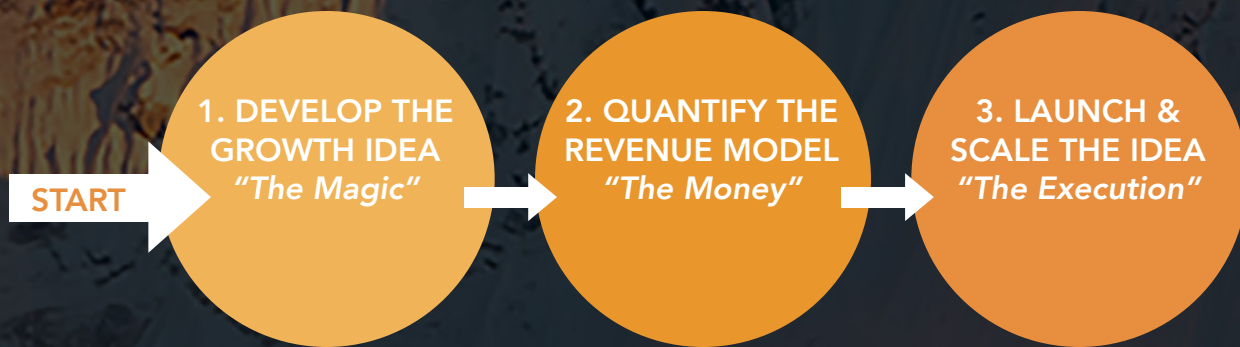


# Growth Self-Diagnosis

Revenue challenges can be tough on your business.



What is your best growth option – Organic Growth, Acquisition or the Third Growth Option?

What Growth Capacity is needed to combine the Magic, the Money, and the Execution?

- Answers to below questions help you to see if you are building a new Growth Idea from scratch, a partial foundation (and what's missing), or fully developed in need of execution.
- Take a few minutes to gain more clarity for your business to enjoy new revenues, higher profitability, and a higher valuation.

Please place an X (Yes or No) next to each question

### 1. DEVELOP THE GROWTH IDEA "THE MAGIC"

Yes

No

- We have a fully developed Growth Idea (i.e. we can describe the product, service, channel, and process to achieve 7- or 8-figure growth)  
If yes: we would like a Second Opinion for our Growth Idea
- We have a partially developed Growth Idea  
If yes: partially developed = less than 50% documented  
If yes: partially developed = over 50%, under 75% documented
- My team consists of the right mix of forward-thinking creativity and historic analysis skills to develop and document a Growth Idea

### 2. QUANTIFY THE REVENUE MODEL "THE MONEY"

- When we plan and model future Growth Ideas, my team usually operates in the "golden middle" (not too chaotic, not too perfectionist)  
My team tend to be entrepreneur cowboys ("ready, shoot, aim")  
My team tend to be perfectionists stuck in "analysis paralysis"
- We have enough critical information to know "what" needs to be done (Marketing Roadmaps) and "how much" are the financial costs and benefits (Financial Roadmaps, forecast of P&L)  
If no: we are missing key internal company data  
If no: we are missing key external market data
- Our CEO vetted ambitious but realistic P&L forecast of new Growth Idea

### 3. LAUNCH & SCALE THE IDEA "THE EXECUTION"

- We know the source of funds (how to pay expenses before new revenues/ cash flow kicks in)
- We have people and processes ready to develop "The Magic" and quantify "The Money" (steps 1, 2, above)  
If yes: we would like a Second Opinion from a growth expert
- We have people and processes ready to "Execute" (step 3)  
If yes: we would like a Second Opinion from a growth expert
- We have an internal champion who is respected and trusted by CEO and the team, who can drive all 3 growth phases

**Are you curious how the Third Growth Option – faster than internal organic growth and cheaper and less risky than acquisition – can improve your business metrics and valuation?**

**Let's Talk. Set up a Complimentary One-On-One Discovery Call.**

Our mission is to help business owners and leaders build more profitable revenue streams, faster. During a 25-minute call, we'll learn more about your business and future aspirations, and decide together if there might be a good fit. Set up your Discovery Call here on [Calendly](#)