



AUTOMATION & AGENTS · SYDNEY · 1ST-INSIGHT INTAKE · JULY 2026

1ST-INSIGHT INTAKE · THE COMPLETE PICTURE

One pain point in. A tailored *insight* out.

You shared a pain point — this surfaces its real shape. The 1st Insight is free: an Audit Insight, POC, Prototype, or Agent, tailored to your business. Founder-direct, and built for the last mile.

HOW TO USE THIS INTAKE · 15–20 MIN

Fill in whatever applies. If a question isn't relevant to you, skip it — no problem. Rough numbers and "not sure" are useful too; they show me where the gaps are. Bullets beat essays.

Before we talk — have a quick look at the site. Everything about AAA is at aaa.artigellence.com — services, pricing, FAQs — and you can ask the live agent anything at aaa.artigellence.com/agent.html. Two minutes there answers most questions and makes our call sharper.

When you're done, send it back by Email (raj@artigellence.com) or WhatsApp (+61 469 313 323).

SECTION 01 · THE PAIN POINT

THE MAIN QUESTION

Start here — this is the whole point.

Mention your pain point — and in detail, what you want solved.

The thing that costs you sleep, hours, or money. Context, examples, numbers — the more detail, the sharper your free 1st Insight.

100% PRIVACY & NDA COMMITMENT · FEEL FREE TO SHARE

Everything you share stays **strictly confidential** — and I'll sign a mutual **NDA on request**. So share openly and completely; the sharper the picture, the sharper the insight.

Your budget is **tailored to your needs**, and every engagement is **scoped stage by stage** — measured openly, priced per piece.

SCOPE, ENGAGEMENT & PAYMENT · CLEAR FROM DAY ONE

Every engagement runs in **stages** — **each one scoped and agreed in writing before it starts**. **Phase 0 is paid on acceptance and is fully refundable to day 30**. Every build stage after it is **invoiced on delivery** — once the agent is live in your own systems — on 7-day terms. Retainers and the Growth Engine bill **monthly in advance**.

Payment follows agreed scope — never results. Results are measured openly against your own baseline (Section 09) — that's transparency, not a payment trigger. Your protection is structural: **Phase 0 fully refundable to day 30, and every agent after it invoiced only once it's delivered and live**. If it isn't delivered, you don't pay for it. I'd rather not promise you a result — nobody can do that honestly — so I take the risk off you instead.

First, the shape of your business.

Q01 In one sentence, what does your business actually do?

How you'd explain it to a mate at a barbecue

Q02 How many staff in total — including you, contractors, and casuals?

Rough is fine

Q03 Approximate annual revenue band:

☐ < \$500K ☐ \$500K – \$2M ☐ \$2M – \$10M ☐ \$10M+

Q04 Single biggest constraint on growth right now?

☐ People ☐ Time ☐ Capital ☐ Systems

SECTION 03 • THE TIME DRAIN

Where your week actually goes.

Q05 How many hours per week do you personally spend on admin, email, and non-billable work?

Q06 What's the single most repetitive task in your week — done by you or a key staff member?

Q07 Which 1–2 roles are the operational bottleneck?

Names not required — roles are fine

Q08 What happens to the business if YOU disappear for 14 days, no contact?

Be brutally honest

How clients find you — and where they leak.

Q09 Where do most of your new clients come from?

- ☐ Referral / word of mouth ☐ Marketing / ads ☐ Repeat clients ☐ Cold outreach

Q10 Biggest leak in your funnel right now?

- ☐ Not enough leads ☐ Slow follow-up ☐ Low conversion ☐ Client churn

Q11 How much of your client servicing, reporting, or compliance is still done manually?

Q12 If you could clone one person on your team, who — and to do what?

SECTION 05 · THE STACK & CURRENT SPEND

5 QUESTIONS

What you run on, and what it costs.

Q13 Core platforms you run on — CRM, accounting, job/booking, email?

List anything that touches client data

Q14 Roughly what do you spend per month on software, tools, and subscriptions?

- ☐ < \$500 ☐ \$500 – \$2K ☐ \$2K – \$5K ☐ \$5K+

Q15 Spend on outsourced services — VAs, agencies, bookkeepers, marketers?

- ☐ None ☐ < \$1K / mo ☐ \$1K – \$5K / mo ☐ \$5K+ / mo

Q16 Any AI tool tried already (ChatGPT, Claude, Copilot, Gemini...)? What's working / not?

