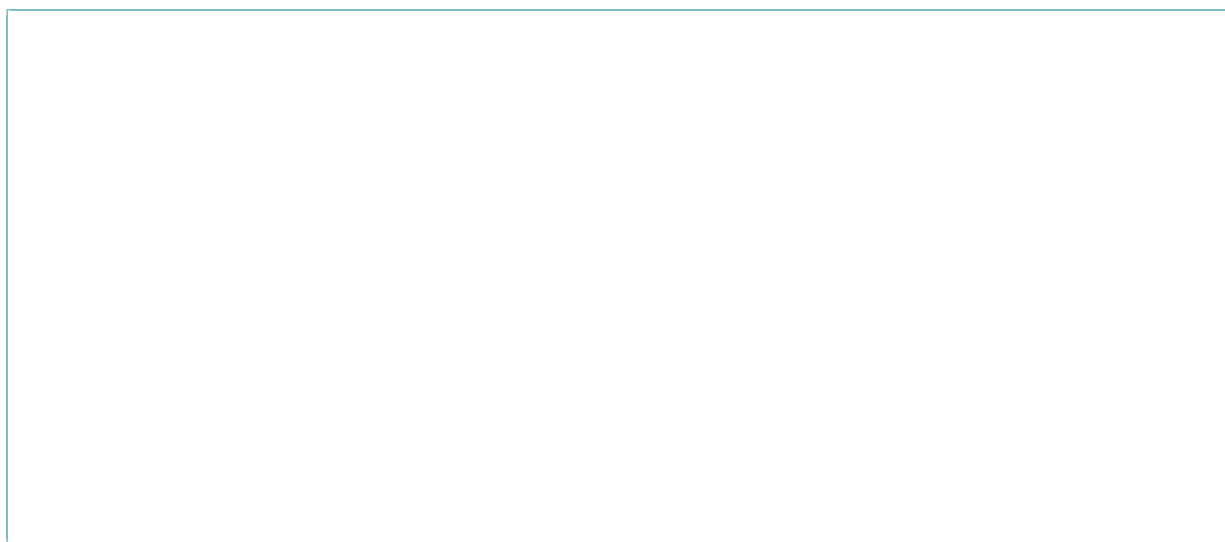


# Annual Review

## REFLECTIONS

Take a moment now to contemplate your business in 2018. What comes up? How do you feel about your last year in business?



Consider your achievements in business over the course of 2018. List out all of your wins, your creations and your successes celebrate them! (use the following page if needed)



