

follow-up + money

Revenue leaks from the follow-up you forgot, not the work you did not do. One line per slot. Not a ledger, not a CRM. Just the one thing you are overdue on.

Who am I overdue to reply to?

Client, prospect, collaborator, intro. If it has been more than 48 hours and it matters, it goes here.

NAME / COMPANY days overdue

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Is an invoice outstanding?

Any invoice unpaid past due date. Write the client name and the action: chase, write, or done.

CLIENT action needed

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CLIENT action needed

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CLIENT action needed

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Any proposal, contract, or quote still open?

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Why this is a page and not a reminder: temporal myopia, the tendency to prioritise what is available now over what is due later, is one of the most documented impacts of ADHD on founders. A visible daily prompt is the externalized cue that replaces the internal alarm that does not fire. This is the page that fixes the revenue leak.