



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GROWTH BY DESIGN

The Ownership Checklist

Six checks — domain, data, content, accounts, the walk-away test — with the one brutal agency question at the bottom.

Part of the free Growth by Design course · by Evolv Strategies · evolv.io

Want this working in your business instead of on your reading list?

Book a free strategy session →

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The Ownership Checklist

Growth by Design — Kit piece 5 of 5. Run this once. An afternoon now saves you a disaster later. If you don't own it, you're renting it — and the landlord can raise the rent or change the locks.

The four things you must own

- ☐ **Your domain.** Log into your registrar. Confirm the domain is in **your** name and you control it. Turn on auto-renew so you never lose it to a missed bill. *(The #1 small-business "oops" is the web guy owning your domain.)*
- ☐ **Your customer list & data.** Export your email/contact list and keep a copy you control. Confirm every key tool lets you get your data **out**, not just in. It's the only marketing channel you truly own.
- ☐ **Your content & brand.** Collect your logo source files, fonts, photos, and copy into one folder you own. Get the originals from any vendor holding them, in writing. "We'll keep them on our system" is a leash.
- ☐ **The accounts.** Google Business Profile, host, socials, ad accounts, analytics — you are owner/admin on every one. Vendors get **access**, never ownership. Never the reverse.
- ☐ **Your AI data settings.** Set your AI tools to not train on your data; keep sensitive records out of public chatbots.

The agency test

Ask this of any vendor relationship:

"If we parted ways tomorrow, what would I walk away with — and what would I lose?"

If the honest answer is "you'd lose your website, your domain, your data, and your rankings," you don't have a vendor. You have a hostage situation with nice invoices.

What I'd walk away with today: _____

What I'd lose (fix these): _____

Why it matters more in 2026

More of your business runs through third-party platforms than ever — and third-party involvement in data breaches doubled in a single year, from ~15% to ~30% (Verizon's 2025 breach report). Own your assets and any vendor becomes replaceable. That's the position of power you negotiate and grow from.

Evolv Strategies — Growth by Design. evolv.io



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THE NEXT STEP

You've got the playbook. Want it running by next month?

Five fixes, one system. If you'd rather have them installed than just diagnosed, that's the conversation.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

Pete Stevenson · Founder, Evolv Strategies · evolv.io