

## Jewelry Buying Strategy Example

Away from hair caught— Convincer mode FEELIING, times=1

How did you de-

cide to buy \_\_\_\_ 1) looked on neck 2) lay nice 3) hair not caught  
(that necklace)

**1– feel (more important) + 2– look shiny = buying code**

What's important  
about \_\_\_\_\_

shiny

Feel more important

Laid nice

Not even know it's on

Hair not caught

Hair doesn't get  
caught

(weightless)