

{Digital *Dining Room*}



[B&L] Prepare to Plan

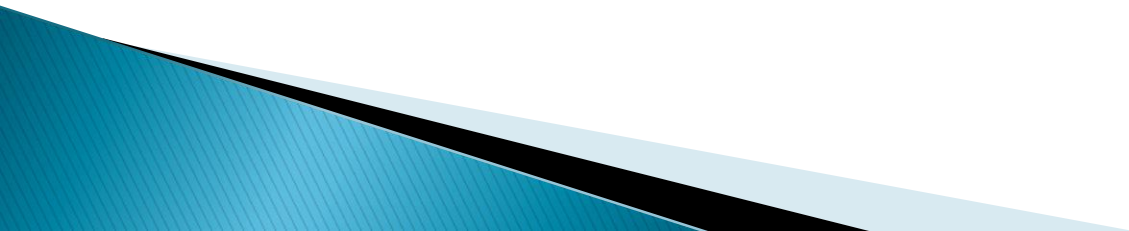
Your Business is Telling You a Story. Listen!

Story  Bistro

Question!

Where are you in your
business right now?

(How do you know?)

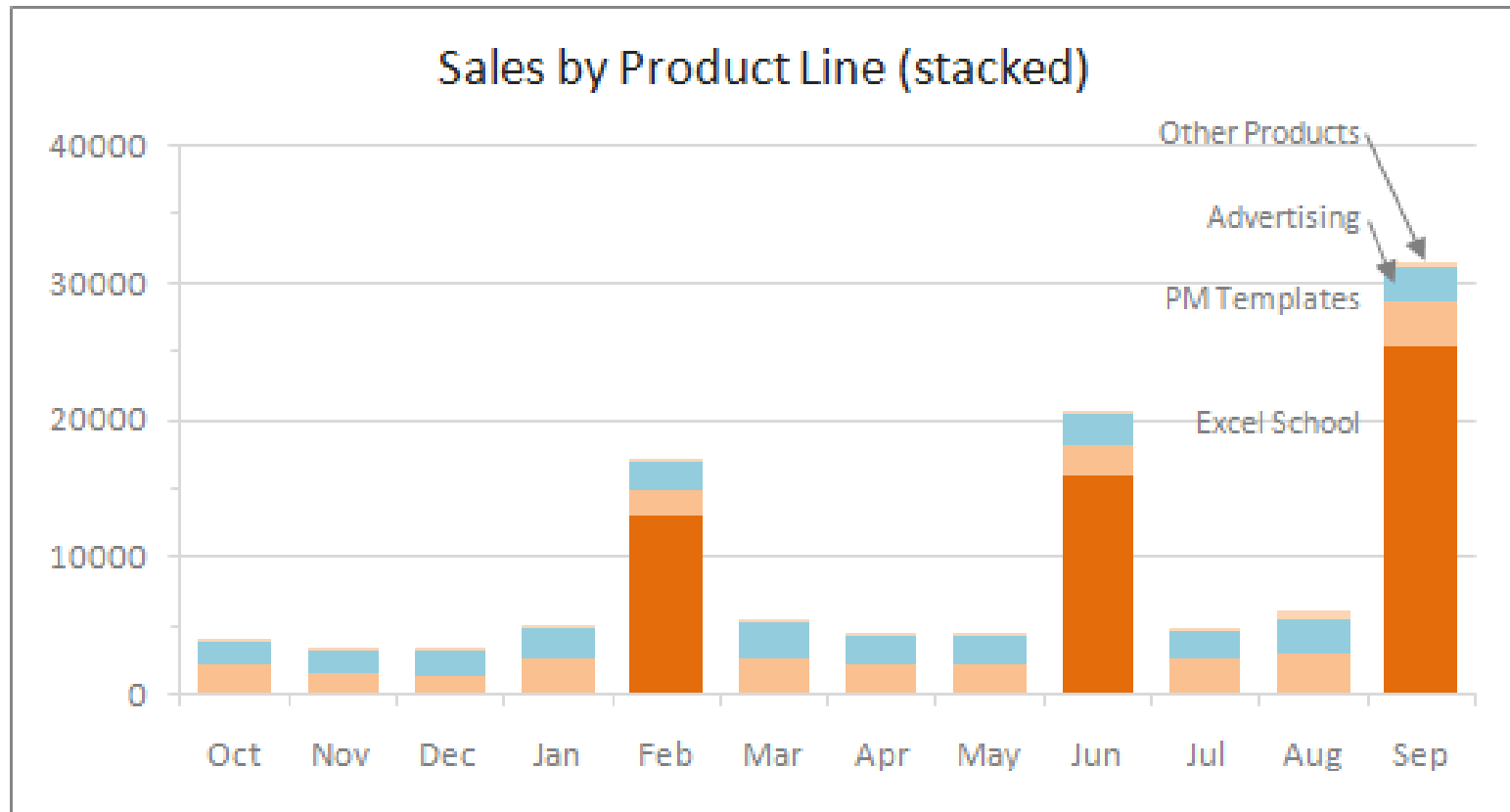


I don't worry about what could
go wrong, she said.

I worry about whether
I'm in a place yet
where I could handle
it if everything goes
right.

