

## Burn Allocation Worksheet

Use this worksheet before making any major spend decision—new hire, ad budget, agency, or recurring cost.

The goal isn't to say no to spending. It's to know what bet you're placing—and how long you can afford to wait for it to pay off.

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### Decision Context

- **What are you considering?**  
*e.g. Hiring a growth marketer, committing \$10K to paid ads, buying tools for automation*
  - **When are you deciding?**  
*Date, urgency, deadline, trigger*
  - **Who owns the outcome?**  
*Person or team accountable*
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### 1. What Are You Buying?

Question	Answer
What is the goal of this spend?	
What does success look like?	

Question	Answer
What does failure look like?	
Is this unlocking speed, insight, credibility, or revenue?	

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## 2. What Are You Giving Up?

Question	Answer
How much runway does this reduce? (e.g. \$12K = 2 weeks)	
What other opportunities does this block?	
What are you saying no to by saying yes here?	

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## 3. When Will You Know?

Question	Answer
How long until this investment shows a result?	
What checkpoints will you review?	
What's the kill switch or exit path?	



## 4. Gut Check

Question	Answer
Would you make this decision with your own money?	
Are you making this choice based on evidence or hope?	
Can you explain this decision in one sentence that ends with: "...and that's why it's worth the money"?	



## Decision Summary

- **Decision:** *Go / Wait / No*
- **Next Review Date:**
- **Conditions to Reassess:**
- **Version:** v0.1
- **Last updated:** {{DATE}}



### FIELD NOTE

"We were ready to spend \$8K/month on an agency. This worksheet made us realize we didn't know what success looked like. We paused, wrote better KPIs, and hired a contractor first."

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## Tip

Before you approve anything, run it past your cashflow model.  
If burn goes up and milestones don't move faster—you're not buying leverage.  
You're just spending.

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