

Original attempt:

From: mastercardsIT@gmail.com

To: employee@email.com

Subject: URGENT! Password Reset Required—

Body:

Hello (insert name) ,

Your email account has been compromised. immediate action is required to reset your password!

Click here to reset your password in the next hour or your account will be locked:

[<https://en.wikipedia.org/wiki/Phishing>] (<https://en.wikipedia.org/wiki/Phishing>)

Regards, Mastercard IT

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My improved phishing attempt:

From: [mastercardIT@email.com](mailto:mastercardIT@email.com)

To: [employee@email.com](mailto:employee@email.com)

Subject: URGENT! MasterCard Accounts Compromised in attack,  
Password Reset Required

Body:

Hello (name),

We are reaching out from the Cybersecurity branch of Mastercard to notify you of an attack that occurred on our database. We were able to contain and eradicate the attack, however, it is possible that the attacker gained some account data on our employees. We require you to change your password to avoid any potential issues.

You can reset your password [here](#).

Regards, MasterCard IT

**This is one example of an improved phishing email.  
There are many different ways you could have done this.**

Spelling of Mastercard fixed and email comes from a relatable address

**From:** Mastercard Staff Rewards  
**To:** employee@email.com  
**Subject:** Your Black Friday Employee reward card

**Body:**  
Hello <name>,

Email is personalized and poor grammar is fixed

Contextualize to upcoming Black Friday event

In recognition of your hard work throughout the year, we wish to reward you with a gift card to spend in the upcoming **Black Friday** sales as a small token of our appreciation. Please find attached your Employee reward card.

Link is masked in plaintext to hide phishing link

The balance of your card will be determined based on your role. To view the balance and activate your employee reward card, visit [here](#).

For any questions or queries, please contact Staff Rewards support at:  
[rewards-support@email.com](mailto:rewards-support@email.com)

To increase legitimacy, buffer text is added

From,  
Staff Reward Services

*CONFIDENTIAL: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error please notify the system manager. This message contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or copy this e-mail. Please notify the sender immediately by e-mail if you have received this e-mail by mistake and delete this e-mail from your system. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited.*

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