

Great work on the templates. Just wanted to add that LMI (of course not all, but the majority) don't like to read paragraphs nor full sentences. Not only LMI, but everybody, is facing a shorter attention span and will not read a whole sentence through out. I would suggest bolding, highlighting, increasing font size of 1-2 words like **"ZERO FEES"** the same way that cash express and pay day lenders and pawn shops do. They got it right serving this people and getting their attention. Simple words and MORE PICTURES vs. all text.

Peace-full regards,
Victor H. Garza, CFP

People simultaneously have "loss aversion," and don't want to lose (money, games, work,_____) but also "gain regret," which is how they feel when others gain (money, games, work,_____) and they don't.

Given so, what do you do? What do you expect/envision? How do you live life?