**Subject:**

Tony Hsieh Reveals His Biggest Biz Regret, Favorite Marketing Tip and more in exclusive interview – answers included

Hi XXX,

This is Claire for small business education and empowerment website, SabinaKnows.com. Our founder Sabina recently conducted a one-on-one interview with Zappos founder Tony Hsieh where we got honest and personal about everything from his biggest business regrets to his favorite (rarely talked about) marketing techniques.

We thought your Business Insider readers would find this interview inspiring and I’ve linked to it below.

INSERT LINK HERE:

**Highlights of the interview between Tony Hsieh and SabinaKnows.com include:**

* Tony talks about his business regrets, and how they impact him still today.
* How did Zappos become so famous for their customer service? Tony shares strategies they used when marketing this famous feature of their business.
* Who are Tony’s closest business confidantes and what’s the wild way they stay in touch? Tony revealed that, and more!

Again, please find the interview – which just went live – right here: XXXX.

I’ve included a bit more information about the interview series and SabinaKnows.com below, and am happy to get you anything else you may need.

Thanks so much,

Claire