Q17 One tool or subscription you're paying for but barely use?

SECTION 06 · FINDABLE · SEEN BY GOOGLE & AI

SEO · AEO · GEO

Can AI find you? Most can't be found.

~1 in 10

AU business sites are built to be
read by AI · SE Ranking

18%

of AU domains have DMARC email
protection · EasyDMARC

~12%

carry the schema markup AI &
search read · Web Data Commons

9 in 10

are effectively invisible to ChatGPT,
Claude & Perplexity

Q18 Ask ChatGPT or Claude: "What does [your business] do?" — what comes back?

Try it on your phone right now — 30 seconds

☐ Accurate ☐ Vague ☐ Wrong ☐ Never tried

Q19 Where do you stand on SEO · AEO · GEO — Google search, AI answers, generative engines?

AEO / GEO = being found & cited by ChatGPT, Claude, Perplexity & Google AI

☐ Strong ☐ Basic SEO only ☐ Not sure ☐ What's AEO / GEO?

Q20 Do your emails & quotes land in the inbox — or quietly in spam?

SPF / DKIM / DMARC — if you don't know, that's the answer

☐ Inbox, verified ☐ Sometimes spam ☐ No idea

SECTION 07 · DISTRIBUTION & CADENCE

4 QUESTIONS

Where you show up — and how often.

Q21 Which channels are you active on today?

☐ LinkedIn ☐ X / Twitter ☐ Facebook ☐ Instagram ☐ TikTok ☐ YouTube ☐ Reddit ☐ Discord

☐ Telegram ☐ Blog / SEO ☐ Newsletter ☐ Google Business ☐ None yet

Q22 Honest posting cadence?

☐ Daily ☐ Weekly ☐ Monthly ☐ Ghost town

Q23 Your email list — how many contacts, and when did it last earn a reply?

e.g. "8,000 contacts, newsletter goes out, nothing comes back"

Q24 Who creates & posts today — and which ONE channel do you wish actually worked?

THE WEEKLY GROWTH ENGINE · HOW AAA RUNS DISTRIBUTION

One anchor article a week, in your voice — cut into a Reddit contribution, an X thread, a Facebook + LinkedIn post, and a 30–60s faceless video for Reels, TikTok & YouTube Shorts. Nothing written twice.

The month's best becomes your newsletter. Outbound email warmed to land in the inbox — SPF / DKIM / DMARC, Spam Act compliant — and every link tracked, so a lead traces to the exact post that created it. Bought separately this runs \$1,500–\$5,000+/mo — ask me about the Growth Engine.

What a win looks like.

Q25 If the free POC delivered ONE visible win in 30 days, what would create the most relief?

Q26 How would you define success?

☐ Hours back ☐ Dollars recovered ☐ Clients retained ☐ New revenue

Q27 What would have to be true 12 months from now for you to call this a clear win?

Q28 · YOUR BUDGET — THE CLEARER YOU ARE, THE FASTER I TAILOR IT

AAA has no fixed price. I build the model around what makes sense for you — so the more specific you are here, the quicker I shape something that fits, and the less back-and-forth before we start.

- a)** A one-off project, an ongoing monthly, or a mix? ☐ One-off ☐ Monthly ☐ Mix / not sure
- b)** Comfortable one-off to get a real result: ☐ <\$5K ☐ \$5–15K ☐ \$15–30K ☐ \$30K+ ☐ Open
- c)** Comfortable monthly, if ongoing: ☐ <\$1K ☐ \$1–3K ☐ \$3–5K ☐ \$5K+ ☐ N/A
- d)** Phase 0 is paid on acceptance; agents are invoiced on delivery — which rhythm suits your cashflow? ☐ Per agent, as delivered ☐ Monthly instalments ☐ Let's discuss
- e)** Anything on timing, cashflow, or how you like to pay?

Q29 Who else weighs in on a decision like this?

Partner, board, accountant, or no-one

SECTION 09 · THE BASELINE · NUMBERS & EXPECTATIONS

NEW · 4 QUESTIONS

Let's agree what "working" means — before we start.

Every AAA engagement is measured against **your numbers, from your systems** — agreed up front, reviewed together. This section is that agreement's raw material. Rough is fine; "don't know" is a finding too.

Q30 Your baseline — up to five numbers that matter, as they stand today.

