



# 1

**SEVEN PILLARS  
OF BUSINESS  
CREATION &  
TRANSFORMATION**  
**PILLAR ONE**

# FORMATION

A PLACE WHERE YOUR ZONE OF GENIUS THRIVES.



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

**SO WHERE DO I START?**

**BUSINESS CREATION AND TRANSFORMATION  
DISCOVERY QUESTIONNAIRE**

# 1

This book is a story focusing on **Business Creation and Transformation Pillar 1, FORMATION—Legal, Financial, and Organizational Design.**

Formation is simple. It is not easy. There is a correct way which establishes a business legally and credibly. This may be performed with a DIY approach, but it is not something that Advantage would prescribe. We recommend the following be done by your local attorney, CPA, and Insurance Broker:

- ▶ Name search for your business
- ▶ Articles of Incorporation
- ▶ Apply for appropriate Tax Designation and Identification
- ▶ Appropriate business insurance (i.e., General Liability, Bonding)

A PLACE WHERE YOUR ZONE OF GENIUS THRIVES.



# I HAVE PASSION. I HAVE IDEAS.

## SO WHERE DO I START?

### *BUSINESS FORMATION DISCOVERY QUESTIONNAIRE*



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.**

# BUSINESS FORMATION **DISCOVERY** QUESTIONNAIRE



▶ What is your great idea?

▶ Why is this idea important?

“

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



BUSINESS FORMATION  
**DISCOVERY**  
QUESTIONNAIRE

- ▶ What will this idea produce?
- ▶ Does this idea solve a problem?
- ▶ 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?
  
  
  
  
  
  
  
  
  
  
- ▶ 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 product?
  
  
  
  
  
  
  
  
  
  
- ▶ Do you consider this idea a service?
  
  
  
  
  
  
  
  
  
  
- ▶ Are you doing anything with this idea now?

“

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



- ▶ Do you want this idea to become a business?
- ▶ Do you envision others getting behind this idea?
- ▶ Have you thought about what type of company you want?  
Sole Proprietor aka Solopreneur, an LLC?

“

**YOU HAVE TAKEN YOUR  
FIRST BRAVE STEP  
INTO “THE CIRCLE OF  
BUSINESS LIFE”.**







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OF BUSINESS CREATION  
& TRANSFORMATION**

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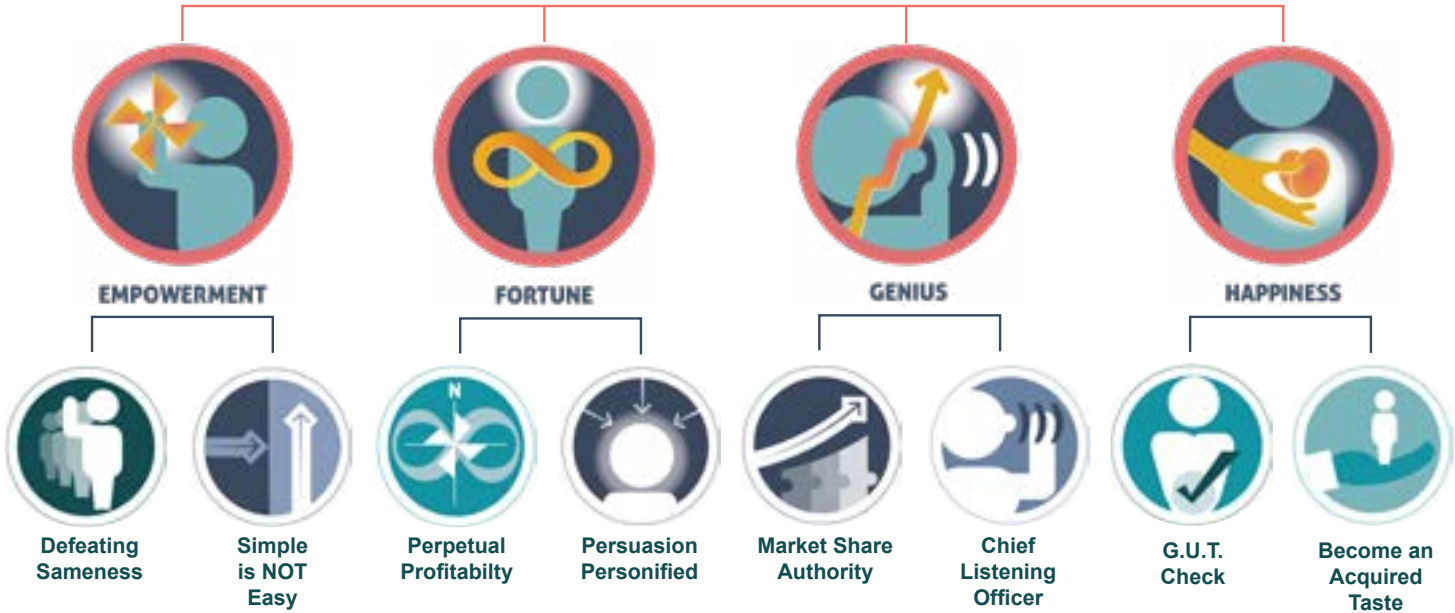
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**INNOVATION & KNOWLEDGE PORTALS AND CORRESPONDING ADVANTAGE PRINCIPLES**



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