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*leave you even more confused about your brand – this is a real, executable tool to help you create a compelling message and brand.*

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learn how to build an iconic brand that's*

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*immediately recognizable, just like Chanel, DryBar and Beyoncé (even if you don't have a Beyoncé-sized budget!) You'll clarify exactly how you want to be perceived and learn how to deliver your message with confidence and style.*

***Style & Substance: How to Create a***

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universally compatible past any devices to  
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SUBSTANCE and STYLE: domain-  
speci?c languages for ... create these*

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*diagrams by specifying which sets are subsets of other sets in a SUBSTANCE program, then write a STYLE program that reads like plain*

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*In writing, substance and style are like*

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*yin and yang. Substance and style interact, strengthening each other. Your writing style charms readers with beautiful words and the rhythm of your sentences. But without substance, the most beautiful words remain empty advice. Substance is the real insight you offer. Substance helps improve your*

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*Everything a woman of style and  
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yoga space might well be all around you,  
but so is everybody else! Whether you  
like to practice yoga, pilates or even a*

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*little zen meditation, you'll need your own space. Somewhere to turn off from the world and tune into your practice.*

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yin and yang. Substance and style*

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*own space. Somewhere to turn off from  
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