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# Record Your Business *Metrics*

TRACK YOUR BUSINESS RESULTS TO  
NARROW YOUR FUTURE FOCUS



## A little reflection goes a long way

**Tracking your biz results can feel overwhelming. What should I even track? Why?**

**Here's what I've learnt over time.** When I wasn't tracking my results, I didn't *really* know what was working in my business and what wasn't. That email I sent way back in March? It had a 50% click rate, 15 hits on my sales page and three sales off the back of it!

But instead of tracking it, analysing what worked, and replicating it for even better results in April, May and June, I would send and forget about it. I'd go back to the drawing board month after month, not building on prior success, but *trying to recreate the wheel each time*. It was exhausting!

If that sounds familiar, this simple worksheet is for you! There's no shame in starting with the basics when it comes to recording and understanding your metrics. Don't let fancy tech or thinking you have to measure too many things stop you from just getting started! The important thing is that you *simply start*! You can easily add in over time.

This worksheet covers some of the most common results you should be measuring in your biz. I encourage you to print it, stick it on your wall and complete monthly! This is one simple task that I know will help you drive results in your business.

xx Rach

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# STATISTICS OVERVIEW



WEBSITE/	JAN	FEB	MAR	APR	MAY	JUN
EMAIL						
email subscribers						
email click rate						
website visits						
top aquisation						
top content						
sales page visits						
orders						
revenue						
SOCIAL MEDIA						
facebook						
twitter						
instagram						
pinterest						
youtube						

WEBSITE/EMAIL	JUL	AUG	SEP	OCT	NOV	DEC
email subscribers						
email click rate						
website visits						
top acquisition						
top content						
sales page visits						
orders						
revenue						
SOCIAL MEDIA						
facebook						
twitter						
instagram						
pinterest						
youtube						