

The Ruby Gold Standard:

- **Helps you move your venture from ‘new ideas’ to ‘High Profile success’,** through carrying out the correct steps and steering clear of common mistakes.
- **Helps you maintain a creative mind** to keep inventing new services and attracting opportunities.
- **Avoid being burnt out** from the pressure of starting a new business
- **Provides a mechanism to evaluate the viability of your ideas**, ensuring you don't prematurely abandon a potentially lucrative project but instead return to the drawing board for refinement.
- **Helps you build a brand name.**
- **It teaches you how to enhance your services to not only amaze the customers** but also to try to exceed industry standards and achieve **extraordinary success**. This validation is achieved **by providing you with the right** methods to identify the **key factor** for your business services so that customers are **amazed** by them and hence confirm that you have discovered an incredibly needed service.

This empowers you with a major vision to focus on launching it now that you have identified the immense potential of your validated services.

This vision will make you realise that you are now sitting on a gold mine, instilling genuine confidence, and sharpening your focus on achieving success.

- **It fosters a new unique Ruby Gold Standard collaboration.**

This is a new world and it is unlike any standard collaboration.

This will take you to a broader network with a wider circle of opportunities and a higher level of business success.

- **Finally, it encourages a critical review of established business strategies** we have acquired along the way, allowing for timely corrections that will help you avoid misinformation and suboptimal strategies.