

# The Owner's Weekly Checklist

*Thirty minutes, same day every week. If it matters, it's written down, scheduled and checked.*

MONTH

MY CHECKLIST DAY

|                                                            | Week 1                   | Week 2                   | Week 3                   | Week 4                   |
|------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 01 Checked cash on hand and months of runway               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 02 Followed up on anyone owing us money past 30 days       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 03 Looked at bills due in the next 30 days                 | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 04 All invoices for finished work have been sent           | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 05 Reviewed every client deadline for the next two weeks   | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 06 Checked the sales pipeline and new leads                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 07 Every client message from this week has a reply         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 08 Checked open dossiers for tripwires and review dates    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 09 Had a check-in with each team member                    | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 Wrote down one thing that slipped and how to prevent it | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

BOTTOM-LINE NUMBERS · WRITE THEM DOWN WEEKLY

|                     | Week 1               | Week 2               | Week 3               | Week 4               |
|---------------------|----------------------|----------------------|----------------------|----------------------|
| Cash on hand        | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Owed to us          | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Bills due (30 days) | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| New leads / signed  | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Open commitments    | <input type="text"/> | <input type="text"/> | <input type="text"/> | <input type="text"/> |

THINGS THAT SLIPPED, AND THE FIX

*Small slips become normal when nobody watches them. This page is how you watch.*