

## Nonsense & Make It Believable

by Mike Harris

As I interpret this week's assignment, I believe it requires the skill of a professional huckster. The task: sell something with little or no value for a lot more than it's worth by making the buyer feel that they just can't get along without it, especially at one particular moment. To induce a sale of emotion without rational thinking.

I certainly did not have to look far for a perfect example. Who would rationally invest against 840,000 to 1 odds? People do it every day ... you guessed it, the LOTTERY! First of all, it's only a dollar, so not a big investment. Forget the odds, just think of having the chance to win \$200,000 or \$300,000 or tens of millions more for a single dollar! Bring on the greed, the imagination of what that much money can mean. Hey! It's only a dollar ... one buck. Forget the odds ... 840,000 to 1, buy the dream, forget how remote the dream may be.

Well, who is buying the lottery ticket? Certainly not the smart investors of Wall Street. So who, then? John and Mary Doe, that's who! It's only a dollar. But there are tens of millions of John and Mary Does. And, may I add, that where money is concerned, I am a skeptic. I believe the whole thing could be rigged! Today's computer records every number that is entered. All 840,000 combinations are stored in the master computer. As a number comes in it is cancelled in the master computer, no winner. At closing time there might be a six number combination that has not been picked, so no winner this week ... for how many weeks? Until the winning jackpot is astronomically large and the temptation so great that even rational individuals start to think emotionally. Then, magically, there is a WINNER! I do not know for certain that the above scenario is true, but where money is concerned – I don't know.

So just go ahead. Buy a dream. It's only one buck.