

The background is a blue-tinted photograph of a city street, likely Times Square in New York City. It features several prominent signs: a vertical sign for 'STADIUM' at the top, a horizontal sign for 'MUSIC CENTER' below it, a circular sign for 'SOARING TO THE 70TH YEAR WORLD WIDE' at the bottom, and a sign for 'MUSIC CITY' on the right. The buildings are multi-story and have many windows.

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Step 1:

**GET THE
RIGHT
PEOPLE
IN THE
ROOM**











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ROOM**

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Step 1:

**GET THE
RIGHT
PEOPLE
IN THE
ROOM**

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Step 2:
**TELL
THE
RIGHT
STORY**











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Step 2:
**TELL
THE
RIGHT
STORY**







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TELL THE RIGHT STORY!

-
- HOW THE MONEY HELPS
 - WHO THE MONEY HELPS
 - WHERE THE MONEY HELPS

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TELL THE RIGHT STORY!

-
- HOW THE MONEY HELPS
 - WHO THE MONEY HELPS
 - WHERE THE MONEY HELPS

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TELL THE RIGHT STORY!

-
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TELL THE RIGHT STORY!

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TELL THE RIGHT STORY!

-
- HOW THE MONEY HELPS
 - WHO THE MONEY HELPS
 - WHERE THE MONEY HELPS

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Step 3:

**MAKE
THE
RIGHT
ASK**



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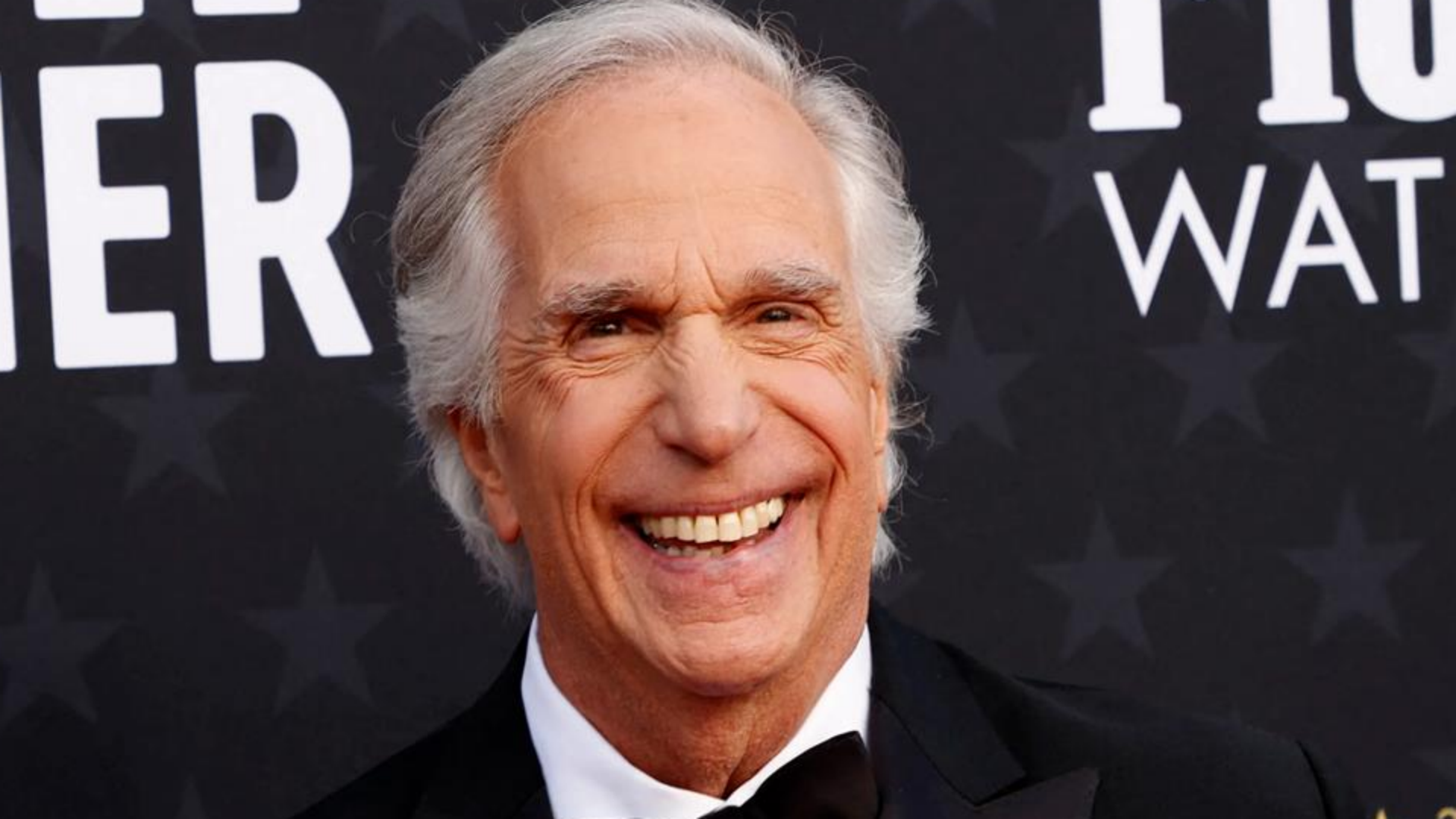


Step 3:

**MAKE
THE
RIGHT
ASK**







ER

110
WAT

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**Step 3:
MAKE
THE
RIGHT
ASK**





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**Step 3:
MAKE
THE
RIGHT
ASK**

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Step 4:
**BUILD THE
RIGHT
RELATIONSHIP**

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Step 4:
**BUILD THE
RIGHT
RELATIONSHIP**











Thank you!



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