

NewView Empowering Grid

OLDVIEW: Cabinets are very useful and can add style to any home.

	Reverse (opposite)	Add (more)	Subtract (less)	Substitute (replace)	Rearrange (reorganize)
Values quality materials, elegant, inexpnsv, easy to install, trusted	all that quality plus such low/reasonable costs---naw, can't be true	lasts longer (your grandkids will grow up w/ them) & WAY more stylish	2/3s cost of competitors; no install charge; guaranteed-- no worries	show your adult kids & get <u>them</u> to buy it <u>for</u> you	priorities--don't go on vacation, buy it & add lasting value to your house
Expectations last long, resist damage, friends will admire					
Experiences customer testmonials, quick & clean install/delivery					
Reasoning have need, can afford, guaranteed--- so should buy					
Language familiar/standard vocabulary, font, grammar					