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## Welcome to Your Business

Vision Simplified.  
Solution Personified.

**I  
HAVE  
PASSION.  
I HAVE IDEAS.**

**SO WHERE DO I START?**

With the Business Creation  
**DISCOVERY** Questionnaire  
*Inside.*



**1 ADVANTAGE  
CONSULTING™**



SHHHHHHHHHHHHHHHH....

## We Are Listening to a Conversation between YOU and YOURSELF

I am tired of this [You Name It] and I am calling MY OWN SHOTS.

I am going into business for MYSELF.

I have passion.

I have ideas.

So, where do I start?

My pal Harry, he started his own business, I will ask him.

*I know a guy who knows a guy that works at a private equity company, that is a good start, right?*

**Maybe.**

I could use someone to talk to about all the stuff I think I have to do.

As consultants, we have overheard this conversation more times...and many of these conversations become alive when clients message us and say,

**“Hey there, do you have time for a quick (a.k.a. 30 minutes) discussion?**

**I have this idea I want to run past you.”**

That is all it takes.

You are not alone. You may feel alone, but you are not.

You have taken your first brave step into “The Circle of Business Life”.

Remember that conversation you had with yourself?

**You are 100% right. You do have passion. You do have ideas.**

**AND, WITH A GOOD STRATEGY YOU CAN HARNESS THAT PASSION INTO IDEAS THAT WILL MAKE YOU FEEL LIBERATED, EMPOWERED, FORTUNATE, INTELLIGENT, IN COMPLETE CONTROL.**

**What do you think?**

We have time for a discussion. Complete this questionnaire and **Message us.**



**1 ADVANTAGE  
CONSULTING™**

BUSINESS CREATION  
**DISCOVERY**  
QUESTIONNAIRE



▶ What is your great idea?

▶ Why is this idea important?



**I AM TIRED OF THIS  
AND I AM CALLING  
MY OWN SHOTS.**



- ▶ What will this idea produce?
  
  
  
  
  
  
  
  
  
  
  
- ▶ How will this idea enhance someone's life?
  
  
  
  
  
  
  
  
  
  
  
  
- ▶ What problem will this idea solve?
  
  
  
  
  
  
  
  
  
  
  
  
- ▶ How will this idea make someone feel?

“

**I COULD USE SOMEONE  
TO TALK TO ABOUT  
ALL THE STUFF I THINK  
I HAVE TO DO.**



▶ Who is this idea for (Target Audience)?

▶ Why do they need this idea?

▶ Why do they want this idea?

▶ Why is this idea different?

“

**HEY THERE, DO YOU  
HAVE TIME FOR A  
QUICK DISCUSSION?**



▶ Who else has this idea?

▶ Do you consider this idea a service or a product?

▶ Are you doing anything with this idea now and if so, what?

“

**YOU ARE NOT ALONE.  
YOU MAY FEEL ALONE,  
BUT YOU ARE NOT.**





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# DISCOVER THE ADVANTAGE GALAXY

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