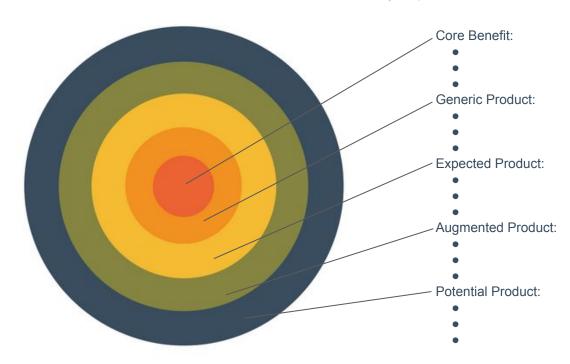
The Five Product Levels Template

Use this template to describe the levels of your product, starting with the Core Benefit. At each level, attempt to differentiate your product,



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