

## LEAD QUALIFICATION REPORT

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Business: Atlantic Sunrise

Date: 4/13/2025

Qualification Score: 65/100

### SUMMARY

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Atlantic Sunrise presents a moderate fit. While their revenue and size align with our target market, the industry difference requires careful consideration. Their need for YouTube channel growth and merchandise development aligns partially with our motivational coaching, but requires a tailored approach.

### KEY INSIGHTS

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1. Atlantic Sunrise's industry (Media & Content Creation) differs from our focus (Marketing & Digital Services), suggesting a need for adjusted messaging and potentially niche expertise in the YouTube space.
2. Their small size (1-4 employees) falls within our target range, increasing the likelihood of a positive ROI if a tailored engagement model is developed.
3. Their challenges (YouTube monetization and merchandise development) aren't directly addressed by our core motivational coaching but could be indirectly supported through business strategy coaching tailored to their specific content creation and e-commerce goals.

### RECOMMENDATIONS

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1. Conduct a thorough needs analysis to understand how our coaching services can indirectly support their YouTube growth and merchandise strategy (e.g., business planning, goal setting, overcoming creative blocks).
2. Develop a specialized sales pitch focusing on the indirect benefits of our coaching - improved productivity, clearer vision, enhanced business planning - rather than solely on general motivational aspects.
3. Explore potential partnerships with experts in YouTube channel growth and e-commerce to offer a bundled solution, potentially increasing our value proposition and conversion rate.

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