



Financial Health Checklist

Gain Clarity, Improve Performance, and Unlock Growth

Welcome to the Financial Health Checklist for Main Street Businesses. This checklist will help you assess the overall financial health of your business. Answer each question with a simple Yes or No, and we'll provide insights based on your score at the end.

Instructions:

1. For each question, mark Yes if the statement applies to your business or No if it does not.
2. Each Yes answer is worth 2 points.
3. After completing, total your points for each section and overall.
4. Use the Results Key to evaluate your overall financial health and determine the top area requiring attention (your primary pain point).

Section 1: Cash Flow Management

1. Do you have a cash flow forecast in place for the next 3-6 months?
 - Yes ☐
 - No ☐
2. Can your business cover all of its short-term liabilities (e.g., accounts payable, loan payments)?
 - Yes ☐
 - No ☐
3. Do you regularly track cash inflows and outflows on a monthly basis?
 - Yes ☐
 - No ☐
4. Do you maintain positive cash flow month-to-month?
 - Yes ☐
 - No ☐

Total for Section 1: ____/8

Section 2: Profitability and Cost Control

1. Have you reviewed and optimized your pricing in the last 12 months?
 - Yes ☐
 - No ☐
2. Are your expenses reviewed regularly for cost-saving opportunities?
 - Yes ☐
 - No ☐
3. Do you monitor your profit margins and adjust business strategies accordingly?
 - Yes ☐
 - No ☐
4. Has your business grown profitably year-over-year?
 - Yes ☐
 - No ☐

Total for Section 2: ____/8



Section 3: Balance Sheet Strength

1. Are your current assets sufficient to cover your current liabilities (i.e., positive working capital)?
 - Yes ☐
 - No ☐
2. Do you review your balance sheet regularly to assess liquidity and solvency?
 - Yes ☐
 - No ☐
3. Is your debt-to-equity ratio healthy and within industry standards?
 - Yes ☐
 - No ☐
4. Have you invested in long-term assets (e.g., property, equipment) to support business growth?
 - Yes ☐
 - No ☐

Total for Section 3: ____/8

Section 4: Financial Statements and Reporting

1. Is your financial reporting organized and up-to-date?
 - Yes ☐
 - No ☐
2. Are you confident in interpreting your financial statements to make strategic decisions?
 - Yes ☐
 - No ☐
3. Do you prepare financial reports at least once a month?
 - Yes ☐
 - No ☐
4. Is your financial reporting structured in a way that helps you make forward-looking decisions?
 - Yes ☐
 - No ☐

Total for Section 4: ____/8

Section 5: Long-Term Financial Planning

1. Do you have a strategic financial plan for the next 1-3 years?
 - Yes ☐
 - No ☐
2. Are your long-term goals aligned with your current financial strategies?
 - Yes ☐
 - No ☐
3. Have you considered major business transitions (e.g., scaling, selling, succession planning)?
 - Yes ☐
 - No ☐
4. Do you have a contingency plan for financial downturns or unexpected disruptions?
 - Yes ☐
 - No ☐

Total for Section 5: ____/8



Section 6: Tax Readiness

1. Are your financial records organized and ready for tax filing?
 - Yes ☐
 - No ☐
2. Do you work with a tax professional or CPA to ensure compliance?
 - Yes ☐
 - No ☐
3. Have you identified and utilized all potential tax deductions and credits?
 - Yes ☐
 - No ☐
4. Do you track deductible expenses throughout the year?
 - Yes ☐
 - No ☐

Total for Section 6: ____/8

Section 7: Mindset and Business Management

1. Do you feel in control of your business's financial situation?
 - Yes ☐
 - No ☐
2. Are you proactive in addressing financial challenges?
 - Yes ☐
 - No ☐
3. Do you have a clear vision for your business's future and personal goals?
 - Yes ☐
 - No ☐
4. Do you regularly seek outside expertise to improve your financial management?
 - Yes ☐
 - No ☐

Total for Section 7: ____/8

Section 8: Industry Benchmarking

1. Are you familiar with the industry benchmarks for your business (e.g., profit margins, operating expenses)?
 - Yes ☐
 - No ☐
2. Do you track your performance against industry standards regularly?
 - Yes ☐
 - No ☐
3. Have you identified areas where your business lags behind industry standards?
 - Yes ☐
 - No ☐
4. Do you actively seek opportunities to improve and match top performers in your industry?
 - Yes ☐
 - No ☐

Total for Section 8: ____/8



Results Key:

Once you've completed the checklist, total your points and use the following key to interpret your score.

- **Total Points:** _____
- 50-64 Points (Excellent Health): Your business is in strong financial shape! Continue monitoring and optimizing.
- 35-49 Points (Moderate Health): Your business is stable, but there are areas for improvement.
- 20-34 Points (Needs Improvement): Your business is facing challenges that need immediate attention.
- Below 20 Points (High Risk): Your business is at serious financial risk. Immediate action is necessary.

Top Pain Point Identification:

Review your section scores to identify your top pain point. The section with the lowest score is likely your biggest financial pain point.

- **Top Pain Point Section:** _____

Focusing on this area first will help improve your overall financial health.

Take Action Today

Thank you for completing the Financial Health Checklist! Based on your score, you now have a better understanding of your business's financial strengths and weaknesses.

To take the next step in improving your financial health, consider scheduling a 60-Minute Strategy Session with Strategic Growth Partners. We'll dive deep into your top pain point and help you develop an actionable plan to address it.

Contact Us Now to schedule your free consultation and take control of your business's financial future!

- Email: info@sgpartners-llc.com
- Phone: (720) 248-8220
- Website: www.sgpartners-llc.com

Let's work together to transform your business today!
