

_____ Because...

Because gives a reason to do something...

Using because is as powerful as combining it with another add-on component...

- *“Let me get you started with our product, because once you see how this will work for you, you will be amazed...”*
- *“I need to cut you in line, because my car is parked outside...”*
- *“ You’ll want to go out with me, because once you do, you’ll know what a fun time we can have together...”*