

MNEMONIC

Bob Roberts Likes Special Cards For Fun In Dawson City

B = Benefit



R = Research



L = List



S = Script



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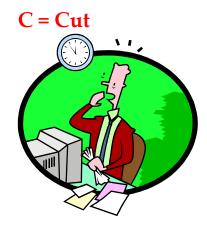
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F = Feedback



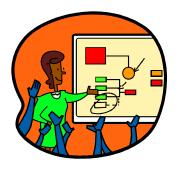
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I = Incorporate



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D = Distribution



C = Check



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