

Running a business isn't just about selling a product or delivering a service. Behind every successful brand is a mountain of admin, decisions, systems, and responsibilities that most people never see.

And the truth is: every business struggles with something.

Some admit it. Most don't.

But the struggles are real — and they're often the same across industries.

This blog breaks down the most common challenges business owners face, why they happen, and what can be done to fix them.

1. Staying Organised

Organisation is the backbone of a healthy business — yet it's the first thing to slip when life gets busy.

Common issues include:

- Losing track of tasks
- No clear system for documents
- Scattered notes across apps, emails, and notebooks
- Forgetting deadlines
- No structured workflow

Disorganisation doesn't just feel stressful — it costs time, money, and opportunities.

If you want to explore this further, try:

Organisation tips

2. Keeping Up With Admin

Admin is the silent killer of productivity.

It's repetitive, time-consuming, and easy to put off.

Businesses often struggle with:

- Invoices not being sent on time
- Chasing payments
- Filing paperwork
- Updating client records
- Managing emails

Admin piles up quietly — then suddenly becomes overwhelming.

You can turn this into a carousel with:

Admin struggle post ideas

3. Bookkeeping & Finances

Money is emotional. Numbers feel intimidating.

So it's no surprise that bookkeeping is one of the biggest pain points.

Typical struggles include:

- Not knowing what to record
- Mixing personal and business spending
- Not keeping receipts
- Falling behind on bookkeeping
- Feeling unprepared for tax season
- Fear of HMRC

This is exactly where your services shine — because clarity replaces fear.

Turn this into a checklist:

Bookkeeping checklist

4. Time Management

Most business owners don't have a time problem — they have a priority problem.

They struggle with:

- Doing everything themselves
- No boundaries with clients
- Constant context-switching
- Overbooking
- Not scheduling CEO time

Time management becomes easier when systems support the workload.

5. Consistency in Marketing

Marketing requires consistency — but consistency requires time, energy, and planning.

Common struggles:

- Not knowing what to post
- Posting only when business is quiet
- No content strategy
- Feeling “salesy”
- Not understanding what their audience wants

This is why engagement-focused content works so well.

You can build on this with:

Marketing prompts

6. Systems & Processes

Most businesses grow faster than their systems do.

This leads to:

- Manual tasks that should be automated
- No onboarding process
- No standard operating procedures
- Inconsistent client experience
- Bottlenecks only the owner can fix

Strong systems create freedom — weak systems create chaos.

7. Confidence & Decision-Making

This is the struggle no one talks about, but everyone feels.

Business owners often battle with:

- Imposter syndrome
- Fear of raising prices
- Doubting their decisions
- Comparing themselves to others
- Feeling like they're "winging it"

Confidence grows when clarity grows — and clarity comes from organised systems and clean numbers.

8. Trying to Do Everything Alone

The biggest struggle of all?
Not asking for help.

Many business owners believe they should be able to manage everything themselves — admin, bookkeeping, marketing, operations, client work, strategy.

But no successful business is built alone.

Outsourcing isn't a luxury.
It's a growth strategy.

Final Thoughts

Every business struggles with something — but none of these struggles are permanent.

With the right systems, support, and structure, business owners can move from overwhelmed to organised, from reactive to proactive, and from stressed to confident.

And that's exactly where your services make the difference.