# Annual Review

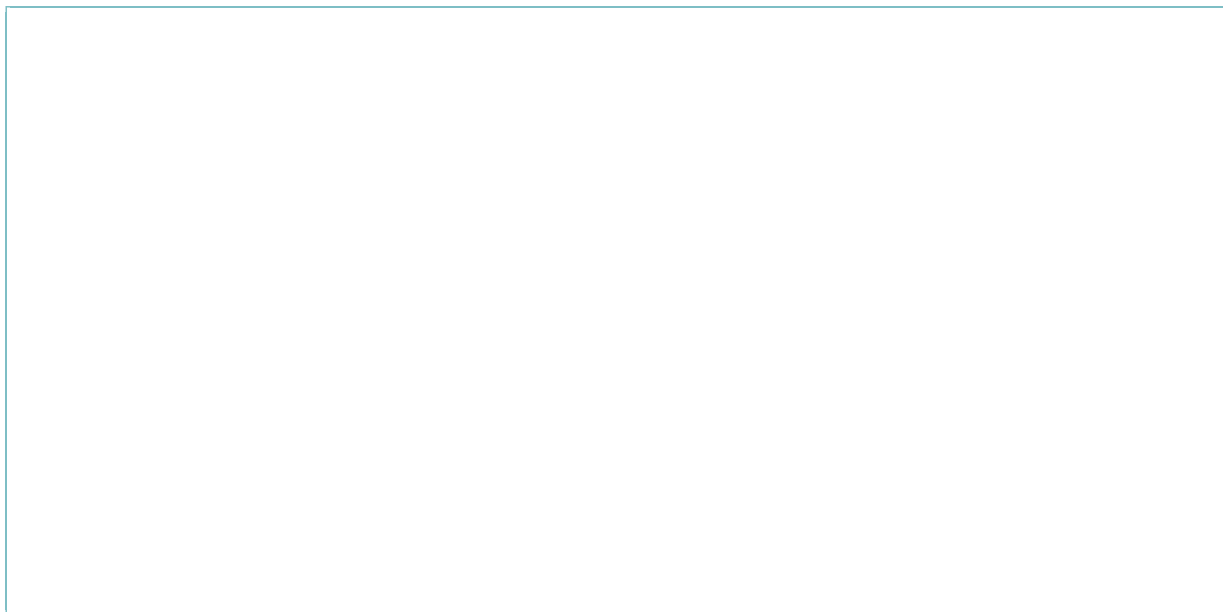
REFLECTIONS



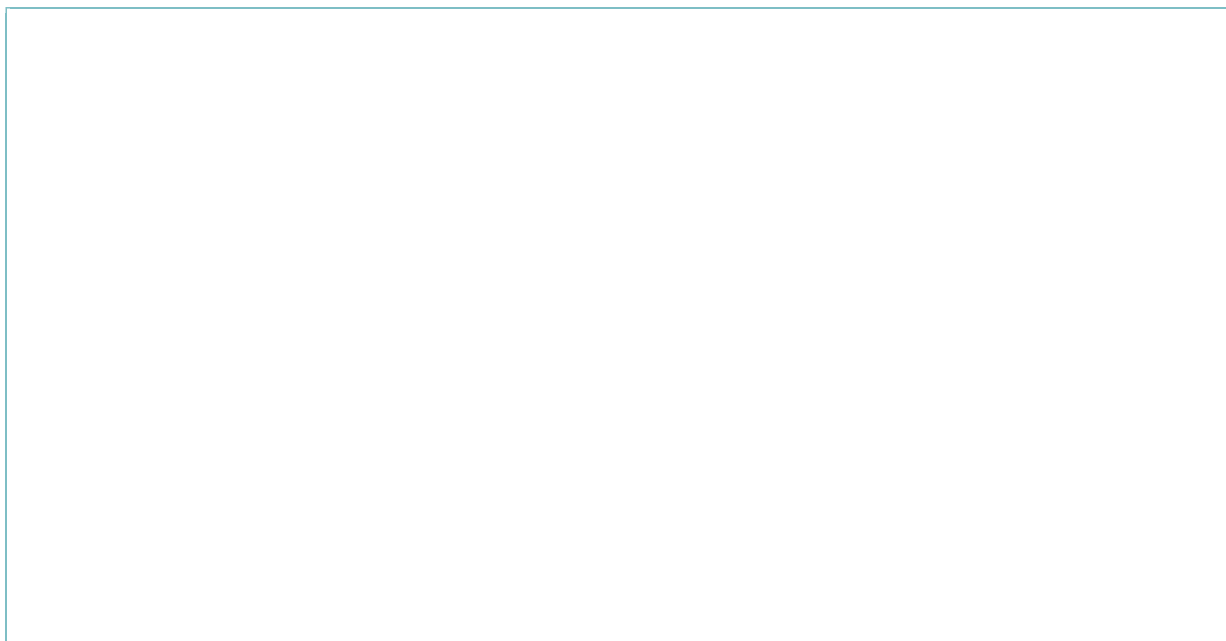
# Annual Review

## REFLECTIONS

As you consider your achievements, who did you have to become in 2018 in order to make those things happen? What skills did you need to hone? What doubts did you need to overcome?

