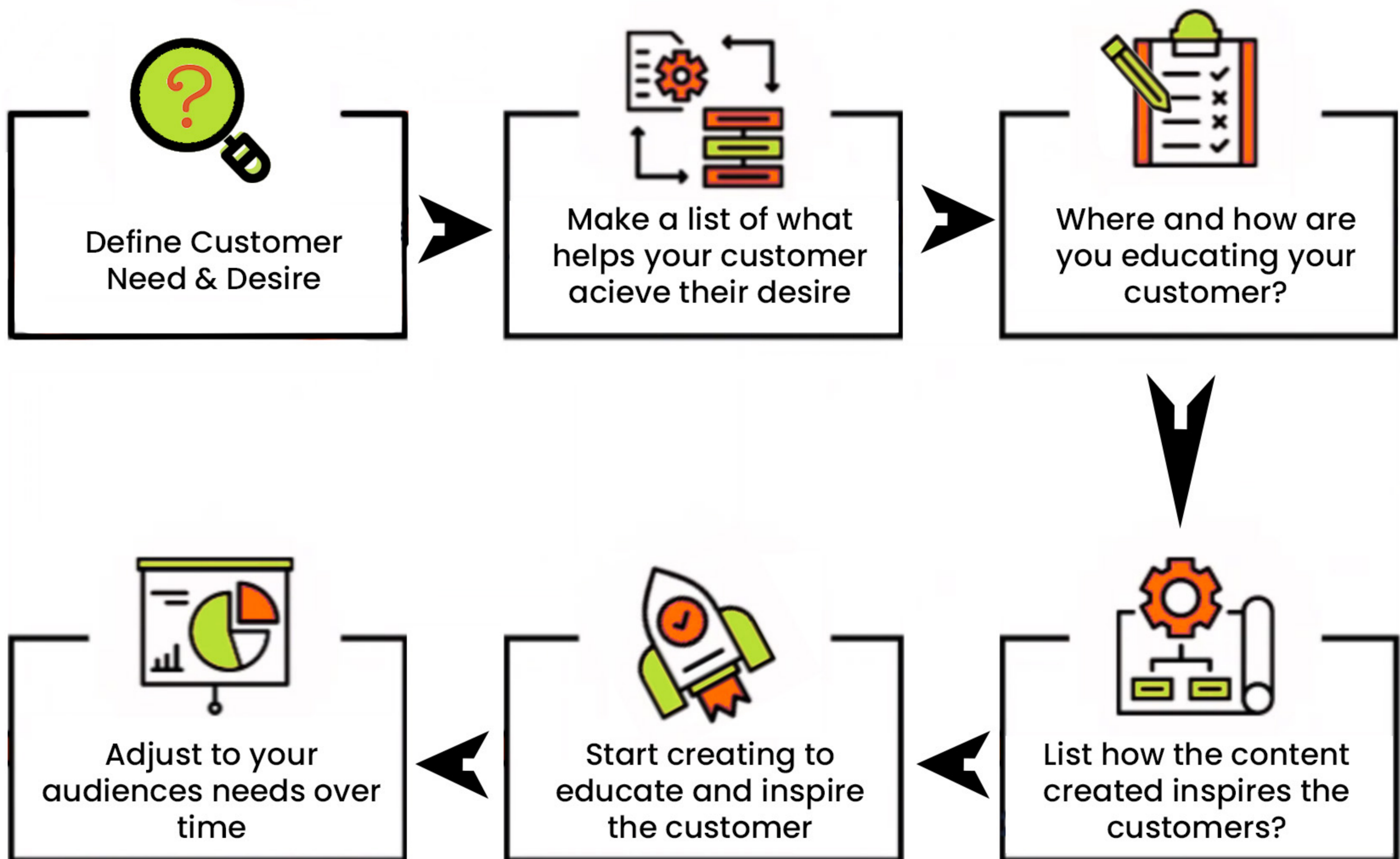


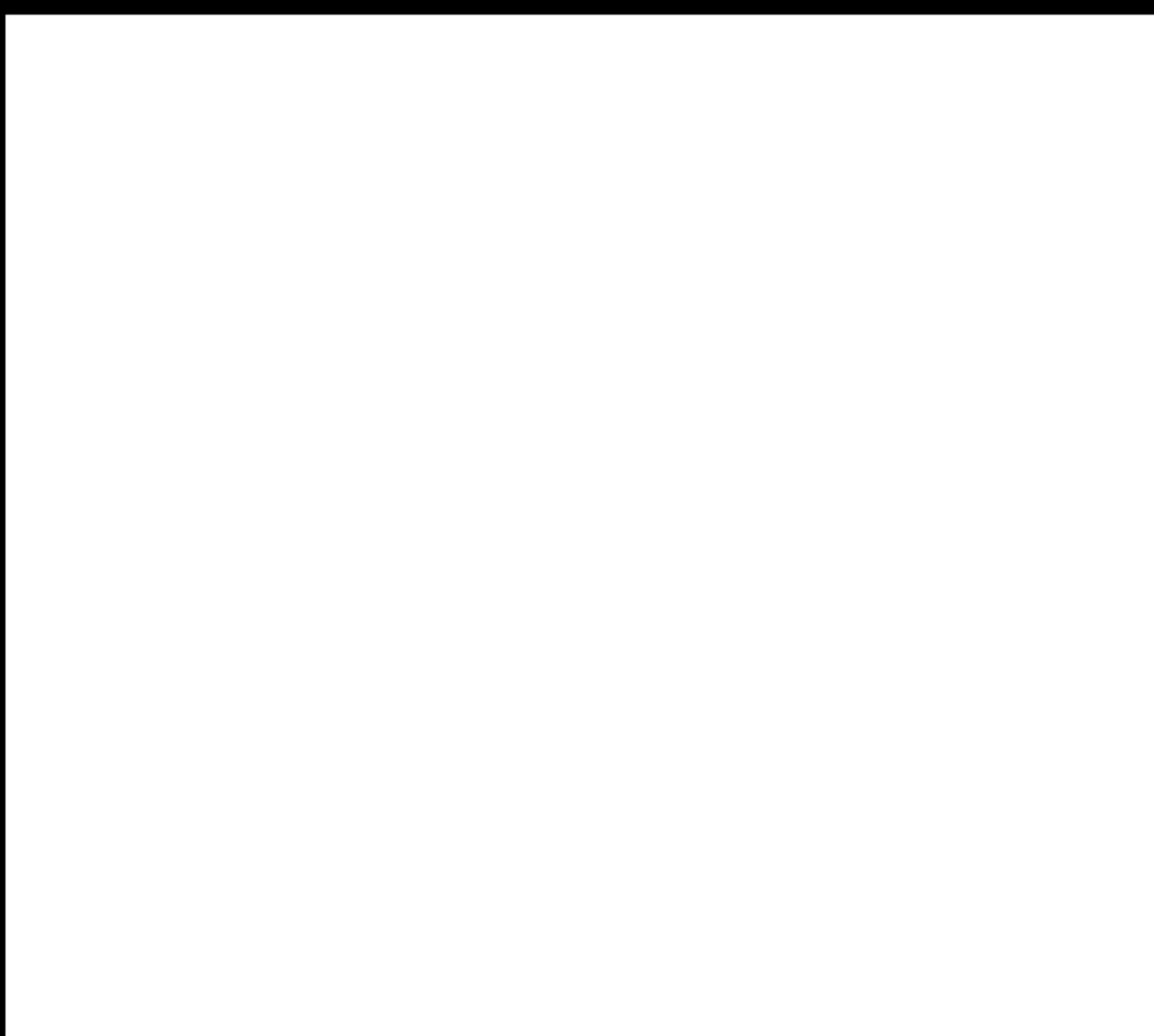
# The EIS Method

*Educate + Inspire = Sell*

## Creating an Image Strategy



**Brand Goals to Strategy**



**Customer Results from Strategy**



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