



The Monthly Review  
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Make a monthly date with your business. DO IT NOW. Pick the last Friday of every month from 9am-1pm and mark your calendar. Do the following to assess and reassess your business:

- Read your [company mission statement](#). Are you living your mission? (If you don't have a mission statement, spend 20 minutes drafting one.)
- Assess your [niche](#) (the special thing that makes your business different). Are you working with clients that are true to your niche? How can you better attract those customers?
- Review your [sales plan](#). Are you meeting your quota? If not, what can you change to increase sales? How can you better promote your business? How can you sell better?
- Review your [networking plan](#). Are you meeting other wedding professionals?
- Examine your advertising. Are you making a [return on your investment](#)?
- Examine your [expense budget](#). Are you spending too much? Are you under budget?
- If you have employees or contract workers, assess their contributions to your company. (You should have a quarterly, bi-annual, or annual review with them.)
- Review your [goals](#) for the year:
  - Are you working to achieve them? If not, how can you improve?
  - Have you completed your goals? Are there new ones you want to add?
  - Look 5 years into the future. Are you working towards achieving long-term goals?
- Review your [intentions](#) for the year:
  - Are you living them?
  - Do you need to reassess?