



THE MIDYEAR MONEY RESET

WORKBOOK

Stop Wondering Where the Money Went.

A five-session companion workbook for women business owners who are ready to reset, refocus, and finish 2026 strong.

Facilitator: Lindsey T. Evans · Your Savvy SheEO · Certified Profit First Professional

HOW TO USE THIS WORKBOOK

This workbook is your companion for all five sessions of The Midyear Money Reset. Each section corresponds to one live session. Come prepared to write, reflect, and act. Although these prompts are designed for use during the session, they can also help you prepare before each call and capture your insights, actions and next steps.

Series:	The Midyear Money Reset
Host:	Lindsey T. Evans, Your Savvy SheEO · Certified Profit First Professional
Your name:	
Business name:	
Date started:	



“Halfway There, or Halfway Behind?”

Session 1

SESSION OVERVIEW

We are exactly halfway through the year. This session is your honest reckoning, a structured look at where your money actually is versus where you thought it would be. No judgment, just clarity and a path forward.

The Profit First Midyear Check-In

Prior to the session pull up your bank accounts and have your revenue numbers handy. The more honest you are with these numbers, the more useful this session will be.

MY NUMBERS AT THE MIDYEAR MARK

Metric	Jan–Jun Target	Jan–Jun Actual	Difference
INCOME	\$	\$	\$
OWNER’S PAY	\$	\$	\$
PROFIT	\$	\$	\$
TAX	\$	\$	\$
OPEX	\$	\$	\$

My biggest financial win from the first half of the year:



The area where my money performance was most different from my expectations:

The one thing I kept telling myself I would "fix" financially but have yet to do so:

SESSION NOTES

Key takeaway(s) from this session:

My action step(s) before next session:



“The June 30th Gut Check: Is Your Business Actually Profitable?”

Session 2

SESSION OVERVIEW

Revenue feels good. Profit is what matters. In this session we separate the two because a business that generates revenue but does not produce profit is not a business, it is a very expensive hobby. Let's find out which one you are running.

Revenue vs. Profit — Know the Difference

Revenue is the money that comes in. Profit is the money you actually get to keep. So many women focus on growing revenue, then wonder why their bank account doesn't reflect all that hard work. That's exactly what we're going to fix in this session.

PROFITABILITY SNAPSHOT

	Amount
Total revenue (Jan–Jun)	\$
Total expenses (Jan–Jun)	\$
Gross profit (Revenue minus Expenses)	\$
Profit margin % (Profit ÷ Revenue × 100)	%
Am I actually profitable?	☐ Yes ☐ No ☐ Not sure



My top three expenses: are they all necessary?

One expense I could reduce or eliminate before June 30:

What true profitability would look like for my business by year end:



SESSION NOTES

Key takeaway(s) from this session:

My action step(s) before next session:



“You’ve Had 6 Months. Now What?”

Session 3

SESSION OVERVIEW

Six months in, it is time for a structured review: not to beat yourself up, but to recalibrate. What worked? What did not? What needs to be different in the second half? This session gives you the framework to answer all three.

"Done is better than perfect, but intentional is better than both."

— Lindsey T. Evans

MIDYEAR SCORECARD

Area	Jan–Jun Rating (1–10)	What Worked	What Needs to Change
Revenue Generation			
Cash Flow Management			
Paying Yourself			
Business Expenses			
Client Relationships			
Marketing & Visibility			
Mental Health & Energy			



The area that most needs my attention in the second half of the year:

One goal I set in January that I am officially adjusting:

Why?

My new target for the second half of 2026:

Why?



What finishing 2026 strong looks like for me specifically:

SESSION NOTES

Key takeaway(s) from this session:

My action step(s) before next session:



"Don't Wait for December: Fix Your Cash Flow Before Q3 Starts"

Session 4

SESSION OVERVIEW

Most business owners wait until Q4 to panic about cash flow. By then it is too late to make meaningful changes. This session is your Q3 prep; the specific and practical steps to fix your cash flow before the second half of the year begins.

Cash Flow vs. Profitability — Two Different Problems

You can be profitable on paper and still run out of cash. Cash flow is about timing, when money comes in vs. when it goes out. This workshop fixes the timing.

MY Q3 CASH FLOW PLAN

My average monthly revenue (last 3 months):

My average monthly fixed expenses:

My average monthly variable expenses:



The month in Q3 where cash flow is typically tightest and why:

PROFIT FIRST ALLOCATION REVIEW

Account	Current % or \$	Target % or \$	Action Needed
Income (holding account)			
Profit			
Owner's Pay			
Tax			
Operating Expenses			

The one cash flow change I am committing to making before July 1:

What I need to stop spending money on in Q3:



SESSION NOTES

Key takeaway(s) from this session:

My action step(s) before next session:



"Your Revenue is Lying to You." *How to Know What You're Really Keeping at the Midyear Mark* Session 5

SESSION OVERVIEW

Revenue is a vanity metric. What you keep is what matters. In this final session we close the loop to build your H2 game plan so the second half of 2026 is not just bigger, but better, more intentional, more profitable. More aligned with the business and life you are actually building.

"The goal is not more revenue. The goal is more of the right revenue."

— Lindsey T. Evans

REVENUE REALITY CHECK

Revenue Source	H1 Revenue	% of Total	Keep in H2?	H2 Target
	\$	%	☐ Yes ☐ No	\$
	\$	%	☐ Yes ☐ No	\$
	\$	%	☐ Yes ☐ No	\$
	\$	%	☐ Yes ☐ No	\$
TOTAL	\$	100%		\$



My highest-value service or product:

My plan to maximize this service or product in H2:

The revenue sources I am walking away from that look good on paper, but drain my time, energy, or profit:



MY H2 GAME PLAN

H2 Goal	Target	By When	First Step
Revenue Target	\$		
Owner's Pay Target	\$		
Profit Target	\$		
One New Income Stream			
One Service, Product or Expense I Am Eliminating			

My single biggest commitment coming out of this series:

You showed up for five sessions. That matters.

The business owner who finishes this workbook is not the same business owner who started it. You now have clarity, a plan, and a community. The next step is to use it.



WHAT'S NEXT

You Finished the Series. Now Make It Count.

Book a Free Strategy Call

Ready to go deeper? A 15-minute strategy call with Lindsey is the fastest way to figure out your next move whether Profit First Implementation, Business Coaching, Fractional CFO, or Consulting. Book at www.theheels2sneakerscompany.com/services

Pre-Order the Book

You Can Start Here: Making Money Make \$ense is the personal financial clarity guide coming Fall 2026. Pre-order at www.theheels2sneakerscompany.com/book

Join the Community

The Mentally Exhausted CEO on Facebook is where we have real conversations about building while carrying everything else. www.facebook.com/groups/TheMentallyExhaustedCEO

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