

## prologue

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## getting started

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**where to go**  
**what to do**  
**how to keep up**



## making mistakes

64

**why make mistakes**  
**where things can go wrong**  
**what to do when things go wrong**



## going public

122

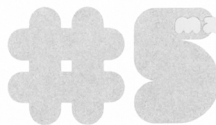
**why go public**  
**how to go public**  
**where to go public**



## getting specialized

182

**why specialize**  
**what to specialize in**  
**how to specialize**



## making competitions

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**why make competitions**  
**how to make competitions**  
**what happens next**

## epilogue

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