# With Purpose…

# ON PURPOSE!

UI

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CC

UC

Be Deliberate

Evaluate Regularly

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Take Action

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#  Fortune Funnel

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ![C:\Users\Administrator\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\O9AMV09J\money_sign[1].jpg]() ![C:\Users\Administrator\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\O9AMV09J\money_sign[1].jpg]()

# Anatomy of a

# Mousetrap

Base-

Bait-

 Capture-