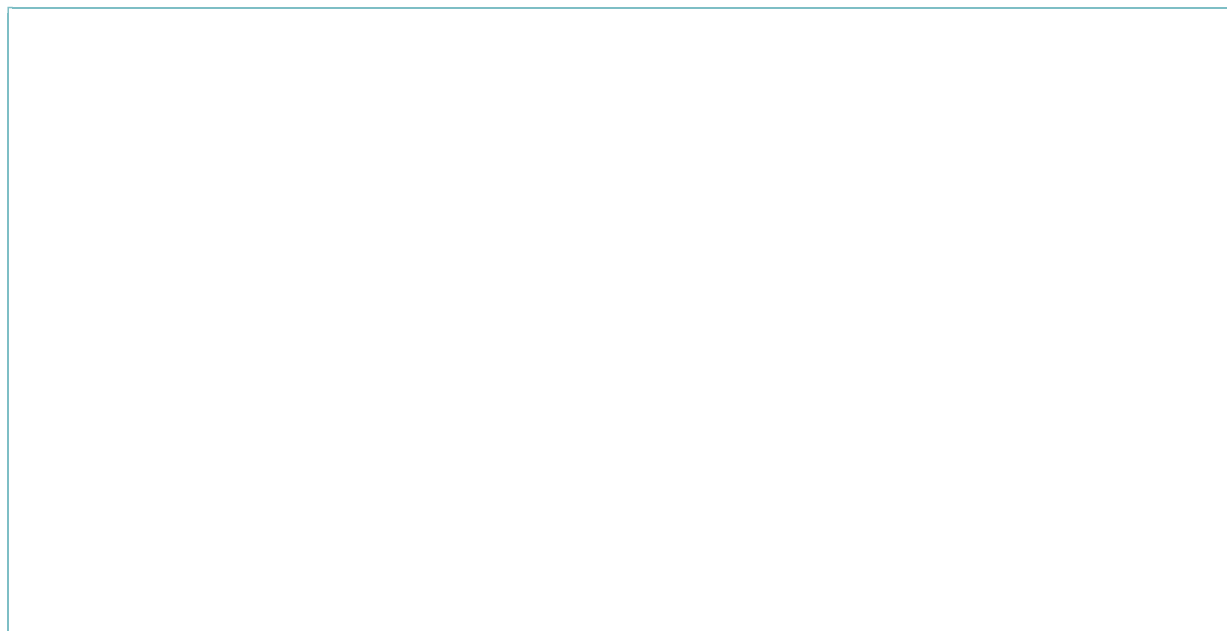


Think back to this time last year and revisit what you planned to do in 2018. List out all those things that you wanted to do that didn't get done. (Continue on the following page if needed).

