



BUILD WITH ME LIBRARY · FREE PRINTABLE

DO YOU NEED *an App?*

A 5-minute worksheet. No tech talk.

Not every business needs an app. Some need a better website. Some need one simple tool. Some are ready for the real thing.

I've built all three for my own businesses. Tick what's true, add up your score and you'll know where you land.

INSIDE

10 questions

Your result

What I've built

TICK WHAT *sounds like you*

One point per tick.

- ☐ I do the same admin tasks over and over every week
- ☐ I'm running part of my business out of spreadsheets
- ☐ I track clients, progress or check-ins by hand
- ☐ My clients ask for the same info again and again
- ☐ I have members, a program or a community to manage
- ☐ I want recurring monthly revenue, not just one-off sales
- ☐ I'm paying for 3+ tools that don't talk to each other
- ☐ I've said "there should be an app for this" about my own business
- ☐ My website looks fine but doesn't do much
- ☐ I want clients to log in and see their own stuff

My total ticks

___ / 10

YOUR RESULT

HERE'S WHERE YOU *land*

No wrong answers.

0 TO 3 TICKS

You need a better website.

Your systems are fine. What you need is a site that's clear, fast and actually books people.

4 TO 6 TICKS

You need a simple tool.

A booking flow, a client portal or a tracker that kills one big headache. Small build, big time back.

7 TO 10 TICKS

You're ready for an app.

Logins, member content, check-ins, recurring revenue. Something built around how you actually work.

Whatever your score, the goal is the same: less admin, more clients, more time doing the work you love.

PROOF

WHAT I'VE *built*

Real tools for real businesses, starting with mine.

I don't just talk about this. My own businesses run on apps I built.

COACHING APP

Lift More Age Less

An all-in-one coaching app for women: workouts, nutrition, hormones, cycle tracking and check-ins in one place.

GYM APP

FITCO Nutrition

A coach-led nutrition app for our members at Fit Collective. Meal plans, targets, check-ins and messaging with their coach.

GYM APP

FITCO Youth

A progress tracker for our kids' programs. Coaches mark skills and attendance, and parents see their kid's progress.

WANT ONE FOR YOUR BUSINESS?

LET'S TALK SHOP

Send me a note on the Contact page at ashleymathewson.co and we'll book a free discovery call.