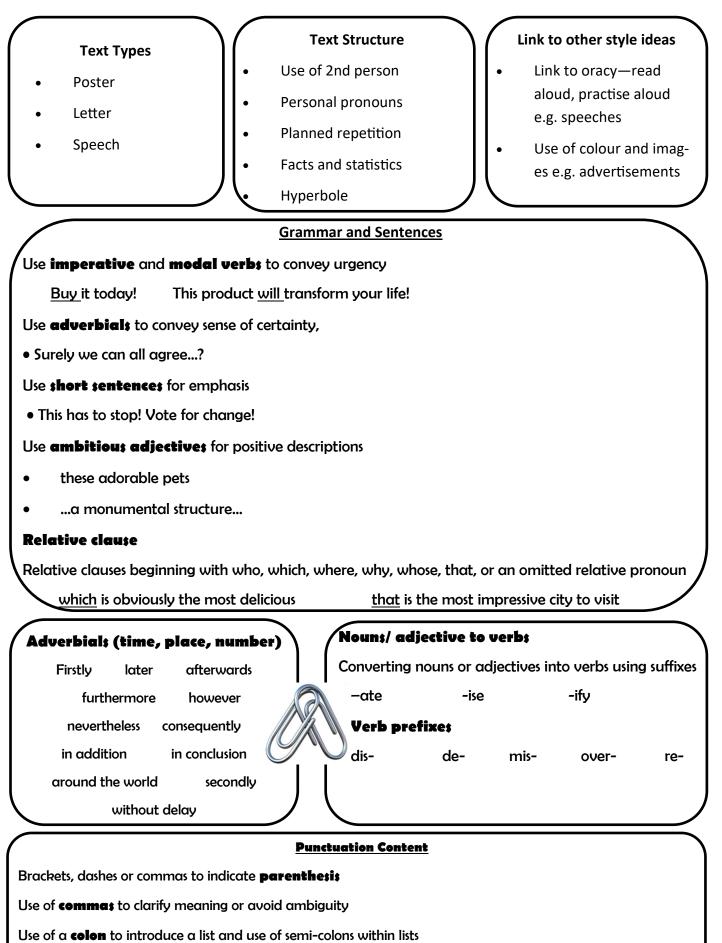
Reference witting to persuade



Punctuation of **bullet points** to list information