

Business Owner Checklist

By Ashley Beggs | Business Consultant

*Ask yourself – "Am I Building or Just Busy?"
Move from being Self-employed to a Business Owner*

1. Vision & Strategy

- ☐ I've defined what success looks like for me (not just turnover).
- ☐ My business has a 12-month build plan with clear milestones.

2. Time Audit

- ☐ I spend more than 30% of my week on *strategy*, not just operations.
- ☐ I know my top 3 time-wasters and I've cut/reduced them.

3. Systems & Structure

- ☐ At least 3 core processes are documented (sales, delivery, admin).
- ☐ Our business is grouped into clear functions (sales, ops, admin, finance).

4. Team & Delegation

- ☐ Every role has clear responsibilities (even freelancers/part-timers).
- ☐ I delegate ownership, not just tasks.

5. Sales & Marketing

- ☐ We have a repeatable lead-generation system in place.
- ☐ Our brand message is clear and consistent across channels.

6. Finances & Metrics

- ☐ I track monthly revenue, profit, and at least 2 other key numbers.
- ☐ We review cash flow every month.

7. Growth Rhythm

- ☐ We hold weekly or monthly review meetings.
- ☐ I take time to step back and *lead the business, not just work in it*.



Tip from Ashley

If you can't tick most of these, you don't need another late night at the laptop, you need a Build Plan. An independent strategy session will help you fill the gaps and avoid expensive mistakes.

Book a free call - [Let's Start Building](https://www.ashleybeggs.co.za)