YOUR SMALL BUSINESS

# Financial Goals Quick-Start Worksheet

Running a small business leaves very little quiet space to think, especially about your finances. This worksheet gives you a structured moment to pause, look at the big picture, and get clear on what you want your money to do for you this year.

**How to use this worksheet:**

- Grab your latest numbers (last month's balance sheet and profit and loss statement or your most recent bank statement)
- Set a timer for 30 minutes to an hour. Remember: progress over perfection!
- Write freely. There are no wrong answers—think of this as part journal, part strategic plan.

STEP 1

## Where are you now?

Reflect on what worked last year and what didn't.

### WINS I WANT TO REPEAT:

### PAIN POINTS I WANT TO FIX:

### KEY NUMBERS

(best estimates are fine):

**last month's revenue:**

$

**typical monthly expenses:**

$

**average owner pay/draw:**

$

**cash on hand today:**

$

**receivable** (amount owed to me):

$

**accounts payable**
(amounts I owe to others):

$

These numbers can give you a baseline to consider where you are now and where you want to be this time next year.

STEP 2

## What would a “good” year look like?

Fast forward 12 months. What would make you say “that was a good year”? Write 3 to 5 outcomes.

OUTCOMES:

1

2

3

4

5

**PRO TIP:** Think about outcomes as results (e.g., “Owner pay is steady at $6,000 per month”), not tasks (“Raise prices”).

STEP 3

## What 3 financial goals do you want to focus on in the coming year?

Select or write in the goals that matter most to you this year.

- [ ] improve cash cushion (emergency funds)
- [ ] increase owner pay
- [ ] smooth cash flow (fewer late-month scrambles)
- [ ] raise profit margin
- [ ] reduce debt
- [ ] speed up collections
- [ ] other:

STEP 4

# Build your S.M.A.R.T. goals

Start with one top goal. Then duplicate this section for any other goals you might have.

**GOAL** (1 sentence):

**WHY THIS MATTERS** (business and personal):

## S.M.A.R.T goals are:

- **S** **SPECIFIC:** Clear about what, who, and how.
- **M** **MEASURABLE:** You can track and quantify progress.
- **A** **ACHIEVABLE:** Realistic and within reach for you or your team.
- **R** **RELEVANT:** Aligns with your overall business needs.
- **T** **TIME-BOUND:** Has a clear completion date.

Use this framework to help you turn vague intentions into clear targets you can actually track.

**METRIC TO TRACK** (how you'll measure success):

**KEY LEVERS** (what actually moves this metric):

1.
2.
3.

**TARGET DATE TO COMPLETE:**

**NEEDS:**

Who can help:

Estimated budget and/or time required:

**TOP 3 ACTIONS TO TAKE IN THE NEXT 90 DAYS:**

1.
2.
3.

**RISKS OR ROADBLOCKS AND HOW I'LL HANDLE THEM:**



**10-MINUTE ACTION** (start this week):

**EXAMPLE:** raise prices 5% on renewals; cancel $300/month unused software; set up automatic payment reminders in FreshBooks

STEP 5

## Set up your scoreboard

Pick 3 to 5 numbers to watch monthly for overall business health:

- [ ] monthly revenue (sales)
- [ ] cash balance on the last business day of the month
- [ ] days sales outstanding (average time customers take to pay)
- [ ] on-time invoicing rate (% of invoices sent within 24 hours of work/period end)
- [ ] owner pay
- [ ] debt balance
- [ ] other:

STEP 6

## Schedule time to focus on your financial goals

Set aside a recurring 30- to 45-minute block of time where you focus solely on your business finances. This is uninterrupted you time to renew your numbers and plan for the future.

MY REVIEW DAY/TIME:

**PRO TIP:** Block out this time on your calendar and stick to it.

WHAT I'LL DO EACH SESSION:

- [ ] Review scoreboard metrics.
- [ ] Follow up on overdue invoices.
- [ ] Review cash flow forecast.
- [ ] Update goal actions.
- [ ] Plan next week.
- [ ] Other:

STEP 7

## 90-day reflection

Plan to revisit this page in 90 days. During this time, reflect on what moved the needle and what didn't. What will you adjust moving forward?

BIGGEST WIN:

MOST STUBBORN CHALLENGE:

NEW TARGET FOR THE NEXT 90 DAYS:

**PRO TIP:** If a goal stalled, consider shrinking the scope, shortening the timeline, or changing the lever.

OPTIONAL

## Notes and ideas

Jot down any other ideas and thought starters for future reference.

**Ready to turn plans into action?**
Start your free FreshBooks trial.

FreshBooks