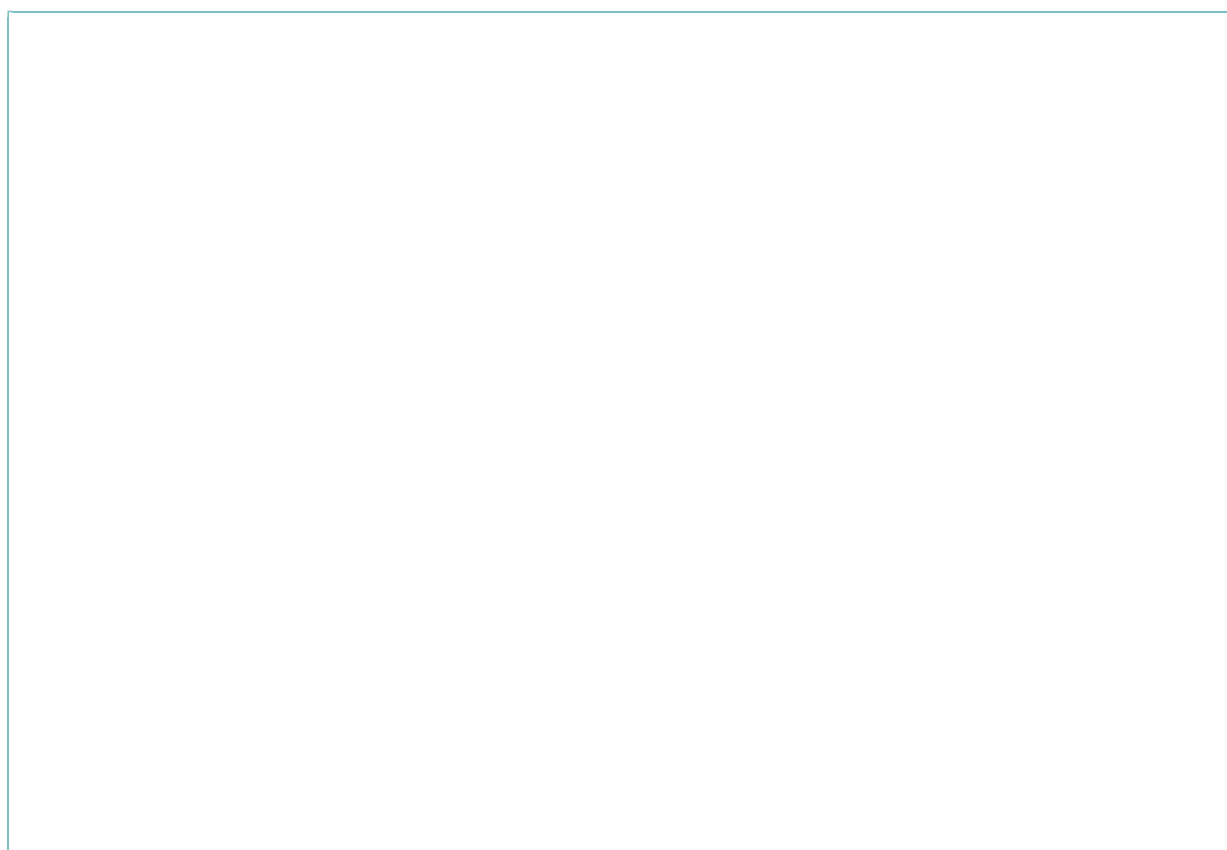


# Annual Review

## REFLECTIONS



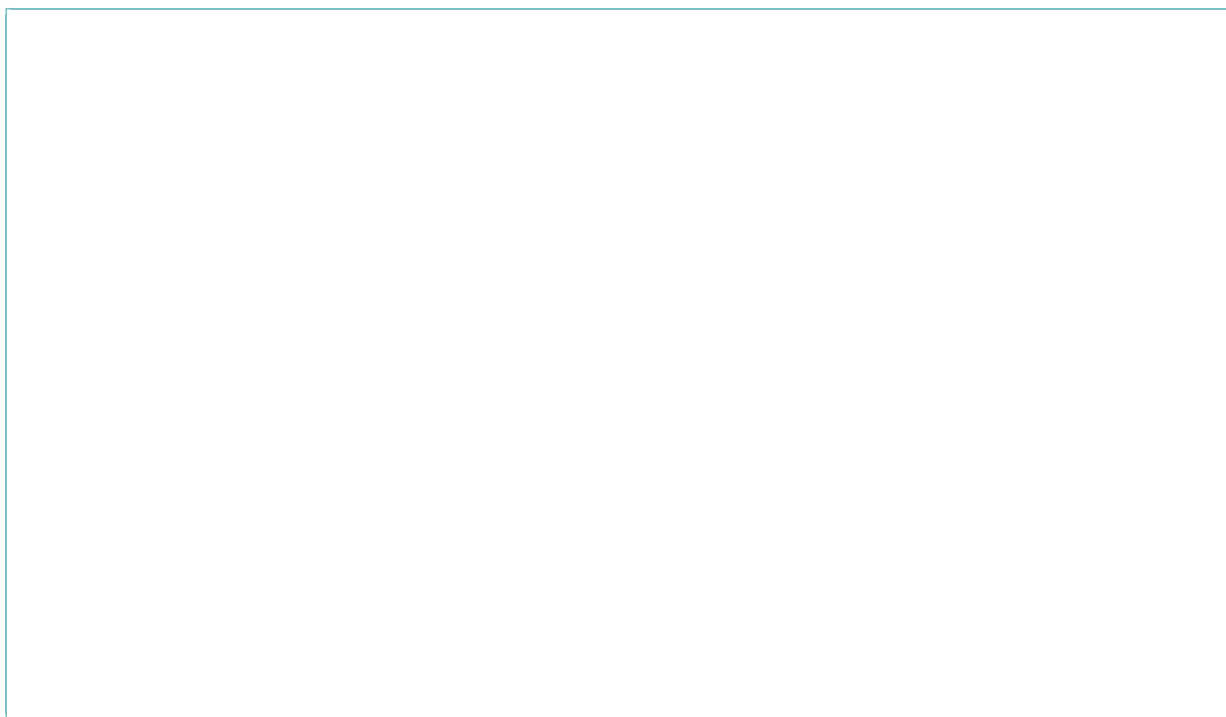
Take a moment to consider why you didn't do the things you listed above? Did something get in the way or did you simply say yes to other things instead?



