s of people inside the community building successful businesses.  All through the power of deep work.  Want in?  [Join Starter Story today.](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_1) | |
| |  | | --- | | **Today: 5 businesses that will encourage you to**just get started.  **Welcome to Sunday Breakfast!** | |
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| |  | | --- | | 1. The Orange Juice 🍊 | |
| |  | | --- | | [$150K/month tool in a crowded market](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_2)  I want you to read this case study and remind yourself that no category is too saturated.  This guy decided to take on the big boys (literally a $34B company) and build a similar type of tool.  He quickly found a gap in the market and started to grow.  Today the company makes $1.8M per year (with no signs of stopping).  [Crazy amount of detail in this one. Read it here.](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_3) | |
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| |  | | --- | | 2. The Coffee ☕ | |
| |  | | --- | | [$2M/year niche saas product](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_4)  This is your weekly reminder that every single industry needs great saas apps.  Name literally any job or profession, and I can almost guarantee they’re in need of better tools.  This niche serves a hyper specific customer…  [And makes over $2M per year](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_5) | |
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| |  | | --- | | **See Exactly How $1M Businesses Are Built**  Starter Story is the largest database of online businesses started by ordinary people—just like you.   * Explore **4,400+ case studies** breaking down how real founders went from idea to millions. * Get instant access to **deep dives, reports, and proven frameworks** to find your winning idea. * Join a **private community of founders** building and launching their businesses every day.   Success leaves clues. **See what works and start building today.**  [Join Starter Story Today!](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_6) | |
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| |  | | --- | | 3. The Eggs 🍳 | |
| |  | | --- | | [This side hustle makes $40K/year](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_7)  Everyone thinks that blogging and SEO are dead.  Maybe…  But it’s still possible to find little pockets of success.  This couple built their blog as a side project.  And they managed to turn it into a $40K/year side hustle.  [Full details here.](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_8) | |
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| |  | | --- | | 4. The Toast 🥪 | |
| |  | | --- | | [Over 500K people use this tool](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_9)  After covid, this guy saw a trend happening.  More and more people were working from home and picking up side gigs.  He saw a huge opportunity to build a tool that made it easier.  In just a few years he went from 0 to 500K users  And today?  [He does $1M PER MONTH!](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_10) | |
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| |  | | --- | | 5. The Pancakes 🥞 | |
| |  | | --- | | [This $1.6M/year app is backed by Y Combinator](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_11)  Something I love about Starter Story is that you find businesses of all shapes and sizes.  From tiny startups to digital agencies… and all the way up to YC backed companies.  The best part is this guy shares everything.  How they got users, how they made money, and even how he got into YC.  [You don’t want to miss this one.](https://ctrk.klclick.com/l/01JKNFPPNWHTN4GB6P9B6SYX28_12) | |
| |  | | --- | | That's it!  I hope you have the BEST Sunday and have a great week!  Pat  Founder, StarterStory.com | |

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| |  | | --- | | Well, my friends, we have reached the end of 2024 🥳  I’ll save the EOY reflections and ask you a very simple question:  Are you where you want to be?  Whatever the case may be, **a new year is a chance to start again**. | |
| |  | | --- | | So here’s your chance:  We’re about to launch our final deal of the year. Your chance to finally build a business in 2025.  This deal’s gonna go fast (I have ~121 messages sitting in my inbox asking about it).  [So sign up here](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_1)**to be the first to know when it goes live.**  Before I go, I have one final question for you:  Where will you be one year from now?  I can’t wait to see what you build in 2025 :) | |
| |  | | --- | | **Today: 5 of my favorite businesses featured on Starter Story in 2024!**  Welcome to Sunday Breakfast! | |
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| |  | | --- | | 1. The Orange Juice 🍊 | |
