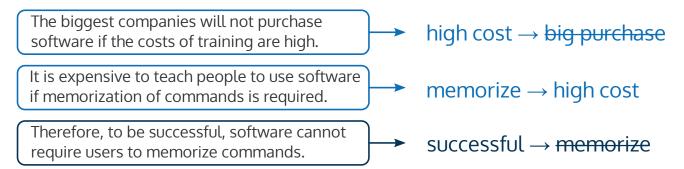


## 1. Simplify



## 2. Build the Bridge

A. Lay Out Conclusion
successful

B. Contrapositive (if needed)
high cost → big purchase
memorize → high cost

C. Build
successful

memorize

big purchase → high cost → memorize

high cost → memorize

## Find the Gap