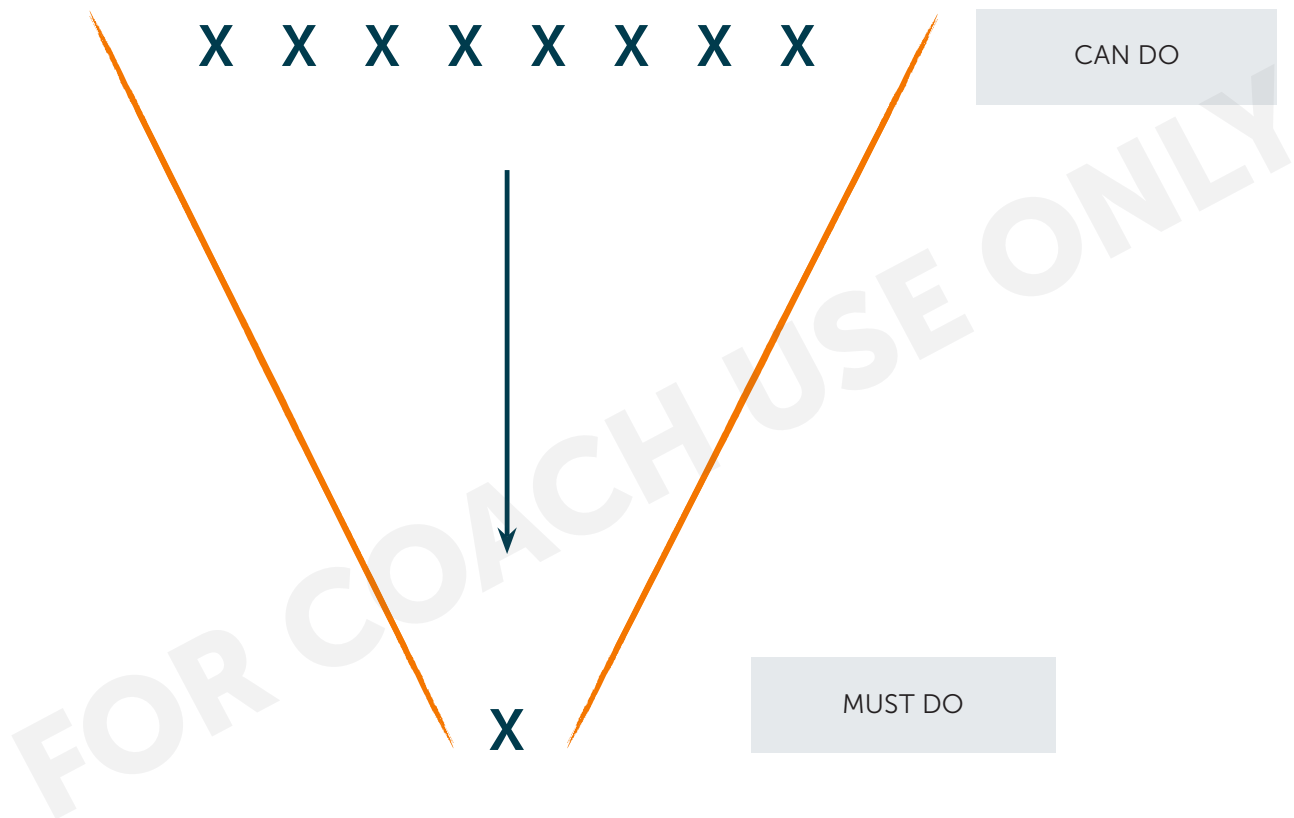


## The Funnel Story

### One Thing That Changes Everything



**“There are lots of things you could do. But there is only one thing you must do. Most opportunities are distractions in disguise.”**

*— Howard Hendricks*