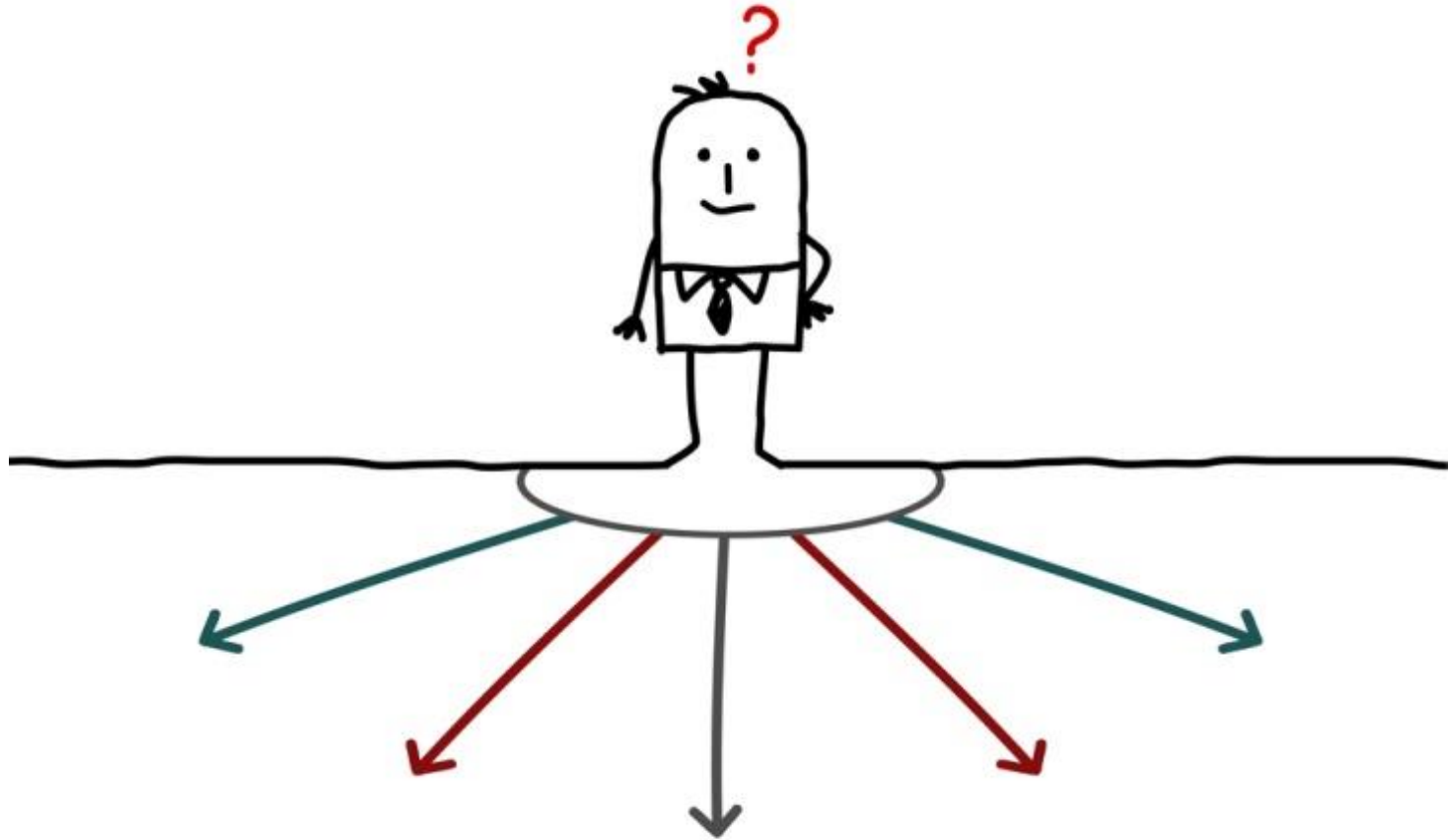


Does this tell you a story?



Before You Choose a Path...

Know Where You Stand!



What You *Need* to Know

- ▶ Revenue by Type per Month
- ▶ Email Subscribers by Month
- ▶ Web traffic by Month
- ▶ Sources of Clients



Understanding Revenue

- ▶ When did each sale happen?
- ▶ What was purchased?
- ▶ For how much?
- ▶ What was the profit margin?



Understanding Your List

- ▶ Is your list growing?
- ▶ Staying the same?
- ▶ How many people open/read?



Understand Your Web Traffic

- ▶ How many visitors do you get?
- ▶ How long do they stay?
- ▶ Where are they coming from?
- ▶ What devices do they prefer to use?



