TANGENT daily

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BUSINESS NOTE

Bothering as a creative practice

Herbert Lui argues in "The art of bothering" that the hesitation people feel about reaching out to friends, strangers at events, or cold contacts is often mutual, and that taking the initiative to bother someone is the useful move in each case. He describes an art to bothering, where the aim is to leave the other person glad you made the approach.

A seller can apply this to the follow-up email that feels intrusive, such as writing to a shop owner about stocking a printable party game. Naming the small hesitation in the first line, then asking permission to send a sample, turns the message into the kind of bother Lui describes.

Source: **Herbert Lui, The art of bothering**
https://herbertlui.net/the-art-of-bothering/