

# Choose 1 of 2

Having trouble making a decision from what seems like an overwhelming number of options?

Make it easy - choose 1 of 2.

## Take a cue from wedding dress shopping.

Yes, really! How to make **Choose 1 of 2** work?

Look to *Kleinfeld Bridal Corp.*® - the NYC shop made famous by the hit show *Say Yes to the Dress*®.

## So Many Options

Kleinfeld's envelops the buyer in a dizzying array of sparkle, satin, and bling. How could anyone make a choice in the midst of that plethora of poof?

Even if a bride-to-be only tries on a dozen dresses (not the thousands available), just thinking of choosing *one* is a daunting task.

## Making it easy to choose.

At Kleinfeld's, the consultant makes it easy:

"You're only going to have to choose one dress out of two."

Wait, what?!



## Only 2 at a time.

The bride and her entourage are told at the beginning of the appointment that there will only be 2 dresses in contention at any given time during the entire appointment.

So the first two dresses modeled on the pedestal might very well be the top two.

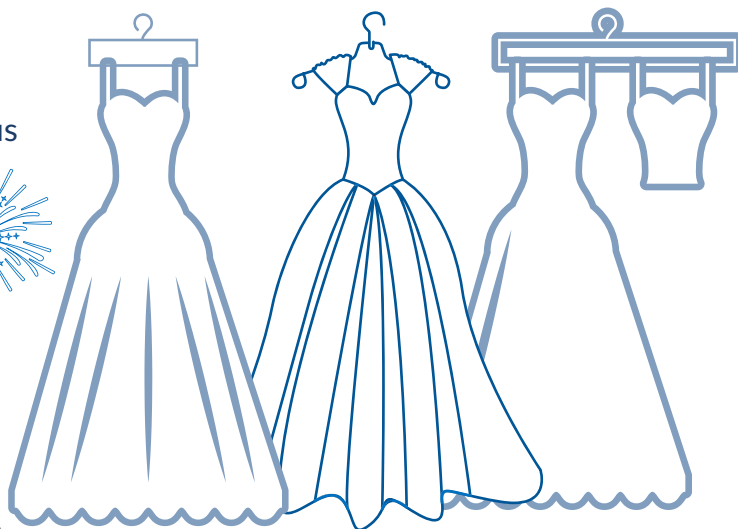
But when the third dress comes out, one of those three dresses is out!

## And so it goes...

Is it a top two dress? If so, which has to go? And at the end, after a parade of options, the bride chooses one or the other, and says "Yes!" to the dress.

All within 2 hours.

And music plays, and there are tears all around, Instagrammable photos are taken, and love wins.



Use this process to make *any* decision easier.

Choosing one of two will *always* be easier than selecting from an overwhelming list of options.

Narrow the options down, entertaining just two at any given time.

"This one or that one?"

At the end, you, or your client, will be left with a choice you can move forward on with confidence.

**This or that?**  
**Just say "Yes."**



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