

Heart & Hustle Blueprint

Business Resilience Playbook

Preparing today for the challenges you'll face tomorrow.

PAGE 1 - My Business Safety Net

Cash Flow Protection

My payment policy:

Do I require a deposit? ☐ Yes ☐ No

Invoice due date: _____

Emergency Fund Goal

Monthly operating expenses: \$ _____

Current emergency fund: \$ _____

Goal completion: _____ %

Heart & Hustle Reminder

A financial problem is much easier to solve before it becomes an emergency.

PAGE 2 - Protecting My Time

My Biggest Time Wasters

- ☐ Constant email
- ☐ Phone interruptions
- ☐ Social media
- ☐ Multitasking
- ☐ Poor planning
- ☐ Other _____

My CEO Time

Day: _____

Time: _____

What will I work ON instead of IN my business?

This Week I'll Protect My Time By

- ☐ Batching similar work
- ☐ Turning off notifications
- ☐ Scheduling breaks

- Leaving buffer time
- Saying 'no' when necessary

PAGE 3 - Difficult Customer Game Plan

Before Problems Happen

- Set expectations clearly
- Use written agreements
- Explain timelines
- Explain payment policies
- Confirm communication preferences

If a Problem Happens

1. Listen first.
2. Ask questions.
3. Stay calm.
4. Offer solutions.
5. Document everything.
6. Follow up.

When Is It Time To Walk Away?

What behaviors cross the line for my business?

PAGE 4 - Obstacle Reflection

This month's biggest obstacle:

How did I respond?

What did I learn?

What system would prevent this next time?

One thing I'll improve before next month:

Heart & Hustle Principle

Every obstacle is either a lesson... or a system waiting to be built.

— Stephanie Sherouse