

Critical Company Development Checklist

IMMEDIATE PRIORITIES (Do First)

Customer & Revenue

- ☐ **Talk to 5 potential customers this week** - understand their pain
- ☐ **Get first/next paying customer** - nothing else matters until you have revenue
- ☐ **Deliver exceptional value** - make them tell others about you
- ☐ **Ask for referrals** - from every satisfied customer
- ☐ **Follow up on every lead within 24 hours**

Product/Service

- ☐ **Define your core offering in one sentence** - if you can't, customers won't get it
- ☐ **Ship the minimum viable version NOW** - stop perfecting, start selling
- ☐ **Get user feedback within 48 hours** - of every release
- ☐ **Fix critical bugs/issues immediately** - protect reputation
- ☐ **Kill features nobody uses** - focus matters more than options

Financial Control

- ☐ **Check bank balance daily** - know exactly where you stand
- ☐ **Calculate this month's burn rate** - how long can you survive?
- ☐ **Track revenue daily/weekly** - create a simple spreadsheet
- ☐ **Know your unit economics** - cost to acquire vs. customer value
- ☐ **Cut unnecessary expenses TODAY** - be ruthless

WEEKLY ESSENTIALS

Sales & Growth

- ☐ **10+ customer conversations minimum** - sales calls, support, feedback
- ☐ **Test one new acquisition channel** - find what works
- ☐ **Send proposal/quote to warm leads** - don't let them go cold
- ☐ **Post content where customers are** - show up consistently
- ☐ **Track what's converting** - double down on winners

Operations

- ☐ **Complete your #1 priority task by Tuesday** - everything else is secondary
- ☐ **Review metrics that matter** - revenue, customers, retention, burn
- ☐ **Solve the biggest bottleneck** - what's slowing you down most?
- ☐ **Communicate with team clearly** - everyone knows top priorities
- ☐ **Document one repeatable process** - build systems gradually

Team & Execution

- ☐ **Have clear priorities for the week** - max 3 big things
- ☐ **Block time for deep work** - don't let meetings kill productivity
- ☐ **Review what worked/didn't work** - every Friday
- ☐ **Adjust next week based on data** - not gut feelings
- ☐ **Say NO to distractions** - protect your focus ruthlessly

MONTHLY CRITICAL ACTIONS





- ☐ **Financial review:** Cash position, runway, revenue trends
- ☐ **Customer health check:** Who's happy? Who's at risk? Who's churning?
- ☐ **Growth analysis:** What drove new customers? What failed?
- ☐ **Team alignment:** Everyone clear on next 30 days?
- ☐ **Strategic adjustment:** Stop/Start/Continue - one thing each
- ☐ **Raise money or cut costs** - if runway < 6 months

NON-NEGOTIABLES (Do Always)

1. **Revenue first** - every decision must lead back to revenue
2. **Customer obsession** - they pay the bills, listen to them
3. **Move with urgency** - slow companies die
4. **Measure everything** - gut feelings lie, data doesn't
5. **Focus brutally** - doing 3 things well beats 10 things poorly
6. **Preserve cash** - it's your oxygen

RED FLAGS (Stop Everything If These Happen)

-  **Cash runway < 3 months** - emergency fundraising or drastic cuts NOW

-  **No revenue growth 2 months straight** - pivot or fix acquisition
-  **Customer churn accelerating** - product/service failing
-  **Founder/key person burnout** - company collapse imminent
-  **No clear differentiation** - you're a commodity, fix positioning

THE ONLY METRIC THAT MATTERS RIGHT NOW

Can you answer YES to this: *"Is revenue growing faster than expenses, consistently?"*

If NO → Focus only on items in "Immediate Priorities" until YES.

Your Daily Question

"What's the ONE thing I can do today that will get me closer to my next customer?"

Do that first.