

THE REVIEW OF LITIGATION

The University of Texas School of Law

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October 8, 2003

Prospective Bookman,

I initially chose to sell books for a variety of reasons: I was intrigued by the challenge, committed to maximizing my summer earnings,¹ attracted to the adventure and training, and I liked the people with whom I'd be working. I knew it would be hard work, but I figured I could do *anything* for a summer. My simple testimony to the value of the job is that I returned for four more summers, recruited friends, fellow students, and my sister to join me, and still appreciate bookfield lessons in my daily life.

Looking at the decision to sell books from this perspective (3 years after the last of 5 summers), I see the decision process as a short-term versus long-term calculus. The best reasons not to sell books deal with short-term pain and fears. The best reasons *to* sell books deal with long-term dreams, goals, and the vision of ultimately becoming a more talented, prepared and interesting person. Get in the habit *now* of choosing dreams over fears and long-term gain over short-term pain!

As the letterhead suggests, I'm not in sales or marketing. After finishing my last summer in 2000, I moved from Tennessee to Texas to work for a senator and start law school at The University of Texas School of Law. Now in my final year of school, *I'm still selling!* I *sell* public policy to a panel of appellate judges when persuading them to rule in my favor. I *sell* my skills and experience when I interview with law firms. It is no understatement to say that *the* most crucial asset in *any* profession is the power to be pleasantly persuasive. The summer is a good time to start learning that.

Sincerely,



Connie Hankins Pfeiffer

¹ I can't resist a footnote here. If you've never seen the long-term forecast of the time value of money, sit down with someone who can show you as you make this decision. Investing as a college student is a decision you'll never regret.