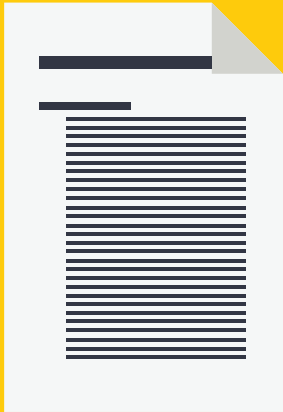


FROM 'MEH' TO 'YEH!'

IT'S ABOUT TIME

BEFORE



How to catch lazy, busy readers' attention, then engage them.

AFTER

