(#164) Dear Management:

October 11, 2019



Theme week comes to a close... and I end with my favorite one of the week.  So let's end Day 5 with a bang! - "An accountant in his CREATIVE habitat".  
  
Find triggers that make people find their "comfort food" happy spot... WHILE going through the discomfort of getting a loan.  
  
So focus their minds elsewhere...  
  
If a loan is like getting a shot at a doctor's office, be the one giving them the biggest lollipop to hold, throughout the whole visit.  
  
Hope you enjoyed the change of pace.  
  
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