Purple Squirrel

Business Health Checklist

Financial Clarity for Confident Decisions

beth@purple-squirrel.uk | purple-squirrel.uk | 07939 849839

How financially fit is your business right now? Work through the 30 statements below and tick each one that genuinely applies to you. Be honest - this is for your benefit, not for anyone else to see.

Count up your ticks and use the scoring guide at the end to see where you are, and where to focus next.

1. Profitability

☐	I know my gross profit margin and what it means for my business
☐	I review my profit and loss account at least monthly
☐	I understand the difference between profit and cash
☐	My prices cover all my costs and leave a healthy margin
☐	I have identified my most and least profitable products or services

2. Cash Flow

☐	I know roughly how much cash will be in my bank account next month
☐	I have a cash flow forecast, even a simple one
☐	I chase overdue invoices promptly and consistently
☐	I am not routinely relying on my overdraft to cover day-to-day costs
☐	I have a cash reserve or contingency for unexpected expenses

3. Sales and Revenue

☐	I know my monthly revenue target and track progress against it
☐	I understand where my best customers come from
☐	I have a clear process for following up on enquiries and leads
☐	My revenue is not dangerously dependent on one client or income stream
☐	I review and adjust my pricing at least once a year

4. Costs and Overheads

☐	I know my fixed costs and what I must earn each month before I make a profit
☐	I review my regular subscriptions and supplier costs at least annually
☐	I separate personal and business finances clearly
☐	I understand which costs are essential and which are discretionary
☐	I claim all the legitimate expenses I am entitled to

5. Planning and Strategy

☐	I have a clear idea of where I want my business to be in 12 months
☐	I set financial goals and revisit them regularly
☐	I understand the key numbers that drive my business (KPIs)
☐	I make decisions based on financial data, not just gut instinct
☐	I have a plan for investing back into the business this year

6. Resilience and Risk

☐	My business could survive if I were unable to work for four weeks
☐	I have appropriate insurance in place
☐	I am not over-reliant on one supplier or platform
☐	I keep my financial records up to date and accessible
☐	I feel confident talking about my numbers with an accountant or coach

Your Score

Total your ticks and find your score below.

Score	Rating	What it means
0-9	Needs Attention	Your finances need some urgent TLC. The good news? Even small improvements here can have a big impact quickly.
10-18	Work in Progress	You have some solid foundations, but there are real gaps that could be holding your business back. Time to get clear.
19-25	Getting There	You are doing well in several areas. Targeted focus on the gaps will make a significant difference to your confidence and growth.
26-30	Financially Fit	Excellent - you have strong financial awareness. A Business MOT with Purple Squirrel can help you keep it that way.

What next?

Wherever you scored, the next step is a conversation. A Business MOT with Beth at Purple Squirrel is a focused, one-to-one session that looks at your real numbers, identifies your biggest risks and opportunities, and gives you a clear action plan.

Get in touch at **purple-squirrel.uk** to book your MOT or find out about The Acorn Club, our small-group coaching programme for women in business.