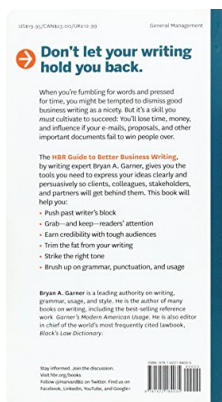


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 - *Grab and keep readers' attention*
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 - *Trim the fat from your writing*
 - *Strike the right tone*
 - *Brush up on grammar, punctuation, and usage*
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