Monthly Profitability Checklist

A simple monthly routine to help you understand your numbers, protect your profit, and make more confident business decisions.

Clarity

Questions to answer:

- Do I know my revenue this month?
- Do I know my profit this month?
- Have I reviewed my financial reports?

Control

Questions to answer:

- Are all accounts reconciled?
- Have I reviewed outstanding invoices?
- Have I reviewed unpaid bills?

Confidence

Questions to answer:

- Do I know my cash position?
- Have I planned for upcoming expenses?
- Can I make business decisions confidently based on current data?



Why this matters:

"Accounting is the language of business."
— Warren Buffett

Business owners often check their bank balance and assume they know where they stand.

Real financial clarity comes from understanding:

- Profit & Loss
- Balance Sheet
- Statement of Cash Flows

✓	Monthly step	Why it matters
☐	Reconcile bank, credit card, and loan accounts	You cannot judge profitability from reports built on unreconciled data.
☐	Review the Profit & Loss statement	Confirm revenue, direct costs, overhead, and net profit for the month.
☐	Review gross profit or cost-of-services margin	Make sure the work itself is priced profitably before overhead.
☐	Review contribution margin on primary services	See whether additional sales are truly helping cover fixed costs and profit.
☐	Compare net profit to target owner compensation	Separate “paper profit” from whether the business can realistically support you.
☐	Review open invoices, unpaid bills, and taxes due	Timing issues often explain why cash feels tighter than profit suggests.
☐	Review the cash flow statement and next 30 days of obligations	Protect short-term liquidity and avoid relying on the bank balance alone.
☐	Flag one-time items and choose next-month actions	Strip out unusual events before changing pricing, spending, or hiring.

Clean Books. Clear Decisions.
Stronger Business.

Most business owners don't have a revenue problem—
they have a visibility problem.

When your numbers are clear, better decisions become easier.

SAND & SOLEIL DIGITAL
Bookkeeping + Financial Clarity