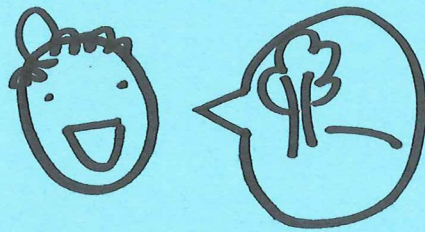


# We Can Be Really Convincing

tell your  
opinion



tell a  
little story



give LOTS  
of reasons

1. 2. 3.

give a  
fix-it idea



be polite



include  
important  
information

