

# Confidential Expression of Interest

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A brief overview of your background, skills and motivations... attributes that would qualify you to be selected as a TopLine Marketing and Business Development Consultant

*Successful people base their lives on quantifiable results... not time, effort, or motion.*

**TopLine**  
**Business Solutions**

# Confidential Expression of Interest

Thank you for inquiring about the TopLine Business Development Consulting program. Unlike most other consulting or marketing franchise opportunities, we do not use the size of your financial investment as a qualifying factor, and we place minimal emphasis on the employment positions you have held in the past.

Instead, we place much more weight and value on other factors that we know from experience, have a more direct bearing on your success.

So that we may get to know more about you, please answer the following questions and return this form to us via fax or return email.

*Please rest assured that all information you provide will be kept in strictest confidence and shared with no one.*

**Please print clearly and legibly as faxed documents are sometimes difficult to read.**

## Personal Information

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Post Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone/Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Where did you first hear about the TopLine opportunity? \_\_\_\_\_

Yes / No	Do you currently own your own business?
	If yes, what type of business is it?
	How long have you owned it?
Yes / No	Have you ever owned your own business?
	If yes, what type of business was it?
	How many years have you owned your own business(es)?
	<ul style="list-style-type: none"> <li>• Have never owned a business</li> </ul>
	<ul style="list-style-type: none"> <li>• 0 to 5 years</li> </ul>
	<ul style="list-style-type: none"> <li>• 6-10 years</li> </ul>
	<ul style="list-style-type: none"> <li>• 11-20 years</li> </ul>
	<ul style="list-style-type: none"> <li>• 20+ years</li> </ul>
	What is your most recent work or employment experience?
	<ul style="list-style-type: none"> <li>• Sales - (Enter number of years)</li> </ul>
	<ul style="list-style-type: none"> <li>• Office staff - (Enter number of years)</li> </ul>
	<ul style="list-style-type: none"> <li>• Middle management - (Enter number of years)</li> </ul>

	<ul style="list-style-type: none"> <li>• Senior-level executive - (Enter number of years)</li> </ul>
	<ul style="list-style-type: none"> <li>• CEO / COO / President - (Enter number of years)</li> </ul>
	<ul style="list-style-type: none"> <li>• Owner - (Enter number of years)</li> </ul>
Yes / No	Do you consider yourself a self-starter?
Yes / No	Do you have the ability to look at another business and identify things that you would do differently if it were your own business?
Yes / No	Do you consider yourself to be a problem-solver?
Yes / No	Do you have the ability to communicate your ideas to others?
	On a scale of 1 (lowest) to 5 (highest), rate your sales skills.
	On a scale of 1 (lowest) to 5 (highest), rate your public speaking / group presentation skills.
	On a scale of 1 (lowest) to 5 (highest), rate your computer skills.
	<ul style="list-style-type: none"> <li>• Microsoft Word</li> </ul>
	<ul style="list-style-type: none"> <li>• Microsoft Excel</li> </ul>
	<ul style="list-style-type: none"> <li>• Microsoft PowerPoint</li> </ul>
	<ul style="list-style-type: none"> <li>• Microsoft Publisher</li> </ul>
	<ul style="list-style-type: none"> <li>• Email</li> </ul>
	<ul style="list-style-type: none"> <li>• Database program (i.e., Act!, Goldmine, Microsoft Access)</li> </ul>
	List your time commitments to other job(s) or businesses(es) (Check one):
	<ul style="list-style-type: none"> <li>• None</li> </ul>
	<ul style="list-style-type: none"> <li>• 0-10 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 11-20 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 21-30 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 31-40 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 40+ hours per week</li> </ul>
	Initially, how much time do you plan to spend working in your consultancy?
	<ul style="list-style-type: none"> <li>• 1-10 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 11-20 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 21-30 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 31-40 hours per week</li> </ul>
	<ul style="list-style-type: none"> <li>• 40+ hours per week</li> </ul>

Describe what skills you possess that would make you a successful business development consultant: \_\_\_\_\_

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Specifically, what attracts you to the business development consultancy business? (Why do you want to be a consultant?) \_\_\_\_\_

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What do you expect or hope to get from your own consultancy? \_\_\_\_\_

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As a person, how would you best describe yourself? \_\_\_\_\_

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If only one position existed, and you and another equally qualified person were being considered, what skills or qualities do you possess that would make you the standout choice? \_\_\_\_\_

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### **Business Equipment**

Yes / No	Desktop computer
Yes / No	Laser printer
Yes / No	Color printer
Yes / No	Laptop computer
Yes / No	Fax machine
Yes / No	Latest versions of Microsoft Office

This questionnaire is entirely confidential and does not obligate you to proceed further with the TopLine opportunity in any way. It is simply a tool to help us to get to know you better and to help determine your suitability as a TopLine Business Development consultant.

The amount of income you earn and the level of success you attain in any business are largely dependent on your efforts. Because there are many variables that determine the success of an individual affiliate, many of which are beyond the scope of control of TopLine, we make absolutely no guarantees of income or success as a TopLine affiliate.

As with any business venture, you are encouraged to get independent counsel and advice before making any final decisions.

I acknowledge acceptance of the above, and hereby request consideration as a TopLine Business Development Consultant.

Signature(s) of Applicant: \_\_\_\_\_ Date \_\_\_\_\_

Please fax these completed pages to 480.461.0546,

Or email to: [info@toplinebusinesssolutions.com](mailto:info@toplinebusinesssolutions.com).