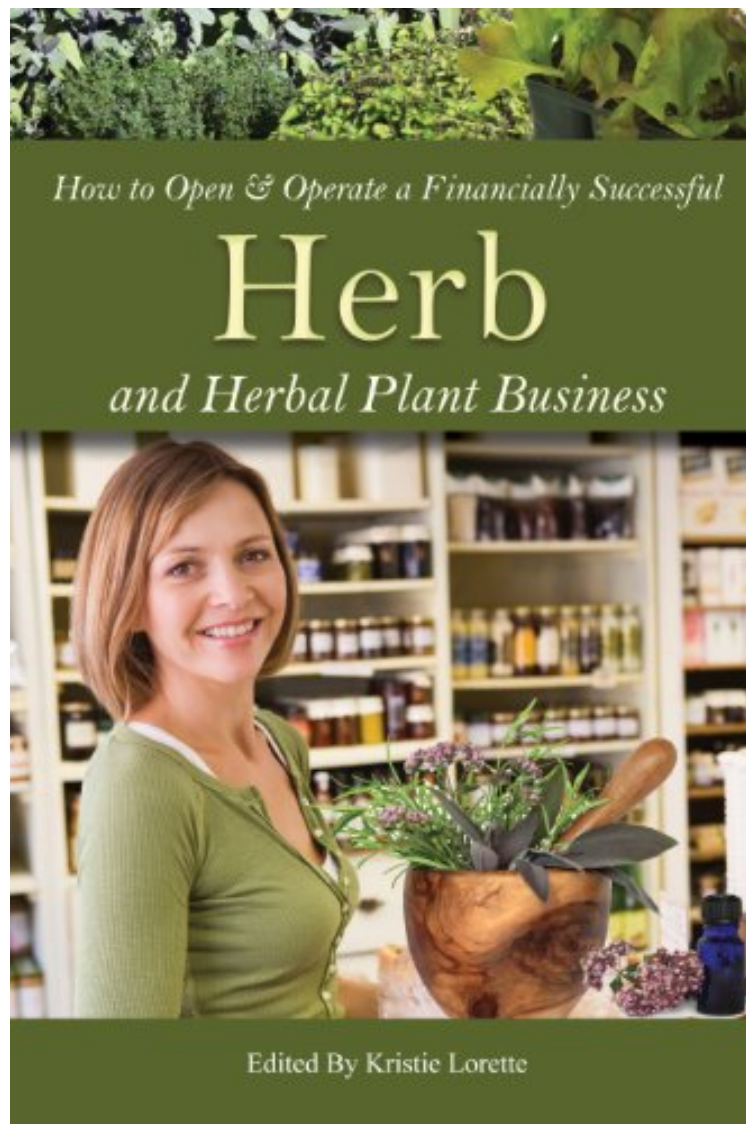


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About the Author Copywriter and marketing consultant Kristie Lorette is passionate about helping entrepreneurs and businesses create copy and marketing pieces that sizzle, motivate, and sell. It is through her more than 14 years of experience working in various roles of marketing, including running an event and wedding planning service of her own for four years, that Lorette developed her widespread expertise in advanced business, marketing strategies, and communications. Lorette earned her B.S. in marketing and B.S. in multinational business from Florida State University, and her M.B.A. from Nova Southeastern University.