

THE CLEAR POINT COLLECTIVE

Helping business owners make better decisions.

Clear thinking. Better decisions. Stronger businesses.

Running a business has never come with more information. The challenge is knowing **what matters, what it means for your business, and what to do next.**

**As information becomes more abundant,
clarity often becomes elusive.**

That is why we created The Clear Point Collective.

To help business owners cut through the noise, understand what really matters in their business, and make better decisions with greater clarity and confidence.

■ 01 · START FREE

A lot of the Collective is free. Start here.

No card. No commitment. Practical knowledge and tools designed to help you understand your business and make better decisions.

THE READING ROOM

More than 90 practical Business Conversations - and growing.

Explore the issues business owners deal with every day: customers, people, pricing, cash flow, growth, operations, marketing, leadership, risk and more.

Not textbooks. Not theory. Practical thinking written for people actually running businesses - designed to help you understand an issue, think about it differently and decide what it means for your business.

The Business Diagnostic

A structured 5-minute look across the key areas of your business. Step back, see the bigger picture, identify the pressure points and understand what deserves your attention.

Free Scorecards

Focused self-assessments that let you explore individual areas of your business - from pricing, cash and customers to capacity and performance.

The Financial Health Check

A fast DIY review comparing this quarter with the last. Traffic-light scoring helps you see movement quickly - without spreadsheets or jargon.

THE SIGNAL

Our monthly briefing for Australian business owners. What's changing, what matters and what deserves your attention - together with practical insights, ideas and tools you can use.

WHERE FREE ENDS

The free Collective gives you knowledge, tools and a clearer view of your business.

But every business is different. Knowing more is valuable. **Knowing what it means for your business is where the real value begins.**

That's where Momentum comes in.

Your silent partner in better business decisions.

Built around your sector. Grounded in practical small-business knowledge. There when you need to understand an issue, explore your options, challenge your thinking or make a decision.

ASK ANY QUESTION. AS MANY AS YOU LIKE.

Running a business throws up questions every day.

Ask Momentum anything about running, improving or growing your business - **as often as you need to.**

Your answers draw on a knowledge base built specifically around **small business**, together with knowledge relevant to **your sector**.

Ask a question. Ask another. Dig deeper. Challenge the answer.

DON'T JUST ASK. CHALLENGE US.

"What am I missing?" "What are the risks?" "Give me another way of looking at this."
"What would you do first?" "What questions should I be asking?"

THERE WHEN THE QUESTION OCCURS

Business doesn't operate to a timetable. A customer issue, pricing question, staffing problem or new opportunity doesn't necessarily arise when someone else is available. **Momentum is there when you need to think it through.**

CONTINUE THE CONVERSATION

One question often leads to another. Explore the options. Test your assumptions. Ask about the risks. Work through what happens next. The objective isn't simply to give you an answer. **It's to help you reach a better decision.**

WHAT CAN I ASK?

Am I charging enough? · Should I hire now? · Why is my margin falling?
How do I deal with this customer? · Where should I focus next? · What am I missing?

MORE INSIDE MOMENTUM

Sector Conversations

Deep Conversations that take an important business issue from beginning to end - **What. Why. How. When. Who. Then, The Decision.**

Quarterly Diagnostic Re-take

Run your Business Diagnostic again. Compare where you are with where you were and see where attention is still needed.

Automation Ideas

Describe something repetitive, inefficient or frustrating and explore practical workflows that could automate it.

Monthly Briefing

What has changed, what matters and what deserves your attention - nationally and in your sector.

NINE SECTORS Trades · Cafés · Retail · Tourism · Accommodation · Beauty & Wellbeing · Services · Products · Home Services

Every business is different.
Momentum helps you understand yours.

\$30 per month, AUD · One sector · Cancel anytime

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THE ADVANTAGE

COMING SOON

THE SOUNDING BOARD

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