* Not case-sensitive ⇒ all lowercase
* No punctuation ⇒ must remove all symbols what we accidentally formatted:
* Only include overlaid text ⇒ no magazine title, publication date, regular slogan
* Only include header on first line for *Essence*
* Remove “,” in numbers (i.e. 1,000 ⇒ 1000)
* Do not include underlining, bolding, etc.
* Do not include page numbers or page number references
* Lbs = pounds
* U = you
* R = are