

[BE Foundations]

LOSS AVERSION



It takes double the joy felt by a gain to equal the pain felt by a loss.
Use this worksheet to practice LOSS AVERSION

1) REFRAME

How would you flip this GAIN statement to trigger LOSS AVERSION?

Buy 10 cups of coffee (and keep track with this punch card) to get 1 free.

2) FIND YOUR OWN

Loss aversion and gain examples are everywhere.

Find an example of loss aversion and list it. Can you find a gain and flip it?

3) YOUR BUSINESS

How can you use loss aversion in your messaging?

List at least 3 options:

**WANT
HELP?**

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