HTSABWAM Toolkit

Time and Money Audit Workbook

Four sections: WAM, WAT, spending priorities, and asset creation

Companion to Chapter 6: Time & Money

Part of the HTSABWAM Toolkit — register your copy at [link] to unlock

David White | How To Start A Business Without Any Money

The Discipline of Scarcity

The keyboard business ran on less than £500. Weboptimiser started from a borrowed desk. In both cases, the constraint — no money, limited time — forced better decisions. This workbook applies the same discipline to your situation now.

Section 1: Walking Around Money (WAM)

WAM is the minimum monthly income you need to live. It is not for the business. It is for you. Until the business generates this reliably, do not put your personal savings into the business.

Essential monthly expense	Amount (£)
Rent / mortgage	£
Food and household	£
Transport	£
Utilities	£
Insurance / healthcare	£
Minimum debt payments	£
Childcare / dependants	£
Other essential:	£
TOTAL WAM	£

Rule: Never put personal money into a business that doesn't yet have paying customers. Save your WAM. Use it to stay alive while you find the first customer.

Section 2: Walking Around Time (WAT)

WAT is the time you have each week that isn't committed to employment, family, or sleep. One hour a day is enough to start. Protect it.

Time slot	Hours available / week
Early mornings (before work)	
Lunch breaks	
Evenings (weekday)	
Weekend (Saturday)	
Weekend (Sunday)	
Other:	
TOTAL WAT	hours / week = hours / year

This WAT is protected for: (name the specific business activity)

Section 3: Spending Priorities

The order that matters: (1) finding customers, (2) delivering value, (3) systems. Everything else is optional.

Last month's business spending — categorised:

Category	Amount spent (£)
Finding customers (travel, events, outreach)	£
Delivering value to paying customers	£
Systems that save time	£
Everything else (office, branding, subscriptions, etc.)	£
TOTAL	£

If "everything else" is larger than "finding customers" and "delivering value" combined, you are spending in the wrong order.

One spend I can eliminate or reduce this month:

Section 4: Asset Creation

An asset is something you create once and use repeatedly. This month, build at least one.

Asset type	My specific asset (name it)
Written guide / process document	
Template or checklist	
Tool or calculator	
Testimonial (draft it, get approval)	
Case study (one page, one outcome)	

The asset I will build this month:

Time required to build it: ______ hours | Target completion date: ________