

## CEP Magazine – March 2021 The (fabulously sneaky) 'choice of yes' pattern

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By Kristy Grant-Hart

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Would you like small, medium, or large? French fries, rice, or salad? Coffee, tea, or water? You've probably never given it much thought, but these questions are asked with a single anticipation—that you will select one of the choices presented to you. Could you turn them all down? Sure. But most people don't, because when presented with multiple options, we're significantly more likely to go with one of them than entirely override the question.

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