

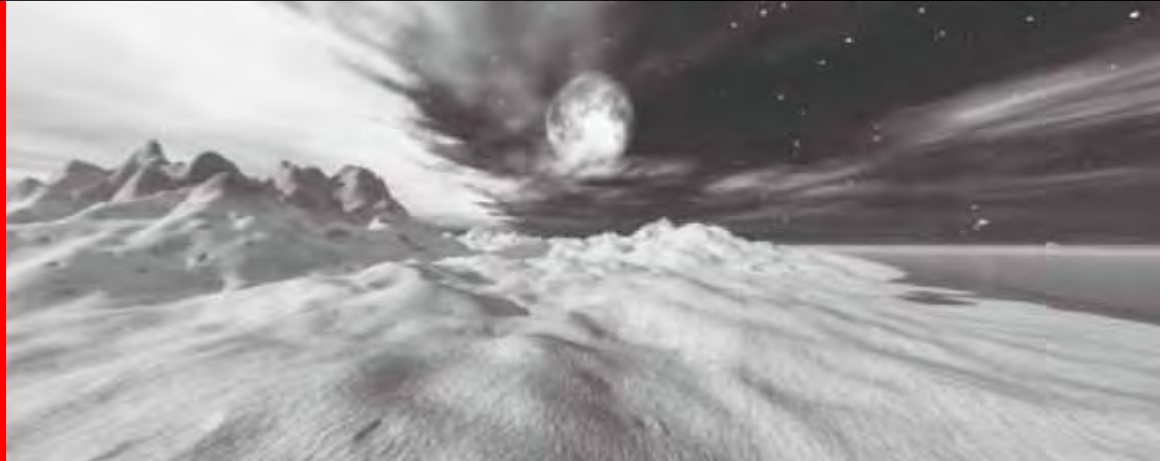
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1. Make meaning

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A woman is often measured by the things she cannot control. She is measured by the way her body curves or doesn't curve.

By where she is flat or straight or round. She is measured by 36-24-36 and inches and ages and numbers. By all the outside things that don't ever add up to who she is on the inside.

And so if a woman is to be measured, let her be measured by the things she can control, by who she is and who she is trying to become because as every woman knows, measurements are only statistics, and statistics lie.

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2. Niche thyself

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IT'S EITHER FANDANGO
OR CLUBBIN.



Ability
to provide
unique
product or
service

Stupid

X

Dotcom

Price

Value to customer

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3. Don't be paranoid

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4. Localize the pain

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5. Let a hundred flowers blossom

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6. Look for agnostics, not atheists

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7. Enable test drives

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8. Provide a slippery slope

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**9. Make them feel like part
of the team**

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10. Don't ask anyone to do something you wouldn't

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11. Be a mensch

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