



Heaven or Hell Clarity Call

This page exists so you can decide, calmly and clearly, whether this call is right for you. Nothing here is designed to convince you. It's designed to help you show up on purpose — or not at all.

What This Call Is For

The Heaven or Hell Clarity Call is a focused, one-hour conversation designed to reduce load. Most founders aren't overwhelmed because they're doing too much. They're overwhelmed because they're carrying things they no longer need to carry — and haven't had a clean place to put them down. This call helps you:

- Name what feels energizing vs. draining in your business
- Separate what belongs to you from what doesn't
- Turn vague overwhelm into clear, legible categories
- Leave feeling lighter, not hyped

This is not a strategy session. It is not a planning call. Nothing will be "fixed" during the hour.

How We'll Talk About Your Work

We use a simple framing called **Heaven or Hell**. These are not judgments about whether something is good or bad for the business. They are energetic signals.

- Heaven → work that lifts you up, even when it's challenging
- Hell → work that consistently drags you down, even if it's important

During the call, I'll ask straightforward questions about:

- What you enjoy doing
- What you dislike doing
- What you feel responsible for
- What feels heavier than it should

There is no "right" answer. There is no moral framing. We're not analyzing you. We're listening to your experience. Most people describe the conversation as surprisingly cathartic, not intense.



What I Ask of You

This call works best when you show up fully. That means:

- Being present for the full hour
- Answering honestly, not strategically
- Letting yourself notice what feels heavy or light
- Staying with mild discomfort instead of editing yourself

Discomfort is normal here. It's often a signal that you're telling the truth. If something isn't working in the conversation, that's my responsibility, not yours.

What You Will (and Won't) Leave With

You will not leave with a to-do list, a plan, advice on what to build next, or pressure to continue into anything else

After the call, you'll receive a short **Orientation Summary** that reflects what you're currently carrying, what may be ready to end or be offloaded, and the language you used when things felt heavy or relieving.

What you do with that clarity is entirely up to you. Pausing is a valid outcome.

This Is a Standalone Experience

The Heaven or Hell Clarity Call is complete on its own. It is not a funnel step. It is not an assessment for a larger program. Nothing follows unless you choose it later. If this page makes you feel clearer, calmer, and more grounded — you're likely a good fit.

If you're looking for momentum, tactics, or transformation language, this is probably not the right call. Either answer is fine.

You don't need to prepare. You don't need to perform. You just need to show up willing to be honest about what your work is costing you — and what it gives back. That's all we're doing here.

Price: \$1,000

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