Examples: hours/week on admin · minutes to answer a new lead · \$ overdue invoices right now · quotes sent vs won per month · follow-ups missed

METRIC THAT MATTERS	TODAY'S NUMBER	WHERE THAT NUMBER LIVES	WHERE YOU WANT IT IN 90 DAYS
e.g. hours/wk on invoicing & chasing	9 hrs	Xero + my calendar	under 2 hrs

Q31 Which systems could AAA read (view-only) to measure that baseline honestly?

e.g. CRM, accounting, inbox, phone logs, booking system — measurement needs a source, not a guess

Q32 Who on your side signs off that a number is a number?

You, your bookkeeper, your ops person — one name avoids month-3 debates

Q33 What would make this feel like a failure at day 90 — even if some things improved?

The honest version. Knowing your deal-breaker up front protects both of us

WHY THIS SECTION EXISTS · THE HONESTY CLAUSE

I'm not going to promise you a result — nobody can do that honestly. **What I'll do instead is take the risk off you.** We measure your baseline from your own systems in week one, agree the targets in writing, and sit down with the same numbers together at every checkpoint. If they don't move, you'll see it just as clearly as I do — **that's the deal.**

Measurement keeps us both honest — **it is not a payment lever.** Phase 0 is paid on acceptance and fully refundable to day 30; every agent after it is **invoiced on delivery.** Your protection is structural, not a results-contingent invoice.

SECTION 10 · LET'S CONNECT

LOGISTICS

Let's find a time.

Best day & time to call you?

e.g. Tue/Thu mornings

Prefer to meet in person? Suggested day & time — and venue or area

e.g. Bella Vista / a café near you

Your name, business & best contact (email + mobile)

ONCE YOU'RE DONE

Send it back by Email (raj@artigellence.com) or WhatsApp (+61 469 313 323). Within 48 hours I return: (a) a detailed 1st Insight tailored to your need, (b) a free Audit / POC / Prototype / Agent scoped to your situation, and (c) **your Baseline Sheet** — Section 09 turned into the one-page scoreboard we'll both work to — plus an honest "this is / isn't a fit" call.

One small ask: when I email or WhatsApp you, a quick "got it" keeps things moving — and I'll always do the same, acknowledging anything you send within 24–48 hours.

If you can dream it, it can be built.

Beyond the audit — a sample of what AAA by Artigellence & synARKa deliver:

BUILD

Apps · Websites · Tools · SaaS · Dashboards · CRMs

PERSONAL AI

Your own GPT · Your own LLM · 2nd Brain · Digital Clone · AI & Voice Agents

FAMILY

Kids' AI study help · Parents' health tracker · Family investment dashboard / app

FINDABLE

SEO · AEO · GEO · llms.txt · schema · email deliverability — seen by Google & AI

DISTRIBUTION

LinkedIn · X · Reddit · Discord · Telegram · IG · TikTok · Blogs · Newsletters

ANYTHING

If you can imagine or dream it — share it, it can be built.

SECTION 12 · ALSO ON THE TABLE

PARTNER / INVEST

Back a venture — don't just use one.

PEPHORMIA · LAUNCHING 25 JULY 2026

Pephormia — an Artigellence venture. A live, compliant peptide & hormone brand out of Sydney: graded, cited science across topicals, digital guides & print. Built, shipped, and launching 25 July 2026.

Open to a small circle of partners & investors — 1% of the business for every A\$1,000 (minimum 5%), 25% total on offer, with strong early upside. Full details & documents at www.pephormia.com.

Your interest: ☐ Send me the details ☐ Open to partner / invest ☐ Just curious ☐ Not right now

SECTION 13 · THE VENTURE STACK

FOUNDER-DIRECT

Everything I'm building — tap any link.

ARTIGELLENCE · AUGMENTATION · AGGREGATOR

AAA aaa.artigellence.com · Aarambh aarambh.space · Prep Engine artigellence.com · Aahaar aahaar.artigellence.com · Vaani vaani.artigellence.com

MINDLYTICS · AI GROWTH SPECIALIST

Tools tools.mindlytics.xyz · Core mindlytics.xyz

SYNARKA · THE CONSENSUS ENGINE

Intelligence synarka.pro · Insights insights.synarka.pro

DEDICATED AI PLATFORMS · VERTICAL AI

Madhoganj madhoganj.cloud · Tarang tarang.guru · GD Xchange gdxchange.store

FOUNDER · PERSONAL

Raj Singh rajsingh.online

A A A
ARTIGELLENCE AUGMENTATION AGGREGATOR
AI / AGI / ASI

Every engagement is founder-direct — and starts with one free insight.