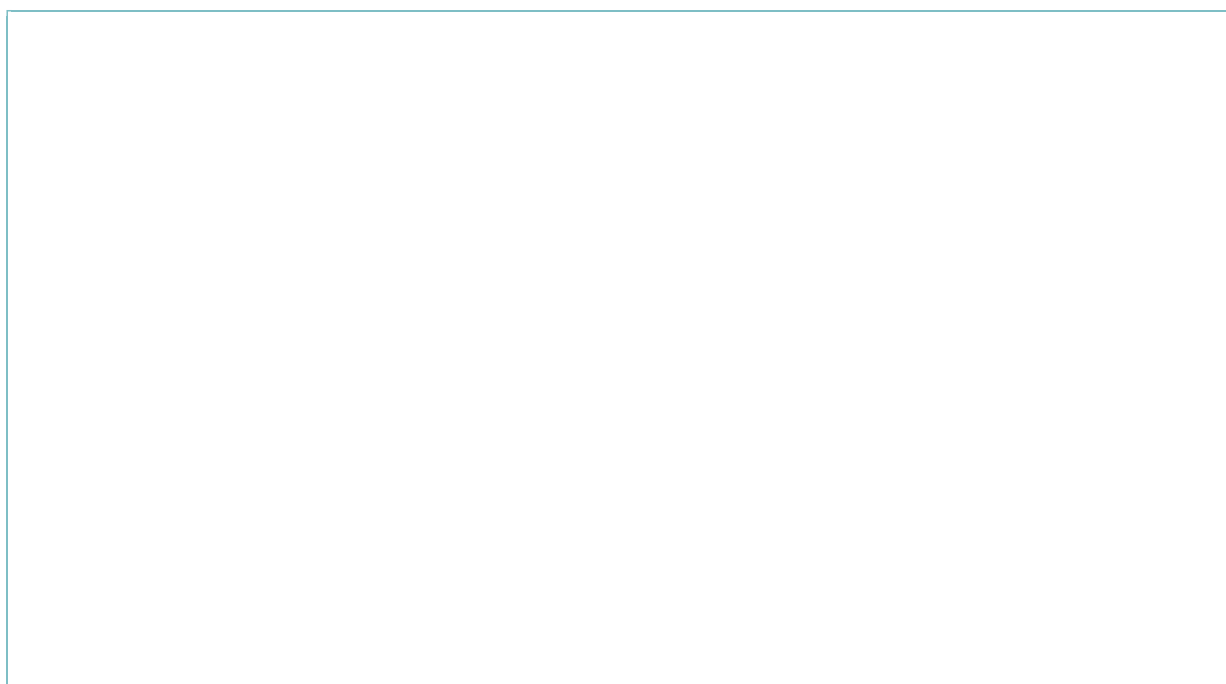
# Annual Review

## REFLECTIONS

Consider what didn't work in your business this year. Are there areas where you invested energy for little return? Write them out here.



