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THE 15-MINUTE FOUNDER

A one-page weekly operating system for owners who are the whole team.

HANY

HANYLOCKEDIN.COM

Cairo, Egypt

START HERE

Why fifteen minutes is enough

Most small businesses don't fail because the owner is lazy. They fail because nobody is watching the boring numbers while the owner is doing the work.

A weekly review is not a productivity ritual. It is a filter. It catches the three things that quietly cost money: an unpaid invoice, an unanswered enquiry, and a product that ran out two weeks ago.

Fifteen minutes is short enough that you will still do it on a bad week. That is the entire reason it works.

The four rules

- Same day every week. Sunday night works for most owners.
- Timer on. When it rings, you stop mid-sentence.
- Paper, not an app. Handwriting forces a decision.
- One fix per week, not a project list.

> IF YOU ONLY REMEMBER ONE THING
>
> **The review is not for feeling organised. It is for finding the one thing that will cost you money if nobody looks at it this week.**

THE PAGE

Six lines. That's the whole system.

1 **Money in**
What actually landed, not what you invoiced.

2 **Money owed**
Anything past 14 days, with the name next to it.

3 **Enquiries**
How many came in this week, from where.

4 **Unanswered**
Enquiries with no reply yet. This is the expensive one.

5 **Stock or capacity**
What will run out or overflow next week.

6 **One website fix**
The single change you will ship this week.

If a line needs a spreadsheet to answer, you are overthinking it. Estimate, write it down, move on.

> THE HONEST TEST
>
> **If you cannot fill this page in fifteen minutes, the problem is not the template. It is that you are carrying too much in your head and nothing on paper.**

THE NUMBERS

Four numbers, not forty

Dashboards are where decisions go to die. You need four numbers, written down once a week, in the same place.

1. Money collected

Cash that arrived this week. Not invoiced, not promised, not 'should land Monday'. This is the only number that pays salaries.

2. Receivables over 14 days

Total owed to you, plus the oldest name on the list. One phone call a week is the difference between a business and a hobby with invoices.

3. Enquiries

Count them, not their value. You cannot fix a conversion problem if you do not know how many people asked.

4. Enquiries that became paid work

A simple count. Two out of ten is 20%. Write the percentage down; the trend matters more than the number.

> LEADING VS LAGGING
>
> **Enquiries and unanswered messages are leading. Revenue and receivables are lagging. Fix the leading ones and the lagging ones follow, usually six weeks later.**

THE RULE

Most enquiries die of silence

Not price. Not a competitor. Silence. The owner read the message, meant to reply properly, got busy, and by Thursday it was awkward.

Three touches in ten days. That is the whole rule.

Day 0 — answer

"Thanks for the details. I have what I need to quote. You will have a price and a date by tomorrow evening." Short, specific, with a time attached.

Day 2 — add value, don't chase

Send one thing that helps whether or not they buy: a price range, a relevant example, a fix they can do themselves. No 'just following up'.

Day 7 — close the loop

"I'll assume the timing isn't right. If it changes, this quote stands until the end of the month." This recovers more deals than any discount.

> AFTER DAY 10, STOP
>
> **A clean no is cheaper than a hopeful maybe. Keep the door open in one line, then move on to the next enquiry.**

THE WEBSITE

One fix a week beats a redesign

A redesign takes three months and changes everything at once, so you learn nothing. One fix a week takes forty-five minutes and tells you exactly what worked.

Fixes that pay fastest

- Put the price, or a price range, on the page. Hiding it does not create curiosity, it creates exits.
- Move the main button above the fold on a phone. If a visitor has to scroll to act, many won't.
- Answer the question you get on every sales call, in writing, on the page.
- Make the phone number and WhatsApp tappable, not an image.
- Add one line of proof: a client name, a result, a review with a real first name.
- Delete the stock photo of people shaking hands. It has never sold anything.

> THE 45-MINUTE LIMIT
>
> **If a fix cannot ship in 45 minutes, it is a project, not a weekly fix. Put it on the list and keep this week small. Momentum is the point.**

WHEN YOU CAN'T

The two-minute version

Some weeks you will not have fifteen minutes. Some weeks you will be on duty, travelling, or holding a business together with one hand. The system has to survive that, or it is decoration.

Three numbers, two minutes

- Cash that landed this week.
- Anything owed past 14 days.
- Enquiries with no reply yet.

Write those three. That is a complete review. The other three lines are good weeks only, and pretending otherwise is how reviews get abandoned.

Pre-write the weeks you'll be away

Before a busy stretch, write the review for the two weeks you will miss. Fill in the recurring items in advance, note what to check, and hand it to whoever covers the phone. Ten minutes of preparation buys two weeks of continuity.

> DELEGATE THE WRITING, NOT THE DECIDING
>
> **Someone else can collect the numbers. Only you decide what to fix. That split is what makes a small team feel bigger than it is.**

CUT THIS

What to ignore

Every hour you spend on these is an hour not spent on the four numbers. Ignoring them is not laziness, it is triage.

Ignore this week

- Follower counts and likes. They do not appear in a bank statement.
- 'Brand awareness' with no number attached to it.
- Dashboards nobody opens, including the ones you paid for.
- A new logo while the site still has no price on it.
- What a competitor launched on Tuesday.
- Every new AI tool that promises to replace the work you have not started.
- Your own website's design awards. Nobody bought because of a font.

If a metric cannot change a decision this month, it is entertainment. You are allowed entertainment, just not at 11pm on a Sunday while an invoice goes unpaid.

> ONE EXCEPTION
>
> **Anything that touches an enquiry — speed, mobile layout, the button, the follow-up — is never entertainment. That is the job.**

PRINT THIS

The page, blank

Week of _____

Money in

Money owed (14+ days)

Enquiries

Unanswered

Stock / capacity

This week's website fix

Next week I will:

WANT THE SHORTCUT?

Send "SITE" on Instagram.

Free 15-minute audit: three specific fixes for your site, within 24 hours. No call required.

@hany.lockedin