

# VALUE SEESAW

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## OUR MISSION

IDENTIFY YOUR EXPERTISE. **SCALE YOUR BUSINESS.**

# THE BINGE WORKSHEET

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AVATAR	My ideal client is:	They're trying to:	But they're struggling with:
PAIN LOOP	My avatar is stuck in:	The thoughts running through their head are:	The pressure they feel right now is:
BELIEF BREAKER	My avatar believes:	They think the reason they're not getting results is:	But the truth is:
OH SH*T!	When my audience realizes:	The moment they understand the real problem is actually:	They start thinking:

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