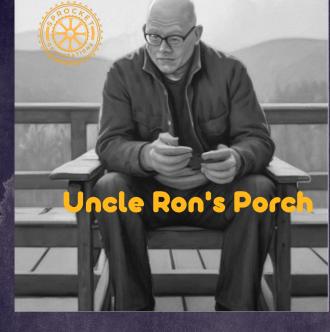
TELLING STORIES

You are not the Hero!
The reader is the HERO!
What concept do you need them to understand?

Define The Problem?



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How Will You Agitate The Problem?

How Will They Solve The Problem With Your Solution?