

# THE TRIANGLE OF DOUBT

**OUR MISSION**  
TO HELP SOLOPRENEURS SCALE WITH SYSTEMS.



## EX. I ALREADY HAVE SOMEONE

Totally fair-you should have someone. Just curious though-how's that going for you?

What do you wish they did better?

Have you ever considered [insert unique advantage you offer]?

## RELATIONSHIP

If we looked strictly at performance, would they still earn your business?

When's the last time you benchmarked what they're doing against the industry standard?

## COMFORT

How much is that comfort costing you every month you delay?

If nothing changes in 6 months, what's the opportunity cost?

## RESULTS

What would 'excellent' look like, if you started over today?"

Are you settling for what's acceptable instead of what's optimal?"