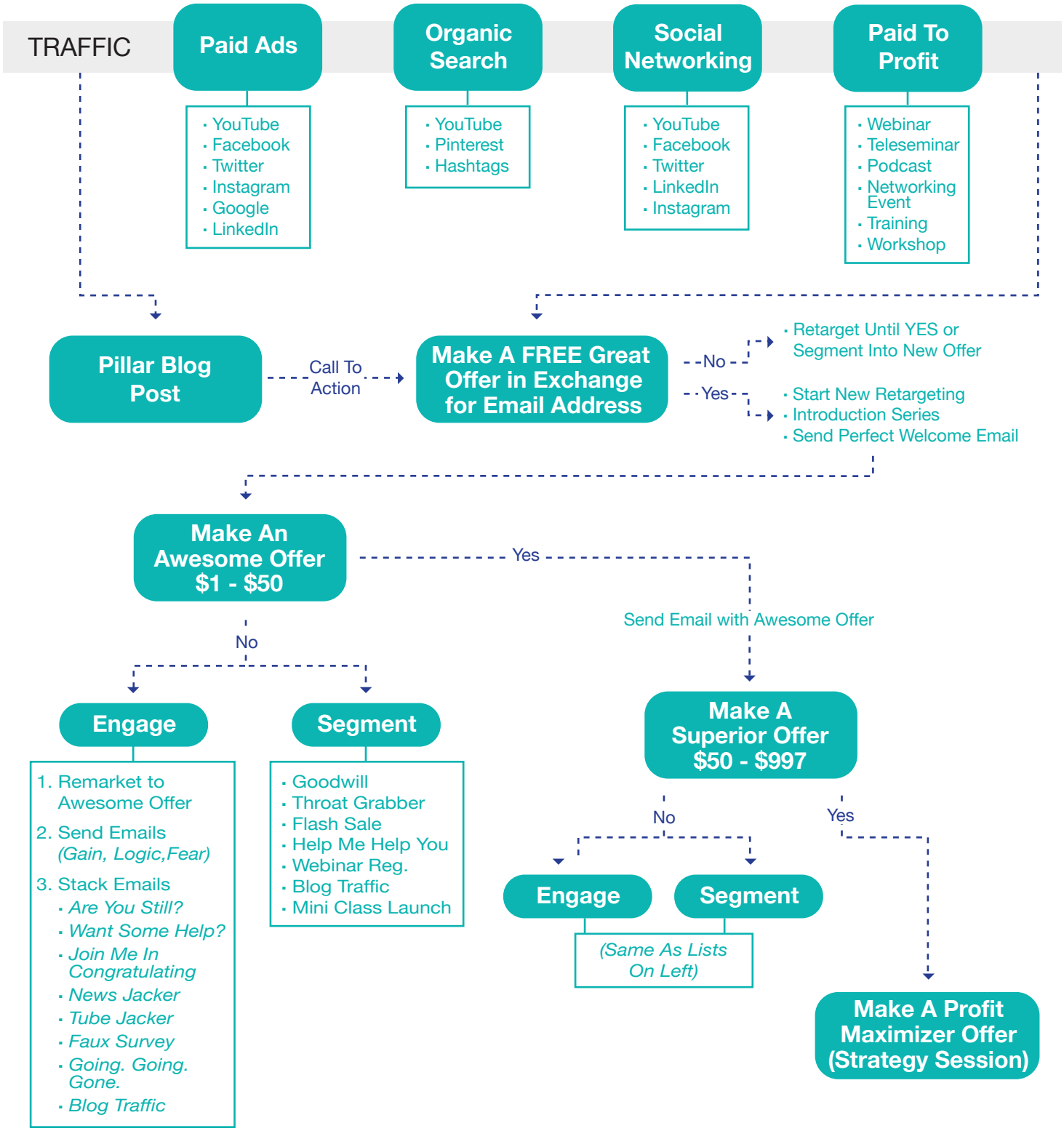YOUR PROFIT MACHINE