

# 5 REASONS TO DO A YEAR END REVIEW OF YOUR CREATIVE BUSINESS (AND WHAT TO INCLUDE IN YOUR REVIEW)

Calling all designers, artists, authors, speakers and creative service-based businesses! This is especially for you if you want to make next year your best year ever.



Episode 75: The Path to Profit Podcast with Dr. Minette Riordan and Brad Dobson

# Why do a year end review?



- If you don't pause for a moment to reflect on all that you have accomplished or attempted to accomplish this year, how will you know what to focus on for the New Year?
- If you didn't reach your exact goals AND you don't measure your progress, you will not see all the many wins or gains that you did make. It's so important to celebrate what went right. This will boost your confidence and belief in yourself.
- Before you can set the right goals to move you steadily towards your dreams, consider what happened this year. Did everything go as planned? It's crucial to do an honest assessment of where your business stands right now.
- Doing a year end review will help you to
  - A. Know what you want/need to do more of and
  - B. What you want/need to do less of in the coming year.

# Before doing your review, ask yourself:

What do you want to celebrate?

What do you wish had gone better?

Did you reach your financial goals? Why or why not?

What do you want/need to do more of in the coming year?

What do you want/need to do less of in the coming year?

It's so important to be able to see your progress. Even if you didn't reach your exact goals, we bet you accomplished more than you think you did!



5

**key areas of your  
business to  
include in a Year  
End Review**

# Review these 5 key areas of your business to create a clear image of what you accomplished this year.

1. ■

**Financial Review:** Look at your gross and net income, expenses, projected budget, sales, number of new/repeat customers or any other numbers specific to your industry

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2. ■

**Marketing Review:** What marketing tactics did you try? How well did they work? How much money and time did you spend on marketing this year? It's important to consider your time as well as your budget. Time is money!

We suggest including a content audit of new content you created this year. What worked? What resonated most with your community?

# 3.

**Business Systems Review:** What new systems did you implement this year? Which of your systems are working? Where you need to create or implement new systems in your business? Hint: Look at where your time went this year. If you spent too much time in one or more areas, you probably need a system or step-by-step process to be able to either do it more quickly or pass it off to someone else.

# 4.

**People Review:** This section has two parts for you to review.

1. Do you have employees or contractors? If so, review their performance and your satisfaction with having them on your team.
2. Who did you spend time with this year for your own personal support? Do you have friends, a mastermind, a coach who help you to grow and stretch?

# 5.

**Mindset Review:** This one is personal but powerful. How happy or fulfilled did you feel this year? How confident were you? Did you stay connected to your Big Why, the reason you started your business in the first place? Taking stock of your mindset is just as important as reviewing your finances. So what if you made great money if you are ending the year feeling burnt out?



Listen to

**“5 Reasons to Do a Year End Review”**

on the Path to Profit Podcast

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