| |  | | --- | | [How this AI app makes $15K/mo](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_2)  This guy is the ultimate indie hacker.  He’s built and launched dozens of micro-apps (mostly for fun  But his most profitable project?  He built it in just 12 hours 🤯  And he breaks down exactly how he built and grew it.  [Give it a read (warning: might change your life)](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_3) | |
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| |  | | --- | | 2. The Coffee ☕ | |
| |  | | --- | | [10 days. $10K/mo app. One amazing story.](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_4)  One day before this guy went on vacation… he got terrible news.  He got LAID OFF.  Imagine trying to relax on vacation knowing you just got the boot?  Instead of panicking… he saw an opportunity.  He turned his vacation into a hackathon.  10 days later? He had an MVP, real customers, and a shot.  Today that same side project makes $10K/mo 👏  [Steal all his lessons here](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_5) | |
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| |  | | --- | | THIS IS IT!!  I'm gonna keep this real simple.  We're launching our final deal of the year.  Your last chance to join a community of builders and doers. People changing their lives one daily action at a time.  **2025 will be the year you became a builder.**  The deal goes live this week.  [SIGN UP HERE to be the first to know](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_6) | |
| |  | | --- | |  | |
| |  | | --- | | 3. The Eggs 🍳 | |
| |  | | --- | | [Side project → $15K/mo](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_7)  The BEST way to learn is to build and launch - fast.  You could be 10x more successful if you just shipped your project.  This guy launched his side project in 2 weeks with just the core features (i love this)  Within days he had people testing his app.  And within months he grew it to $15K/mo and changed his life forever.  [He spills all the tea on what and how he built it](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_8) | |
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| |  | | --- | | 4. The Toast 🥪 | |
| |  | | --- | | [0 to $10K/mo in 8 months](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_9)  Okay the 2nd best way to learn is to build, launch… and fail.  This guy launched 40 – yes 40 – side projects and almost all of them failed.  BUT… it wasn’t actually a failure. **He got better, faster, smarter.**  And when he launched his latest project, I’m not surprised it grew FAST.  In just 8 months he went from 0 to $10K/mo  [Read. Learn. And then go BUILD.](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_10) | |
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| |  | | --- | | 5. The Pancakes 🥞 | |
| |  | | --- | | [$300K/yr business started for $50 bucks](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_11)  I’ll scream this from the rooftops til I die:  You do NOT need a million bucks to start a business.  All you need is a laptop, internet, idea, and – most importantly – **ACTION**.  This guy was sick of his 9-5.  So he built and launched his idea in a few days.  24 hours later? real customers and real cash in the bank  A M A Z I N G  [Check out his story and put the lessons into action today](https://ctrk.klclick.com/l/01JG9ASE99JX65HDAYFSF2CCB4_12) | |
| |  | | --- | | That's it!  I hope you have the BEST Sunday and have a great week!  Pat  Founder, StarterStory.com | |

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| |  | | --- | | Someone in **Starter Story Academy** DM'd me the other day:  “Building a business feels like a rollercoaster. Is it supposed to be this way??”  **YES. 100%.**  Here’s what nobody tells you:  Some days, you feel on top of the world 😄  Other days, you’re convinced it’s all falling apart 🫣  One minute, your idea feels like a $10M winner 📈  The next, you’re lucky to make $1 📉  Building a business feels like all of this… **at the same time!!**  See, I don’t think you can be a casual builder.  **You can’t half-ass this game.**  Because when the dip comes (and it WILL come)…  You’ll want to quit.  You’ll think, “Nah, f\*ck this. It’s too hard.”  **But here’s the only**real**secret to success I know:**  **Don’t get off the ride.**  90% of success is**just showing up.**  Most people quit when it gets tough.  But you? You’ll stay on the rollercoaster.  Even if your idea sucks, throwing yourself into the trenches will be **worth more** than anything else.  And trust me—if you hang on long enough, the ride will be worth it. | |
| |  | | --- | | **Starter Story Academy** is where you learn to ride the rollercoaster.  You’ll navigate every twist, turn, and loop while surrounded by builders just like you:  People who show up, ship, and refuse to quit.  **Academy** is the best place in the world to build your business.  Ready to get on the rollercoaster?  [It’s a fun ride, I promise](https://ctrk.klclick.com/l/01JFFX5C08075DBT6R0T07Y0JZ_1) :) | |
| |  | | --- | | – Pat | |