



Midyear Business Owner Checklist

1. Review Financial Health

- ☐ Reconcile bank accounts and review profit & loss statements
- ☐ Compare YTD revenue and expenses against your budget
- ☐ Check cash flow trends and forecast for the rest of the year
- ☐ Identify high-cost areas or subscriptions to eliminate

2. Evaluate Tax Position

- ☐ Estimate taxes owed based on YTD income
- ☐ Make Q3 estimated tax payments if applicable
- ☐ Look for deductible expenses you can accelerate (e.g., equipment purchases, marketing)
- ☐ Consider scheduling a tax planning call with your accountant

3. Reassess Goals and KPIs

- ☐ Review progress on strategic goals set in January
- ☐ Update key performance indicators (KPIs) for the second half
- ☐ Identify what's working, what's not, and what needs to shift

4. Optimize Operations

- ☐ Audit current tools and software-are they still supporting your workflow?
- ☐ Check for process bottlenecks or delays in fulfillment, customer service, or billing
- ☐ Delegate, automate, or outsource tasks that are slowing you down

5. Reconnect with Your Team

- ☐ Conduct a midyear team check-in or performance review
- ☐ Share progress, wins, and plans for the next six months
- ☐ Reevaluate roles and responsibilities-does anything need to shift?

6. Refresh Your Marketing

- ☐ Review what marketing channels have been most effective
- ☐ Audit your website and social media profiles for accuracy

Need help getting your books caught up? The Xendoo team is here to help!

xendoo.com



☐ Plan seasonal or holiday campaigns for Q3 and Q4

☐ Collect testimonials or case studies from happy customers

7. Revisit Customer Experience

☐ Look at NPS scores, reviews, and customer feedback

☐ Map out the customer journey-any friction points?

☐ Identify areas where you can enhance service or communication

8. Prepare for Growth or Change

☐ Reforecast for Q3 and Q4 based on trends and market conditions

☐ Look at inventory levels or hiring needs

☐ Revisit financing options or credit lines if expansion is on the horizon

9. Protect Your Business

☐ Review your insurance policies for coverage gaps

☐ Double-check compliance with licenses, contracts, and employee documents

☐ Backup digital data and evaluate cybersecurity practices

10. Celebrate Progress

☐ Acknowledge how far you've come this year

☐ Celebrate wins-big or small-with your team

☐ Set a tone of motivation and clarity for the months ahead

Need help getting your books caught up? The Xendoo team is here to help!

xendoo.com