

1. You're reading this ad on Saturday 29th March 2008 in Christchurch, New Zealand
2. It will get to 23 degrees today
3. You're starting to get a build-up of ink on the pads of your fingers from the pages before this one
4. You'll rub your index finger and your thumb together to get rid of it
5. You'll check the bottom right hand corner of this page looking for a logo because you don't know what this ad is for
6. You'll skip to the end of this list to see if anything is given away on the last line
8. You'll wonder if it's worth reading all the way down to the end
9. You'll scan from this point to the final line looking for exclamation marks or short sentences
10. You're now being asked to think of a vegetable
11. You're about to realise that there was no number seven on this list
12. You just checked for a number seven
13. Your breathing has now slowed because you're concentrating
14. You'll wonder when we're going to link back to the carrot you thought of before
15. You're torn between wanting to get to the final line or go back and check that you haven't missed anything
16. You're not just reading this ad, you're hearing someone read it to you from your inner monologue. Who is it?
17. You're narrowing your eyes because you wish you knew who it was
18. The New Zealand Army is now recruiting for psychologists. If you've got an MA or MSc in psychology, call 0800 nzarmy
19. You'll wonder if this is the end or the beginning