

Profit Truths Forecast Refresh Calendar

Company Name:

Year:

A month-by-month checklist to keep your numbers clear, current, and connected to your business decisions
Built with the **Profit Truths** framework: **Clarity** → **Control** → **Confidence** → **Creation** → **Continuity**

Month	Refresh Focus	Notes/Your Milestones
January	Refresh 12-month forecast (update revenue + expense assumptions)	
	Review prior year P&L and Balance Sheet	
	File/send 1099s	
February	Update cash flow projections	
	Review tax estimates with CPA	
	Audit subscription + software costs	
March	Close Q1 books early to spot trends	
	Prep documents for tax filing	
	Review staffing + payroll allocations	
April	Adjust sales + expense assumptions for Q2	
	Review pipeline health	
	Mid-year insurance + benefits review	
May	Deep dive into margins (gross + net)	
	Evaluate vendor contracts (renegotiate where possible)	
	Plan summer cash flow needs	
June	Compare Q2 actuals vs. forecast	
	Revisit pricing strategy	
	Prepare mid-year tax payments	
July	Check pricing, margins, and customer contracts	
	Audit AR/AP processes for efficiency	
	Review Q3 staffing needs	
August	Prep for year-end marketing spend decisions	
	Review operating expenses for cuts/leverage	
	Forecast holiday season cash needs	
September	Compare Q3 actuals vs. forecast	
	Evaluate expansion or capital needs for next year	
	Tax planning session with CPA	
October	Start drafting next years budget + forecast	
	Review profitability by product/service line	
	Prepare for open enrollment/benefits changes	
November	Lock in preliminary year-end numbers	
	Review holiday/seasonal sales strategies	
	Plan bonuses, distributions, and owner comp	
December	Year-end review. Lock in next years assumptions	
	Compare Q4 actuals vs. forecast	
	Finalize tax projections + distributions	

➔ Profit Truth: Forecasting isn't about predicting the future. It's about keeping your numbers alive, so you can make decisions with clarity and confidence - every single month!

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