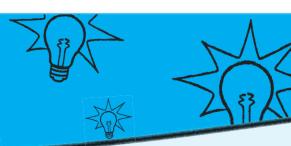
Ideas





The WRITER...

makes everything crystal clear, beginning to end.

So the READER...

The WRITER...

keeps the writing small and focused.

So the READER...

The WRITER...

chooses details with care.

So the READER...

The WRITER...

knows the topic inside and out.

So the READER...

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