

ARE YOU RUNNING A BUSINESS OR JUST BUSYNESS?

A BUSINESS HEALTH CHECKLIST

BY
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POWERED BY
THE CORE FRACTION LIMITED

About the Author

Oluwatosin Ayodele James is a Business and Finance Operations Advisor passionate about helping entrepreneurs build real, sustainable businesses.

She has managed portfolios exceeding ₦1 billion, supported founders across industries, and helped business owners gain financial clarity, retain customers, and scale with structure.

Through her company, The Core Fraction Limited, she builds practical tools that help product sellers, service providers, and fast-paced teams grow with confidence.

This eBook is part of her mission: to make business structure simple, clear, and achievable for anyone.



Let's Start Here

Most entrepreneurs are stuck doing everything — sales, delivery, customer service — without realizing they're not running a business... they're running on hustle.

Whether you've been in business for 3 months or 5 years, clarity and structure are non-negotiable.

You don't need an MBA or accounting degree. You just need to ask the right questions — and act on the answers.

This checklist will help you do exactly that.

✅ Answer each question honestly

🚦 Every YES = 1 point

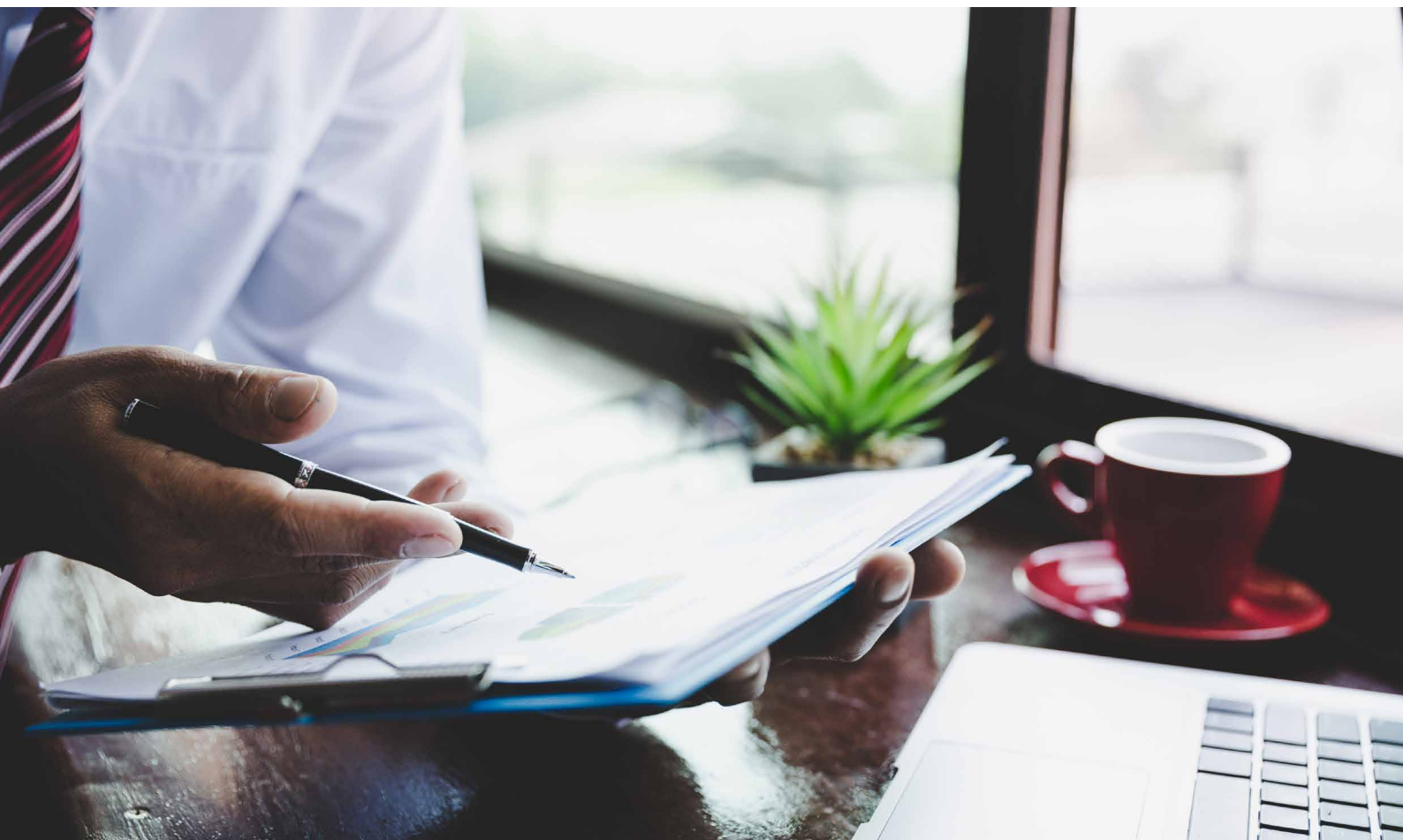
📝 Tally your score using the guide at the end.



Strategy and Structure

These questions test whether your business is built to last.

1. Is your business registered with CAC or the appropriate authority?
2. Do you have a clear business name, logo, and brand identity?
3. Can your business run for a week without you?
4. Do you review business goals quarterly or annually?
5. Do you have a dedicated business bank account?



Financial Management

Are you in control of your money — or just guessing?

6. Do you know how much you earned and spent last month?

7. Have you reviewed your accounts (income, expenses, cash flow) in the past 90 days?

8. Do you know if you're profitable — or losing money?

9. Do you consistently track expenses (daily or weekly)?

10. Do you issue receipts/invoices in your business name?

11. Do your top 5 expenses make sense for your business type?

12. Do you know the cost of delivering one product or service unit?

13. Do you spend less than you earn every month (positive cash flow)?



Operations and Efficiency

Your systems determine your sustainability.

14. Do you have basic inventory, service records, or delivery tracking?

15. Do you have written SOPs or documented processes?



Growth and Strategic Readiness

Are you prepared to scale or still surviving?

16. Do you set monthly or quarterly targets (revenue, customers)?

17. Are you seeing steady growth in revenue, demand, or customer base?

18. Do you have some savings (liquidity) to handle emergencies or reinvest?

19. Do you reinvest part of your profit into your business growth?

20. Can you clearly describe your business stage: idea, survival, growth, or scaling?



Scoring Guide

Score	Stage	What It Means
0 - 5	Busyness	You're in motion, not business. It's time to pause and build.
6 - 10	Basic	You've started — but your business is vulnerable.
11 - 15	Business	You've got structure forming. Now it's time to optimize.
16 - 20	Solid Enterprise	You're building a real business. Let's scale it right.



Final Thoughts

This tool isn't about perfection. It's about clarity.
Whether your score is low or high, now you know the truth.

The next move? Fix the gaps. Systemize your growth. Build a business that works — even when you're not present.



Need Help?

We've created ready-to-use templates to help you:

- Create a business budget
- Track your cash flow
- Document your SOPs
- Build a structure that lasts

 **Get the full Business Structure Template Bundle today.**

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