

The Non-Planners Business Plan

#10 Know what to measure and when

One of the most common reasons that plans fail is that we write them and think we're done. But plans, like businesses, should be constantly evolving. Effective planning requires regular check-ins with key measurements and resultant actions. So what do you need to measure and when will you check in?

1. In relation to your five sub goals that support your number one goal, what are the key measurements that indicate these are happening or not happening?
2. How often do you need to check these? Note these dates in your calendar or diary.
3. What would 'success' look like in these measurements?
What would 'failure' look like in these measurements?
Write these down.
4. If it were clear that you weren't progressing in the direction you want to be, can you think of 2-3 alternative possibilities that you could enact instead?

The Non-Planners Business Plan

#10 Know what to measure and when

– Notes –

Some possibilities (that may or may not be relevant to you):

1. Earnings: check in once a month
2. Email database rate of growth (percentage) or actual (number of new subscribers): check in once a month
3. Words written: how many words written per week
4. New inquiries: how many people inquired (percentage) or actual (number of new inquiries) per week
5. Website visitors: rate of growth (percentage) or actual (number of new visitors) on your website once a month
6. New business set-up: key actions taken at various check-in points, such as: register business name and domain name; write list of services; create 1-3 service packages; have 3-6 exploratory coffee dates per week; make two cold phone calls per day; have X number of paying clients by Y date.