

To The Hesitating Purchaser

Chances are that at least ten months will have passed between the sunny morning I am writing these words and the day you get to read them. How will those ten months have been for you? Will they have been packed full of doing the things that really matter to you, progressing various projects, spending time with people you love to spend time with, enjoying life and all the richness it has to offer?

Or will the last ten months have been a weary succession of unremarkable or frantically busy or less-than-life-enhancing days?

Either way, it doesn't matter that much. They're gone. Those ten months, three hundred or so days, ain't coming round again. You've seen the last of them. *They* won't be back.

But the next ten months haven't come. Tomorrow hasn't happened yet. If you're not happy with the way the last ten months have been, that doesn't mean that the next ten have to be like that. You can change them. A little or a lot, depending on how close or how far away they were from your ideal.

And to do this, you don't have to do *more*.

In fact, you don't have to do much at all.

Actually – and this is the really nice thing – you have to do a lot less.

Sound good? Better head for the checkout.

*"It is nothing to die.
It is frightful not to live."*

- VICTOR HUGO, *Les Misérables*

