IT Founders: Can You Actually Afford to Hire? (The 5-Minute Hiring Clarity Test)

Find out if your business can support your next hire—even if cash feels tight—without guessing or relying on your gut.

WHY THIS ONE WORKS

This hits a **high-intent moment**:
Hiring = risk, Hiring = growth decision, Hiring = emotional + financial tension
Every founder thinks about this constantly. And most of them are guessing.

INSTRUCTIONS

This takes 3–5 minutes. Read each statement and answer: **Yes / No / Not Sure**

You're not deciding to hire yet. You're checking if your business can support it.
Every "No" or "Not Sure" = risk.

	YES	NO	NOT SURE
1. Cash Position			
1. I know how much true free cash the business generates monthly			
2. I have at least 2–3 months of operating buffer			
3. I understand how hiring will impact short-term cash flow			
4. I'm not relying on future deals to afford this hire			
2. Revenue Stability			
1. A portion of our revenue is predictable (recurring or contracted)			
2. I know what revenue is realistically closing in the next 60–90 days			
3. I'm not making this decision based on a temporary spike			
4. I can sustain payroll even if sales slow down			
3. Profitability Awareness			
1. I know our current margins across services			
2. I understand how this hire affects profitability			
3. I'm not hiring to fix inefficiency or poor pricing			
4. I can clearly explain how this hire creates ROI			
4. Pricing & Capacity			
1. Our pricing supports additional payroll			
2. We're not underpricing just to keep work coming in			
3. This hire solves a capacity constraint—not confusion			
4. We know exactly what this person will be responsible for			
5. Financial Planning			
1. I've mapped out the cost of this hire (salary, taxes, tools, etc.)			
2. I understand the breakeven point for this role			
3. I know how long it will take for this hire to pay for itself			
4. This decision is based on data—not pressure			

SCORING

1. **0–4 "No / Not Sure:** You're close, but need clarity
2. **5–9:** This hire is riskier than it looks
3. **10+:** You're guessing—and that's dangerous

Why this Matters

Most founders don't struggle with hiring.
They struggle with confidence in the decision.
So they either:
Hire too early → cash gets tight
Or
Wait too long → growth stalls

Neither is strategic. This is how you move from:

"I think we can afford it…"
to
"I know exactly when and how to hire"

If this brought up questions… That's a good thing.

Let's look at your numbers and figure out what actually makes sense. No pressure. No pitch. Just clarity.

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