

7 Ways the Annoyance Economy Gets You

Tiny hassles. Real money. And yes...some of them are designed that way. 🙄

The Annoyance Economy is the collection of hidden fees, confusing processes, and time-wasting hoops that make people give up—and let companies keep more money.

1. The hidden cancel button

Signing up took 30 seconds. Canceling requires a desktop login, three menus, a chatbot, and possibly a phone call during business hours.

What they're counting on: *You'll decide it isn't worth the trouble.*

2. The free trial that quietly becomes a bill

You fully planned to cancel. Then life happened, the reminder was easy to miss, and the charge landed before you remembered.

What they're counting on: *Forgetfulness becomes revenue.*

3. The customer-service obstacle course

Press 1. Press 4. Repeat your account number. Explain the problem again. Wait on hold. Get transferred.

What they're counting on: *Your time will run out before their patience does.*

4. The refund with homework

Complete the form. Upload the receipt. Find the order number. Print the label. Mail it back. Wait eight weeks.

What they're counting on: *The harder money is to reclaim, the fewer people will finish.*

5. The fee that feels too small to fight

It's \$4.99, \$8, or \$12—annoying, but not quite big enough to justify another call or chat.

What they're counting on: *Millions of tiny shrugs become serious profit.*

6. The price increase hiding in plain sight

The introductory rate ends, a discount disappears, or your monthly bill creeps up. You may not notice until several payments later.

What they're counting on: *You won't compare today's bill with yesterday's.*

7. The perk designed to go unused

A rebate, store credit, coupon, loyalty reward, or promotional balance expires before you remember to use it.

What they're counting on: *Breakage—money customers never redeem—works in their favor.*