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Scarcity: (Limited Amount)	We only Build 20 house this year.
Authority: (Expert)	^{are} Builder says Best house they ever seen.
Liking: (Promise, compliment our audience)	We Promise that we have furniture that you will love.
Consensus: (give facts)	It has a garage that 5 out of 7 mechanics ^{It has a} garage ^{comfort bed}
Cost: (Price)	are house costs between 150 and 180 thousand
Final Plea: (One more chance to sell your product)	It has For Mustangs For your Family to enjoy

Words to remember: product, consumer, producer, cost, need, want, good, scarcity