

**ABRAHAM OF LONDON**

# Entrepreneur Survival Checklist — When the Week Turns

A blunt triage list to steady the franchise—cash, covenant, cadence.

Abraham of London — 13 Oct 2025

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## Entrepreneur Survival Checklist — When the Week Turns <#>

### Triage <#>

1. **Cash today / this month / next month.**
2. **Customers** — who must not churn; call them.
3. **Covenants** — bank, board, suppliers: align the story.

### Stabilise <#>

- Freeze non-essential spend.
- One truth page for team + board.
- Daily 15-minute stand-to: risks, owners, decisions.

### Exit the Storm <#>

- Retrospective: what mechanism failed?
- Add the missing guardrail to the playbook.

Printable checklist included.