

LIFESMARTS NOVEMBER 2022

SUN	MON	TUES	WED	THURS	FRI	SAT
		1 Hats and items for the head; gloves and items for the hands; suede or leather items; footwear (shoes, boots)	2 Washing, drying, bleaching, ironing, and dry cleaning	3 Use less water; use cooler water	4 Remove stains; remove odors; prevent dinginess	5 Loosen dirt from clothing
6 Anti-redispotion agent	7 Pirated software is authentic software used without payment or permission; counterfeit software looks legitimate but is not authentic	8 Ineffective; allergic reaction; unexplained side effects; worsening of the original condition	9 Unregulated; may contain unknown and unlisted chemicals	10 Shoes/footwear; clothing; leather goods (like belts); jewelry; watches; perfumes/cosmetics	11 It is illegal and endangers other people	12 More likely
13 Lost sales; lost profit; lower wages; job loss; can't recoup money spent on research and development; goes out of business	14 Earned media	15 Ten years	16 Generics; generic products	17 Color; design; logo	18 Brand loyalty	19 Buyer persona
20 Lead magnet	21 Garnishment	22 Repossession	23 No, ombudsman are free for consumers to use	24 Assume messages are monitored by your employer; assume you do not have privacy while at work	25 Where there is only one producer of a good or service; when one company has virtually the entire market for a good or service	26 Price fixing
27 Warranty; guarantee	28 Identity theft; identity fraud	29 Keep sensitive data secure; prevent data from being stolen or attacked	30 Europay, Mastercard, and Visa			