

SHELeads India

A practical, downloadable template for women entrepreneurs.

Business Growth Assessment Guide

A 30-minute self-audit before you scale anything.

Rate yourself 1-5 on each pillar below, using the blog post as your guide. Your lowest score is your leak — fix that first.

Pillar 1 • Marketing — Score: ___ / 5

Are people finding you, or are you finding them? Count your last 20 enquiries — how many were warm (knew you already) vs. cold (found you fresh)? If cold is under 3, score yourself low here.

Pillar 2 • Sales — Score: ___ / 5

Are enquiries turning into paying customers? Look at your last 10 “interested” conversations — how many did you actually follow up with? If under half, score yourself low here.

Pillar 3 • Operations — Score: ___ / 5

Can your business run without you standing over it every minute? Try writing every step from “customer says yes” to “customer receives it.” If you can't without checking your memory repeatedly, score yourself low here.

Pillar 4 • Money — Score: ___ / 5

Do you know what you're actually keeping, not just selling? Subtract every real cost (materials, delivery, your own time) from your best-seller's price. If you're unsure of the answer, score yourself low here.

Your leak

The pillar with the lowest score above is where you focus first — not everywhere at once. Pick one action against it this week.
