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Hey kids, Warren Buffett here!

Every business needs to package itself properly in order to become successful. How a business acts on the outside reinforces how the business acts on the inside. Packaging yourself right is also important in life. The scorecard you keep on the outside reflects your inner scorecard. You want to show respect to be respected. Admire honesty as part of being honest. Be lovable to be loved.

So remember—the outside reflects the inside, and the inside reflects the outside. It's not just the contents that count, it's the whole package!

