

THE 5 NUMBERS + A READY-MADE TEMPLATE

The Weekly Owner's Report

You can't fix what you don't see. These are the 5 numbers every SMB owner should get automatically every Monday morning — what they mean, where they come from, and when to worry.

01 The 5 metrics

1. Cash position & runway

from: bank + accounting tool

Cash in the bank today, and how many weeks it lasts at your average burn.

The number that lets you sleep. Everything else is commentary.

Worry when: runway dips below 12 weeks

2. Money owed to you (A/R)

from: invoicing tool

Total outstanding invoices, split into current vs. overdue, plus average days-to-paid.

Worry when: overdue > 25% of total, or days-to-paid trending up 2 weeks straight

3. Pipeline: leads & quotes

from: CRM / inbox / forms

New leads this week, quotes sent, quotes accepted. Three numbers, one line.

Worry when: two weeks of falling leads — revenue feels it 4-8 weeks later

4. Work in progress

from: project/job tool

Active jobs, jobs due this week, and anything overdue or blocked.

Worry when: overdue jobs > 10% — delivery slippage quietly erodes referrals

5. Team capacity

from: calendar / time tool

Who's overloaded, who's free, and the ratio of billable to admin time.

Worry when: admin time > 30% — that's the automation signal

02 The Monday email — template

This is the exact layout we automate for clients. Numbers pulled from your tools, compared to last week, delivered 8am Monday.

Metric	This Week	Last Week	Trend
Cash / runway	\$__ / __ wks	\$__ / __ wks	↑ ↓ →
Owed to us (overdue)	__\$ (\$__)	__\$ (\$__)	↑ ↓ →
Leads / quotes / won	__ / __ / __	__ / __ / __	↑ ↓ →
Jobs active (overdue)	__ (__)	__ (__)	↑ ↓ →
Billable vs. admin	__% / __%	__% / __%	↑ ↓ →

Rule of thumb: the report should take **90 seconds to read** and **0 minutes to produce**. If a human compiles it, the report eventually stops happening.

Want this landing in your inbox every Monday?

We connect your existing tools and build this report to fire automatically. Book a free 30-minute call and we'll map your 5 numbers together.

Book a free call →