

## **Pleased to meet you, wont you guess my name? By Dain Swain**

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### **I am cheaper than new.**

Sometimes I am as little as 50% the cost of my shiny new counterpart.

### **I get lots of attention before I am delivered to you.**

Nothing like a little workout, some R&R, a little botox (that can be our little secret). I am completely made over from the ground up! Some people say I am better than NEW. They even put me in a shiny new box with lots of padding before delivering me to you. So choosing me isn't like tumbling dice.



### **They make me do the same thing over-and-over again!**

They tell me I am "burning in" to make sure my makeover was complete. PUH-LEEZ! Not my first Rodeo. Though it is said that time waits for no one, time-time-time is on my side. Yes it is.

### **People say I will make you more \$\$\$\$!**

But of course I will! I am frugal, but uncompromising when it comes to performance and longevity. All the successful ISO's are always inviting me to become part of their team. And why not when I can perform at that level, at only a fraction the cost of others? When I'm headed your way, you'll be waiting on a friend.

### **I am easy to find, but my popularity means that you may have to snap me up before somebody else does.**

I am all over the web; many sales representatives and customer service agents like to tell great stories of my value and accomplishments. But, like anything of worth, sometimes my popularity makes me go quickly.

### **I come with a warranty.**

To make sure you have as much confidence in me as I do, I will guarantee my performance just to make you feel even more clever than the others will. You won't be among the others that can't get no satisfaction!

### **All the cool people are doing it too.**

Look around, ask your peers. You know that I know that you know this is the real deal. Saving you money is the nature of my game (woo-woo, woo-woo)! I'm not a honky tonk woman. I'm not the midnight rambler. I'm not Angie, but I am beautiful. I'm not mother's little helper. I'm not Ruby Tuesday so don't say goodbye. Let's spend the night together.

### ***Start me up - I am a refurbished ATM part!***

ATMs provide a great convenience and service for the consumer, and help many of us make a living. We have to continue doing our part to keep them operational and looking clean and trustworthy.

Also, I'll make sure to tip my hat the next time I'm approaching an ATM and see a fellow over-analyzer checking one out. Don't worry, I'm not trying to steal your PIN.