

BUSINESS AUDIT CHECKLIST

Evaluate Your Business Like a CEO

A practical self-assessment to identify what is working, where your business is exposed, and what needs attention next.

CLIENT INFORMATION

Business name: _____

Completed by: _____ Date: _____

HOW TO COMPLETE THE AUDIT

For each of the 48 questions, select one response: YES (fully implemented), NEEDS WORK (partial or inconsistent), NO (not implemented), or N/A (not applicable). Mark only one response per question.

Use the space beneath each section to document evidence and one priority action. For scoring, count YES responses as 1 point. NEEDS WORK and NO count as 0; N/A is excluded from possible points.

YOUR OVERALL SCORE

Overall percentage = (total YES ÷ total applicable questions) × 100. The denominator is 48 minus N/A answers. If all responses are N/A, no score can be calculated.

This checklist is a starting point, not a substitute for a professional financial, legal, tax, or regulatory review.

01 Financial Health & Cash Flow

Evaluate financial visibility, profitability, and available cash.

AUDIT QUESTION	YES	WORK	NO	N/A
Do you know your monthly revenue, expenses, and net profit?	☐	☐	☐	☐
Are your profit margins clear?	☐	☐	☐	☐
Do you track cash flow?	☐	☐	☐	☐
Are personal and business finances separated?	☐	☐	☐	☐
Are receipts, invoices, and payments organized?	☐	☐	☐	☐
Do you have at least three months of operating cash?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

02 Marketing & Lead Generation

Assess how consistently you attract the right customers.

AUDIT QUESTION	YES	WORK	NO	N/A
Do you know where your leads come from?	☐	☐	☐	☐
Are you marketing every week?	☐	☐	☐	☐
Is your brand message clear?	☐	☐	☐	☐
Do you track leads and conversions?	☐	☐	☐	☐
Do you have a lead follow-up system?	☐	☐	☐	☐
Is your website designed to convert visitors into inquiries or sales?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

Priority action: _____

03 Sales & Revenue Performance

Review the systems that move prospects into paying customers.

AUDIT QUESTION	YES	WORK	NO	N/A
Do you have a clear offer?	☐	☐	☐	☐
Is your pricing structured?	☐	☐	☐	☐
Do you track your sales pipeline?	☐	☐	☐	☐
Do you follow up after quotes or calls?	☐	☐	☐	☐
Do you know your close rate?	☐	☐	☐	☐
Do you have upsell or customer-retention opportunities?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

04 People, Leadership & Accountability

Determine whether people have clear responsibilities and direction.

AUDIT QUESTION	YES	WORK	NO	N/A
Does everyone know their role?	☐	☐	☐	☐
Are responsibilities documented?	☐	☐	☐	☐
Are deadlines assigned and tracked?	☐	☐	☐	☐
Is there a clear reporting structure?	☐	☐	☐	☐
Are team members held accountable?	☐	☐	☐	☐
Is training documented?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

Priority action: _____

05 Operations, Systems & SOPs

Check whether the business can operate consistently and efficiently.

AUDIT QUESTION	YES	WORK	NO	N/A
Are your key processes documented?	☐	☐	☐	☐
Do you have standard operating procedures (SOPs)?	☐	☐	☐	☐
Are tasks managed in one place?	☐	☐	☐	☐
Are customer, vendor, and sales processes repeatable?	☐	☐	☐	☐
Are tools and software organized?	☐	☐	☐	☐
Can someone be trained without relying entirely on the owner?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

06 Customer Experience & Retention

Assess consistency from onboarding through ongoing service.

AUDIT QUESTION	YES	WORK	NO	N/A
Is customer onboarding clear?	☐	☐	☐	☐
Are expectations communicated upfront?	☐	☐	☐	☐
Are complaints tracked and resolved?	☐	☐	☐	☐
Do you request customer reviews?	☐	☐	☐	☐
Do you track repeat customers?	☐	☐	☐	☐
Do you have a referral process?	☐	☐	☐	☐

Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____

Evidence / primary gap: _____

Priority action: _____

07 Risk Management & Compliance

Identify basic safeguards and potential areas of exposure.

AUDIT QUESTION	YES	WORK	NO	N/A
Are written contracts being used where appropriate?	☐	☐	☐	☐
Are payment terms documented?	☐	☐	☐	☐
Is required insurance active?	☐	☐	☐	☐
Are taxes being tracked?	☐	☐	☐	☐
Are workers classified correctly?	☐	☐	☐	☐
Are applicable licenses, permits, and legal requirements handled?	☐	☐	☐	☐
Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____				
Evidence / primary gap: _____				

08 Executive Strategy & Business Growth

Evaluate whether leadership decisions support a sustainable direction.

AUDIT QUESTION	YES	WORK	NO	N/A
Do you have clear 90-day goals?	☐	☐	☐	☐
Are important decisions documented?	☐	☐	☐	☐
Are priorities documented?	☐	☐	☐	☐
Do you review business performance monthly?	☐	☐	☐	☐
Are you delegating effectively?	☐	☐	☐	☐
Is the business built on systems rather than relying only on the owner?	☐	☐	☐	☐
Section result: YES ____ NEEDS WORK ____ NO ____ N/A ____				
Evidence / primary gap: _____				
Priority action: _____				

EXECUTIVE AUDIT SUMMARY

Transfer totals from the eight sections and identify the next actions.

TOTAL YES	TOTAL N/A	APPLICABLE ITEMS
_____	_____	_____

OVERALL SCORE: _____ / _____ = _____ %

(YES ÷ applicable questions) × 100

BUSINESS CONDITION — GENERAL SELF-ASSESSMENT

85–100%	Strong foundation
68–84%	Good foundation; optimization needed
50–67%	Moderate gaps slowing performance
30–49%	Significant issues and inefficiencies
0–29%	High-priority corrective action needed

TOP 3 BUSINESS STRENGTHS

- 1. _____
- 2. _____
- 3. _____

TOP 3 GAPS / WEAKNESSES

- 1. _____
- 2. _____
- 3. _____

30-DAY CORRECTIVE ACTION PLAN

Choose the three fixes that will have the greatest impact on business stability, customer outcomes, or revenue performance.

PRIORITY 1

Action: _____

Owner: _____ Due date: _____

Success measure: _____

PRIORITY 2

Action: _____

Owner: _____ Due date: _____

Success measure: _____

PRIORITY 3

Action: _____

Owner: _____ Due date: _____

Success measure: _____

READY TO ADDRESS THE GAPS?

Identifying weaknesses is the first step. Hooks Industries Inc. supports business owners through business audits, consulting, REVAMP consulting packages, and fractional operations management.

Schedule a Business Audit Consultation to discuss your findings and build a practical action plan.

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