

# IS TIER 2: STRATEGIC DIRECTION RIGHT FOR ME?

---

1

## Is this right for me if I feel pulled in a lot of directions?

Yes. This tier is designed to help you slow things down, sort through the noise, and focus on what truly supports your vision.

2

## Do I need to have everything figured out before we start?

No. You do need a general vision or idea of where you want to go. We'll work together to break that vision into clear, realistic steps.

3

## Will you tell me exactly what to do?

I won't hand you a generic checklist. Instead, I'll help you think through your options, make clear decisions, and turn your vision into specific action steps that make sense for your business. We work together so the plan fits you, not the other way around.

4

## Is this more planning or execution?

This is focused on direction and planning. You'll leave with clear priorities, defined projects, and actionable next steps. I also provide light support as you begin implementing, but this tier does not include hands-on execution or project management.

5

## What if I need more hands-on support after this?

If you realize you need deeper implementation help, we can talk about next steps and see if another service is a better fit.

