Up to now we have considered independent choices, when the result of one choice does not influence the sets of subsequent choices. However, it is not the **set** of choices what matters, but rather the **number** of choices. This leads us to the general product rule:

> *If two consecutive choices are made, with m possibilities for the first choice and n possibilities for the second choice, then the number of all possible outcomes is equal to mn.*

Of course, this can be generalized to several consecutive choices if the number of possibilities for each choice is independent of the results of all previous choices.