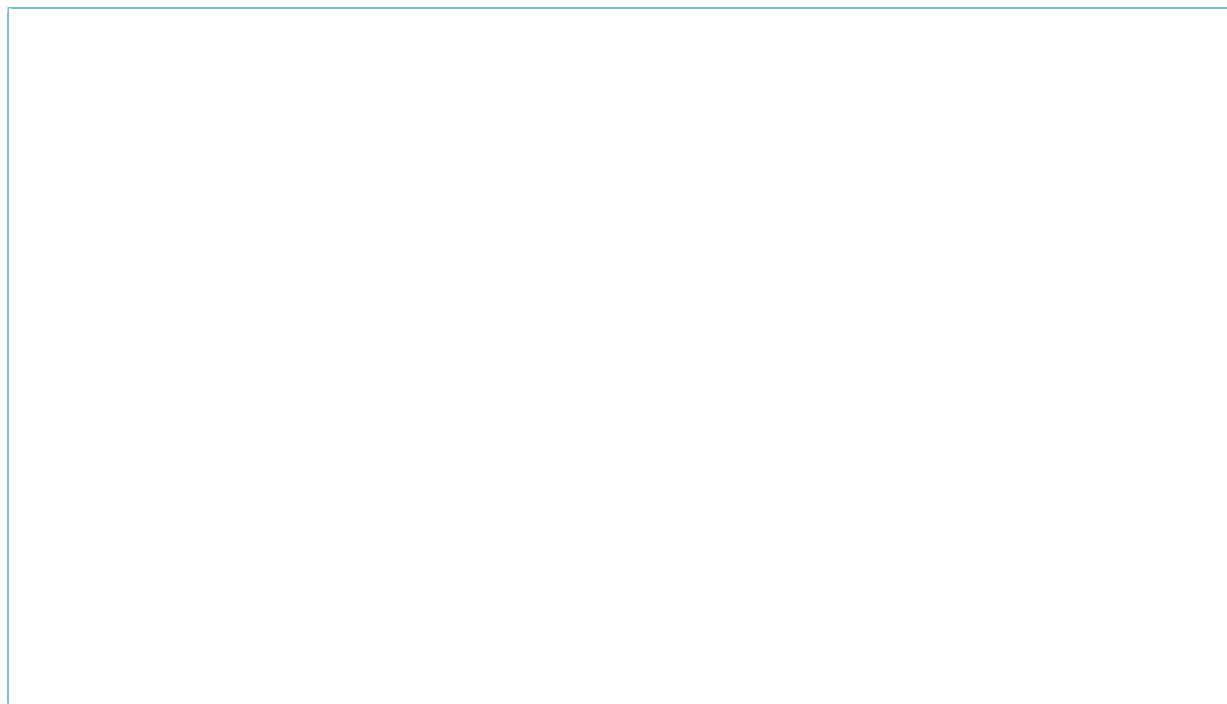
What insights, revelations, aha moments have you had about your business this year?




# Annual Review

## REFLECTIONS

What are you ready to let go of from this past year? Consider anything that no longer serves you and your business. This could include: behaviours, projects, habits, clients, limiting beliefs, fears, processes and even equipment or software.



