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Excerpts from:

## What If? Questions To Quantum Leap Your Businesses Possibilities and Profitability

### Start The Inquiry

This is the lightbulb-moment stage. It's the place where all the 'simple' questions get fleshed out. Be nice to yourself here. It's okay to ask very, very rudimentary questions. In fact, it's the simple questions that build the foundation for the next levels. Here you might find some 'duh' questions. If you do, great. That's the goal when we Start The Inquiry.

### Accelerating The Action

Accelerating The Action is where we get to roll up our sleeves and get in the game. It's where we start asking very specific questions that typically have very short, focused answers. These are meat-and-potato questions that once answered, launch us into the quantum leap territory. And once you enter into Quantum Leap Growth questions, you'll never look at your enterprise the same way again.

### Quantum Leap Growth

Yeehaw! Here's where the rubber meets the road. This is the fun stuff. The "oh my goodness, we can DO that?" questions are right here, all for the taking. You buckled in?

### USING BUSINESS DEVELOPMENT as an example

#### Start The Inquiry

- What are my current sales year to date?
- What is our projected gross sales for the next 12 months?
- What is our average revenue per customer?
- How many customers do I need a month to meet my goal?
- What other products and services can we offer now to boost our bottom line?

#### Accelerating The Action

- What if we doubled our sales in the next 12 months?
- Are we currently offering products and services that allow us to scale?
- What if I hired a bookkeeper, a sales person, or a professional organizer to streamline our systems?
- What if we break our sales into buckets - types of customers, price points, items by margin - what would they be?
- What if we offer more things to a wider customer base - what would products/services they be?
- What if we offer fewer things to a narrower customer base?

#### Quantum Leap Growth

- What if we partnered with a like-company..
- What if we bought a competitor?
- What if we bought a synergistic company?  
For MLM folks it's; What if I represent a symbiotic product?
- What if we franchised? What if I BOUGHT a franchise?
- What if we spun off one of our service areas or product lines into another company?
- What if I stepped out of day to day operations?
- What if I worked 4 days a week?
- What if I retired in 5 years?