

# THE WOODLAND CLARITY CHECK-IN

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5 numbers every small business should know — and what they reveal about the health of your business.



WOODLAND BUSINESS SOLUTIONS · ORGANIZED. CONFIDENT. CLEAR.



# THE 5 NUMBERS YOU MUST KNOW

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## 1. Revenue

What it tells you:

How much is actually coming in and what direction your sales are trending.

Quick Check:

- Are your sales consistent, or do you have big spikes and dips?

## 2. Cost of Goods Sold (COGS)

What it tells you:

How much it costs you to deliver your product or service.

Quick Check:

- Is your COGS under control, or slowly creeping up?

## 3. Gross Profit & Gross Profit %

What it tells you:

How much you truly keep before overhead expenses.

Healthy Target:

Service-based businesses usually aim for 60–80%.

Quick Check:

- Do you know your gross profit % from the last 3 months?
- Is labour properly categorized into COGS (if applicable)?

## 4. Payroll to Revenue %

What it tells you:

How efficiently your team is producing.

Healthy Range:

Usually 25–40%, depending on your industry.

Quick Check:

- Is payroll growing faster than revenue?
- Do you include all payroll costs (wages, EI/CPP, WCB, benefits)?

## 5. Cash Flow Snapshot

What it tells you:

Your ability to pay bills, survive slow months, and make smart decisions.

Quick Check:

- How many months of runway do you have?
  - Do you track money coming in vs. money going out weekly?
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# WHAT TO FIX FIRST

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***FIX THE FOUNDATION, AND THE NUMBERS  
FINALLY MAKE SENSE.***



If these three areas feel messy... start here:

1. Untagged / miscategorized transactions

Fix these → your reports instantly become more accurate.

2. COGS vs. Expenses confusion

Once cleaned → gross profit becomes real and useful.

3. Payroll structure

Knowing what's admin vs. labour → reveals your true margins.



# YOUR MINI ROADMAP

STEP 1 — Clean the last 3 months

Categorize → reconcile → correct errors → re-run your financials.

STEP 2 — Review your 5 numbers

Use the checklist on the previous page to understand where things are strong and where they need attention.

STEP 3 — Decide your next move

Raise prices?

Reduce payroll %?

Fix COGS?

Improve cash flow timing?

STEP 4 — Get clarity support (optional)

If you want a professional set of eyes on your books, you can book a 1:1 Clarity Session.

60-Min Full Clarity Session — \$90

A deeper session where I walk through your books, find issues, and give you a personalized plan.

Contact: [info@woodlandbusinesssolutions.com](mailto:info@woodlandbusinesssolutions.com)

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Woodland Business Solutions helps small business owners get organized, confident, and in control of their numbers. From bookkeeping cleanups to ongoing monthly support, financial clarity is what we do best.