

THE SOLO STARTUP SCORECARD

How ready is your solo business? Score yourself in 5 minutes.

from The Collective Advantage | artisanstrategypartners.com

Check each box that's true for you today. Be honest — this is for you, not for anyone else. Tally your score at the bottom.

1. STRENGTHS & CLARITY

- ☐ I can articulate what I bring to a partnership in one sentence
- ☐ I know which tasks energize me vs. drain me
- ☐ I know what skills I need AROUND me to sell bigger
- ☐ I can describe my ideal client and ideal project

2. LEGAL & FINANCIAL FOUNDATION

- ☐ My business entity is set up (LLC, S-Corp, etc.)
- ☐ I have a lawyer and accountant I trust
- ☐ I have contract templates ready (SOW, NDA, teaming agreement)
- ☐ My bookkeeping and invoicing systems are operational

3. TECH & CREDIBILITY

- ☐ I have a professional website (even a simple one)
- ☐ I use a CRM to track my pipeline and relationships
- ☐ My tech stack makes me look like a firm, not a freelancer
- ☐ I use AI tools with paid plans for client work

4. VISIBILITY

- ☐ My LinkedIn profile reflects what I do NOW
- ☐ I engage on LinkedIn at least weekly
- ☐ Potential partners could find me and understand my offer
- ☐ I have a LinkedIn company page for my business

5. COLLECTIVE & PARTNERSHIPS

- ☐ I can name 3+ people with complementary skills to team with
- ☐ I've had at least one conversation about teaming on a project
- ☐ I have relationships that go beyond referrals
- ☐ I've participated in a collective or teaming engagement

6. PRICING & FINANCIAL MODEL

- ☐ I know my target income and have a rate worked backwards
- ☐ I price by the project or week, not hourly to clients
- ☐ I track my time to validate my project estimates
- ☐ I have a structure for splitting revenue with partners

7. ACTION & MOMENTUM

- ☐ I have a written plan for the next 90 days
- ☐ I know who I'd reach out to about building a collective
- ☐ I invest regular time in BD, not just delivery
- ☐ I feel like I'm building something, not just surviving

MY TOTAL SCORE:

/ 28

22-28

Strong foundation. The collective model will supercharge what you've already built.

14-21

Further along than most. A few key gaps to close — and you know which ones.

Under 14

You're early. And that's exactly the right time to build it right.

Ready to close the gaps?

The Collective Advantage is a 7-day workbook that walks you through all 7 areas with actionable worksheets.

artisanstrategypartners.com/collective-advantage

Share this scorecard with a fellow solopreneur