

KICKSTART YOUR SMALL BUSINESS IN

2016

11 THINGS TO DO ANNUALLY FOR A MORE SUCCESSFUL BUSINESS

CREATE A BUDGET FOR THE NEW YEAR

Revise last year's small business budget and update where necessary. See if you can distribute money more efficiently to increase profits.

SEND 1099S & W-2S

Both forms must be mailed by 1/31. If you paid a vendor \$600 or more, you'll need to send them a 1099. W-2s must be sent to the IRS to report employee wages and withholdings.

UPDATE EMPLOYEE & NEW HIRE INFO

Make sure you have correct names, addresses, social security numbers, and other important employee information on file.

GATHER TAX DOCUMENTS

Sort your receipts, gather all tax documents and set up an appointment with your accountant. It's never too early to alleviate some tax season stress.

EVALUATE PAYROLL

Review all employee salaries and determine how you will pay yourself in the coming year. Talk to your accountant about any improvements that could be made to your current payroll system.

UPDATE PASSWORDS

Change your email, website, blog, and social media passwords for increased security.

MAKE A PLAN FOR SALES

Review last year's sales performance. Then, create quarterly, monthly, and weekly sales goals based on that performance with a projection for growth. Make a detailed plan that pulls your staff, calendar, and resources together to make it achievable.

UPDATE YOUR WEBSITE

Change the copyright at the bottom of your site to the current year, update contact info, make sure all links are working properly, and refresh the look of your website.

DO A SOCIAL MEDIA AUDIT

Refresh your LinkedIn, Facebook, Twitter, Instagram and other social media profiles. Update cover photos and contact information and create a plan for posting in the new year.

DEVELOP AN EDITORIAL CALENDAR

Create a plan for publishing content about your business across different media and share with your marketing team. Be sure to update your calendar regularly and revise it quarterly.

CLEAN OUT DESK & WORKSPACE

Throw away what you don't need, file papers and receipts, and invest in some organizational tools like bins, baskets, and filing cabinets to keep your desktop organized.

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