

# Profit & Gain Consulting

Your Success is our Drive

## Monthly Financial Review Guide

Helping Small Business Owners Stay on Track with Strategic Goals

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### Why Review Monthly?

- Acts as your strategic dashboard
  - Reveals if you're on track or drifting off course
  - Highlights risks early and guides smarter decisions
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### Key Areas to Review

#### Income Statement

- Track revenue, costs, and net profit
- Spot margin changes and growth trends

#### Balance Sheet

- Monitor assets, liabilities, and equity
- Assess liquidity and financial strength

#### Cash Flow Statement

- Forecast 90 days ahead
- Ensure cash is available for operations and growth

### Budget vs. Actuals

- Compare performance to targets
- Investigate variances and adjust forecasts

### KPIs & Dashboards

- Focus on metrics tied to goals (e.g., gross margin, inventory turnover)
  - Visualize trends for quick insights
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### Strategic Questions

- What's driving revenue growth or decline?
  - Are we overspending in non-strategic areas?
  - Is cash strong enough to fund initiatives?
  - Are we building equity and reducing risk?
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### Pro Tips

- Schedule a monthly review meeting
  - Use accounting software for automated reports
  - Document insights and action items
  - Involve advisors quarterly for deeper analysis
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### Big Picture Impact

Monthly reviews transform financial data into strategic insight — empowering owners to make confident, goal-driven decisions.