STRENGTH IN NUMBERS CO.
Remote Finance & Marketing Solutions

Growth Planning Worksheet

Turn Your Financial Insights Into Your Next Business Move!

A guided worksheet for small business owners ready to improve profitability, cash flow, and long-term growth.

What's Inside

1 Where Is Your Business Today?

Take a snapshot of where things stand right now. Be honest — this is your starting point.

Business Name: ______________________

Industry: ______________________

Years in Business: ______________________

Annual Revenue (approx.): ______________________

Number of Employees: ______________________

What are your biggest challenges right now?

- [ ] Cash flow management
- [ ] Pricing strategy
- [ ] Scaling operations
- [ ] Managing expenses
- [ ] Understanding financial reports
- [ ] Finding time for strategic planning

Other: ______________________

What's working well in your business?

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In one word, how does your business feel right now?

2 Define Your Growth Goals

What does growth look like for your business? Get specific so you can measure progress.

My top 3 growth goals for the next 12 months:

1. ______________________________
2. ______________________________
3. ______________________________

For each goal, what does success look like?

Goal 1:

Target metric: ______________________________

Timeline: ______________________________

How I'll measure it: ______________________________

Goal 2:

Target metric: ______________________________

Timeline: ______________________________

How I'll measure it: ______________________________

Goal 3:

Target metric: ______________________________

Timeline: ______________________________

How I'll measure it: ______________________________

What would achieving these goals mean for your life and business?

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3 Understand Your Financial Picture

You don't need to be a numbers expert. Just capture what you know right now.

Revenue Snapshot

Monthly Revenue (avg.): ______________________

Monthly Expenses (avg.): ______________________

Profit Margin (approx.): ______________________

Biggest Revenue Source: ______________________

Cash Flow Check-In

Do you consistently have enough cash to cover expenses?

☐ Yes ☐ No ☐ Not Sure

Do you know your break-even point?

☐ Yes ☐ No ☐ Not Sure

Are you setting aside money for taxes?

☐ Yes ☐ No ☐ Not Sure

Do you have an emergency fund for your business?

☐ Yes ☐ No ☐ Not Sure

What financial question keeps you up at night?

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Top 3 expenses you'd like to reduce or optimize:

1. ______________________
2. ______________________
3. ______________________

4 Plan Your Next Growth Decisions

Growth requires decisions. Use this section to think through your next moves strategically.

What decisions are you currently weighing?

- ☐ Hiring or outsourcing
- ☐ Raising prices
- ☐ Investing in marketing
- ☐ Launching a new product or service
- ☐ Taking on debt or financing
- ☐ Cutting costs in a specific area

Other: ____________________

Decision Deep-Dive (pick your most pressing decision):

What decision are you considering?

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What's the potential upside?

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What's the risk if it doesn't work?

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What financial data do you need to decide?

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What's your timeline for this decision?

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5 Build Your Monthly Growth Dashboard

Track these numbers monthly to stay on top of your growth. Circle or fill in each month.

Metric	This Month	Last Month	Goal
Monthly Revenue			
Monthly Expenses			
Net Profit			
Cash on Hand			
Accounts Receivable			
New Clients / Customers			
Client Retention Rate			

Month:

Month / Year: ______________________________

What story are these numbers telling you?

____

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____

____

One action I'll take based on this data:

____

____

____

6 Your Next Steps

Turn your insights into action. What will you commit to doing in the next 30, 60, and 90 days?

In the next 30 days, I will:

- ☐
- ☐
- ☐

In the next 60 days, I will:

- ☐
- ☐
- ☐

In the next 90 days, I will:

- ☐
- ☐
- ☐

Who will hold me accountable?

Accountability partner:

What support do I need to make this happen?

My biggest takeaway from this worksheet:

7 Final Reflection

Take a moment to reflect on everything you've written. Growth starts with clarity.

What surprised me most while filling out this worksheet?

What am I most excited about for my business?

What feels most urgent to address?

If I could change one thing about my finances today, it would be:

You don't have to figure it out alone.

Strength in Numbers Co. helps small business owners turn financial data into confident growth decisions.

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