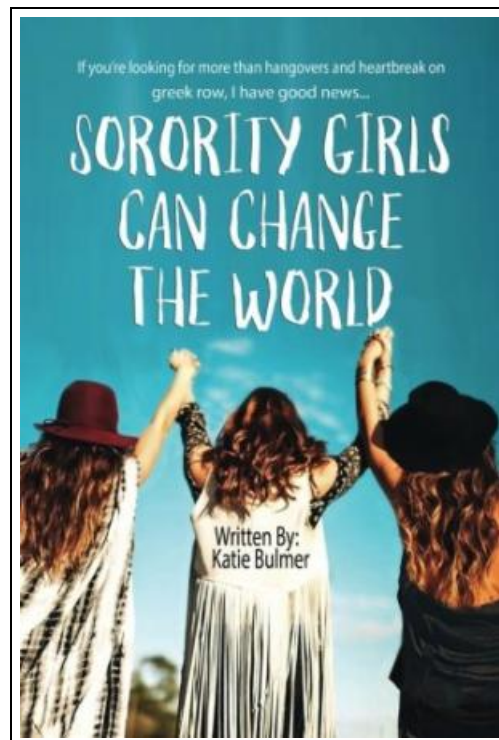


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Former sorority girl Katie Bulmer was certain she had found all life had to offer with the cutest boyfriend, the best friends, and a solo cup of hunch punch in hand. But when the makeup came off, the drunken buzz turned into a terrible headache, and the guy that promised forever never called again, she started to wonder if there was more to life than cute shoes and jello shots. Jesus turned her life upside down her senior year in college, and she has been busy changing the world ever since. After getting her degree in marketing she has spend several years in print, radio, television and promotional advertising. Her eye for marketing couldn t help notice the million dollar trends that start on greek row. The idea of this book came as Katie watched sorority girls take an ordinary T-shirt brand and turn it into a \$100 million dollar company almost overnight. The fascinating part is, the T-shirt company did no additional marketing, Sorority girl simply decided they liked them and it became a \$100 million dollar brand. What if this power of influence was used to create socials that serve the community, friendships that encourage each other to be brave, and a culture of dating that honors our bodies as sons and daughters of the King? Katie uses her marketing mind and love for her sisters, to encourage current 18-22 year old that they can indeed CHANGE THE WORLD.



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