

- "The Billion Dollar Letter"

The Most Successful Letter In the History of the World

What follows is the fabled "Two Young Men..." letter written by freelancer Martin Conroy, first sent out in 1974 and mailed continuously for over 25 years.

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THE WALL STREET JOURNAL.

World Financial Center, 200 Liberty Street, New York, NY 10281

Dear Reader:

On a beautiful late spring afternoon, twenty-five years ago, two young men graduated from the same college. They were very much alike, these two young men. Both had been better than average students, both were personable and both—as young college graduates are—were filled with ambitious dreams for the future.

Recently, these men returned to their college for their 25th reunion.

They were still very much alike. Both were happily married. Both had three children. And both, it turned out, had gone to work for the same Midwestern manufacturing company after graduation, and were still there.

But there was a difference. One of the men was manager of a small department of that company. The other was its president.

What Made The Difference

Have you ever wondered, as I have, what makes this kind of difference in people's lives? It isn't a native intelligence or talent or dedication. It isn't that one person wants success and the other doesn't.

The difference lies in what each person knows and how he or she makes use of that knowledge.

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(Over, please)

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About those two college classmates I mention at the beginning of this letter: they were graduated from college together and together got started in the business world. So what made their lives in business different?

Knowledge. Useful knowledge. And its application.

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Sincerely,



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