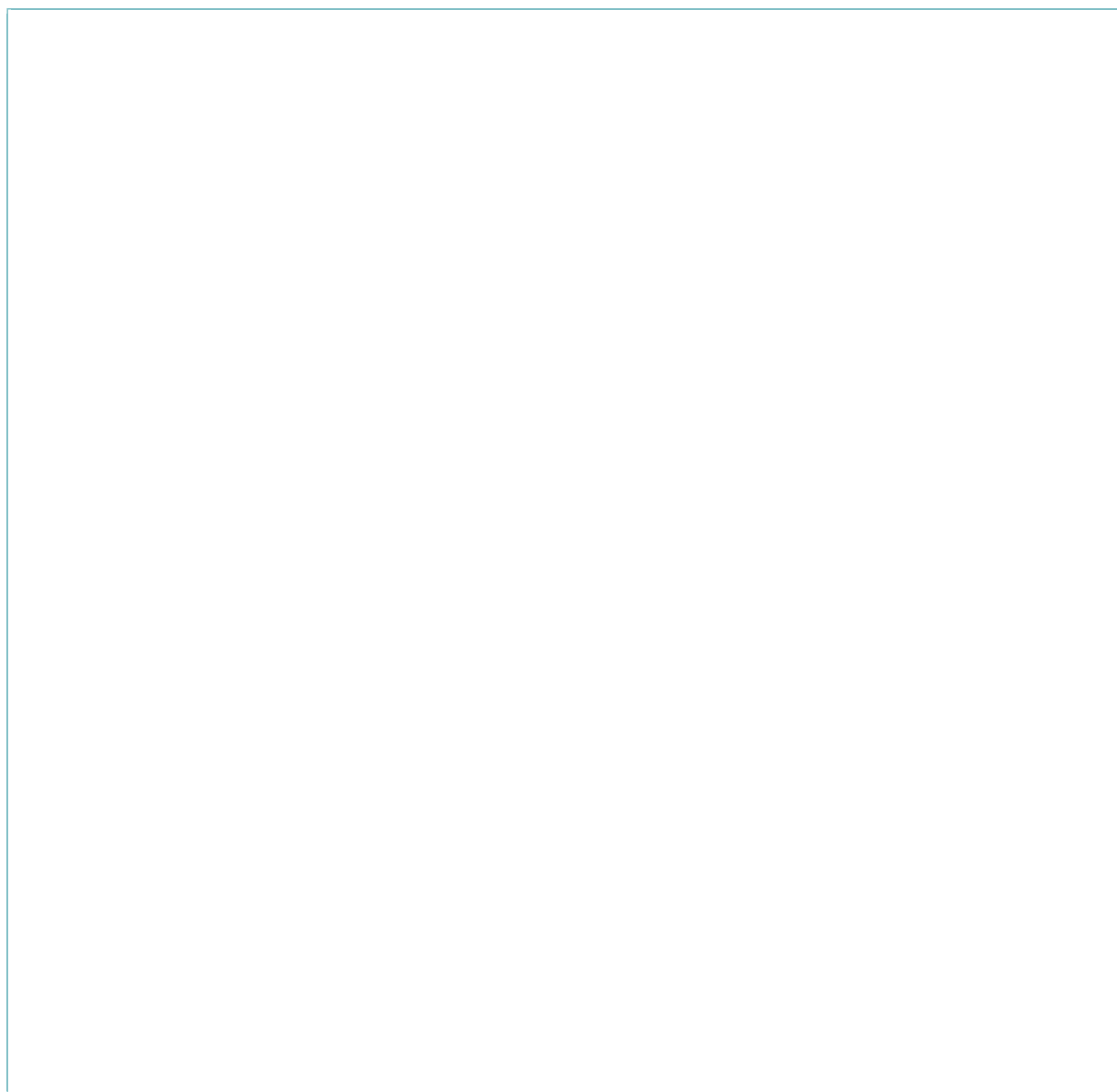
What changes will you make to how you run your business in 2019.



# Annual Review

## REFLECTIONS

Are there any parting words you'd like to share with 2018, before you close this chapter of your business life? (Perhaps to give thanks or to make a promise)



# Annual Review

## FINANCIAL BREAKDOWN BY MONTH

JANUARY	FEBRUARY	MARCH	APRIL
TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>
TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>
NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>
MAY	JUNE	JULY	AUGUST
TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>
TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>
NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>	TOTAL SALES <input type="text"/>
TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>	TOTAL EXPENSES <input type="text"/>
NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>	NET INCOME <input type="text"/>



# Annual Review

## FINANCIAL OVERVIEW

How much did you generate in sales in 2018?

A

How much did you spend on your business in 2018? (include payment fees and taxes)

B

What was your net profit/loss (A minus B) in your business in 2018?

C

In the spaces below list out each of your incomes streams (your products and services) and the amount in sales from each. This gives you a clear sense of your most profitable stream.

INCOME STREAM

TOTAL SALES

# Annual Review

## REFLECTIONS ON MONEY

Did your business meet your financial needs in 2018?

Yes

No

If no, what was the shortfall?

As you review your finances for the year what patterns do you see emerging?

Did you have any new insights about money as you reviewed your finances? Do you need to make any changes as a result?

# Annual Review

## AUDIENCE METRICS

Use the following spaces to record your audience numbers as they stand at the end of each year so that you can review growth.

	2017	2018	2019
Email Subscribers	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facebook Page Likes	<input type="text"/>	<input type="text"/>	<input type="text"/>
Facebook Group Members	<input type="text"/>	<input type="text"/>	<input type="text"/>
Twitter Followers	<input type="text"/>	<input type="text"/>	<input type="text"/>
Website Visitors	<input type="text"/>	<input type="text"/>	<input type="text"/>
Instagram Followers	<input type="text"/>	<input type="text"/>	<input type="text"/>
Pinterest Followers	<input type="text"/>	<input type="text"/>	<input type="text"/>
YouTube Subscribers	<input type="text"/>	<input type="text"/>	<input type="text"/>
LinkedIn Connections	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
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