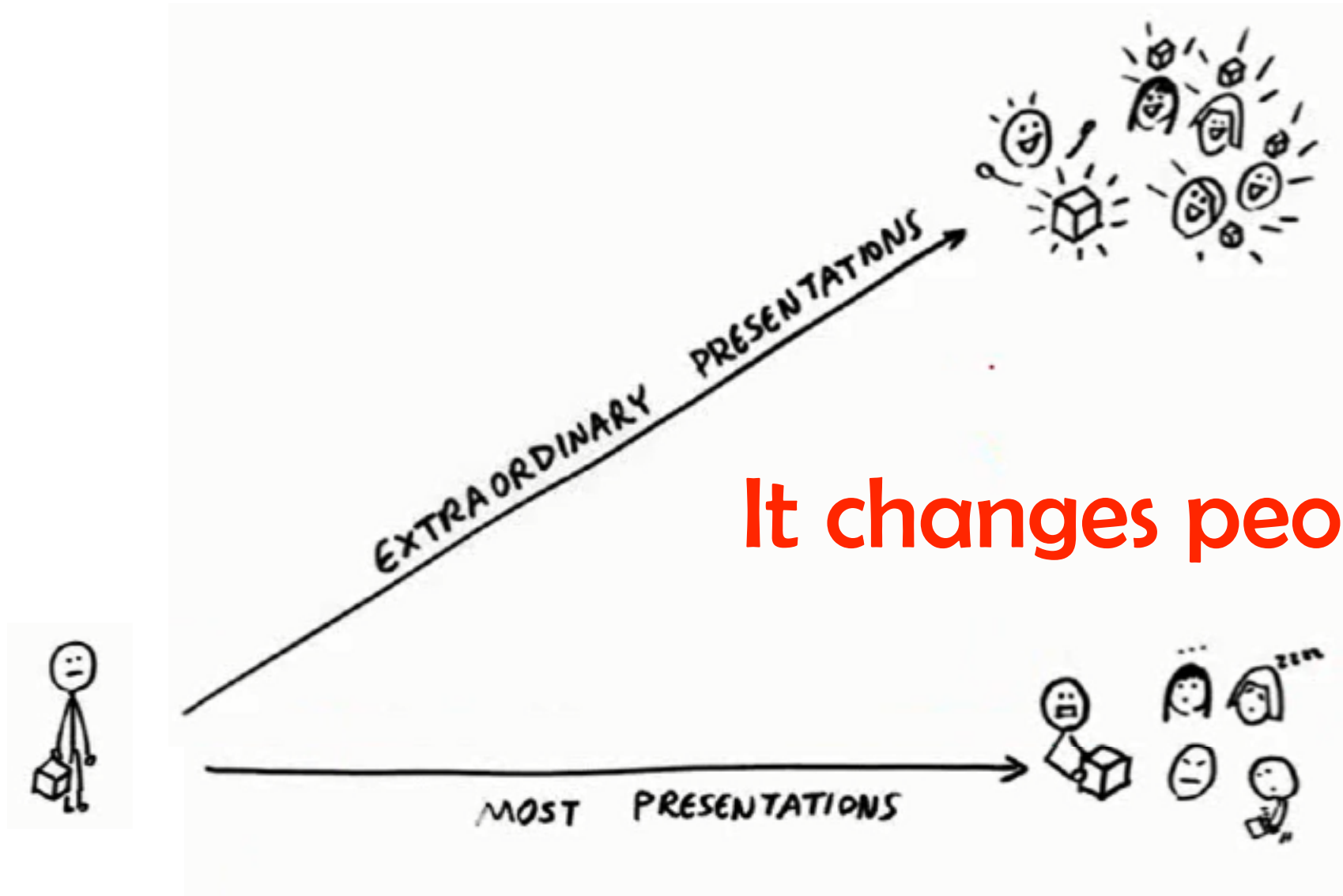


What's the difference?



1) Tell the truth.

Lead with the truth and the heart will follow.