



# GROWTH HACKING TECHNIQUES

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DAILY LEADS AT HYPERSPEED

Your Avatar Worksheet

Empower



Your Destiny

Empowering Female Entrepreneurs

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## AVATAR

WHATS YOUR AVATAR'S IDENTITY

YOUR AVATAR'S DESIRED IDENTITY

CORE VALUES OF YOUR AVATAR

MISTAKES YOUR AVATAR HAS BEEN MAKING

PAIN YOUR AVATAR HAS BEEN EXPERIENCING DUE TO THOSE MISTAKES  
(How is it impacting different areas of their life?)

WHAT ARE YOUR AVATAR'S OLD LIMITING BELIEFS?

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## AVATAR

WHICH PLATFORM: WHERE IS YOUR AUDIENCE LIKELY TO BE?

### UNDERSTAND YOUR BUYER INTERNAL LEVEL INSTIGATORS

*Fights - Current Frustrations/Struggles*

*Fixing - Want/Need*

### DEEPER LEVEL INSTIGATORS

*Fights - Current Frustrations*

*Flight - Aspirations*

NOTES

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## MARKET RESEARCH

WHAT SKILLS SET ME APART?

WHAT FACTORS DO YOUR POTENTIAL CUSTOMERS CONSIDER WHEN PURCHASING?

SIMILARITIES & DIFFERENCE B/W YOUR WORK & YOUR COMPETITORS

SIMILARITIES

DIFFERENCES

HOW WILL YOUR AVATAR'S LIFE LOOK LIKE AFTER WORKING WITH YOU?

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## TOPICS I CAN PREPARE MY CONTENT AROUND

*Topic*

*Type of Content*

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

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NOTES:



**CREATE DEMAND  
FOR WHAT YOU ARE SELLING  
AND  
ATTRACT QUALIFIED LEADS**



*Helping Overwhelmed women in breaking through their fear of judgment and their time barrier to creating an IMPACTFUL and PURPOSEFUL Business.*