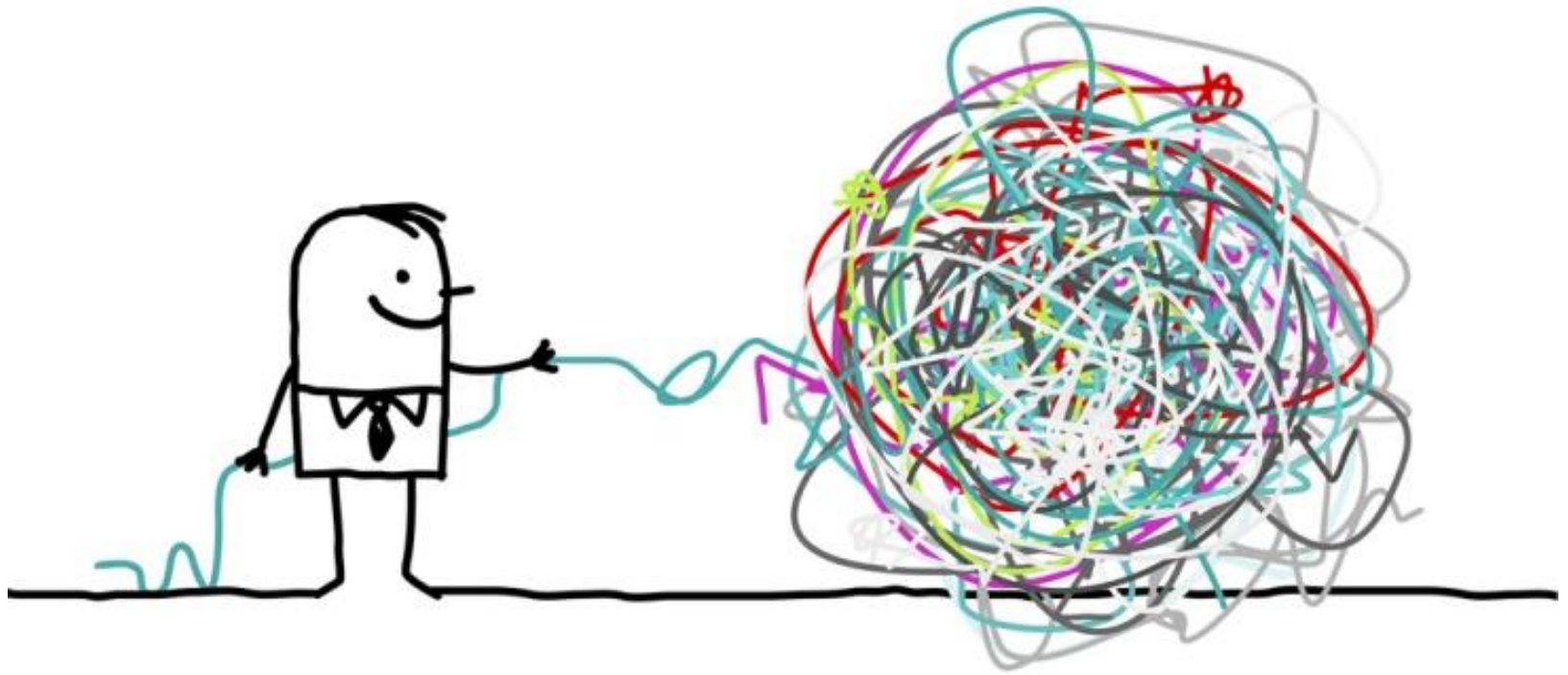
Understand the Source(s) of Clients

Where does each new client come from?



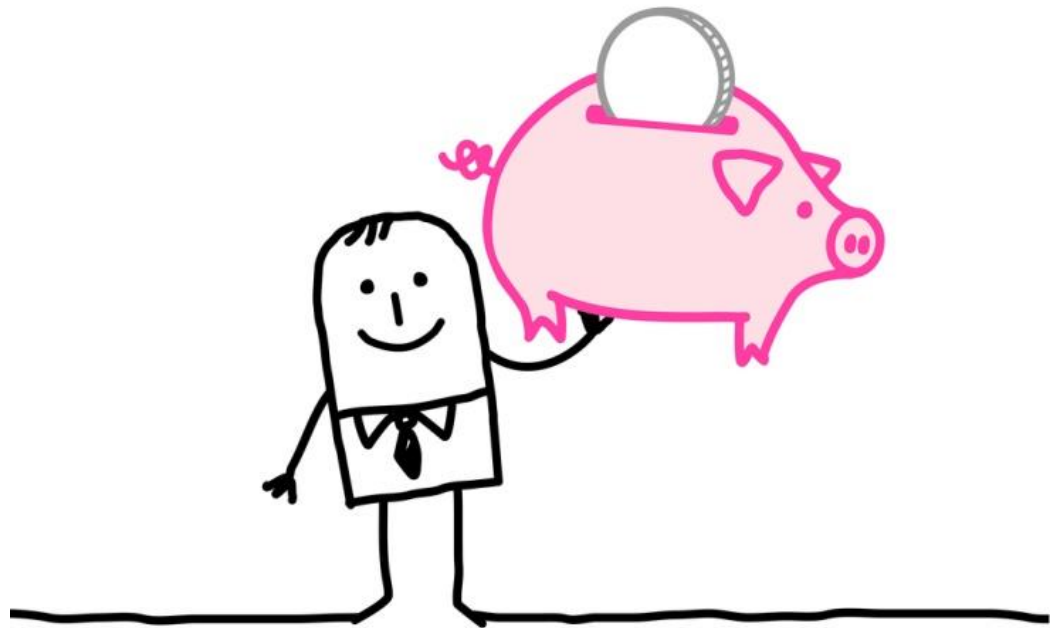
But I Haven't Tracked This Stuff!

Time to play detective



Start With Your Bank

- ▶ How/where are you getting paid?
- ▶ How/where do you create invoices?



Break Out the Spreadsheets!

[illegible]

Check Your eMail Provider

- ▶ How many subscribers did you have each month?
- ▶ What did they like? What did they ignore?

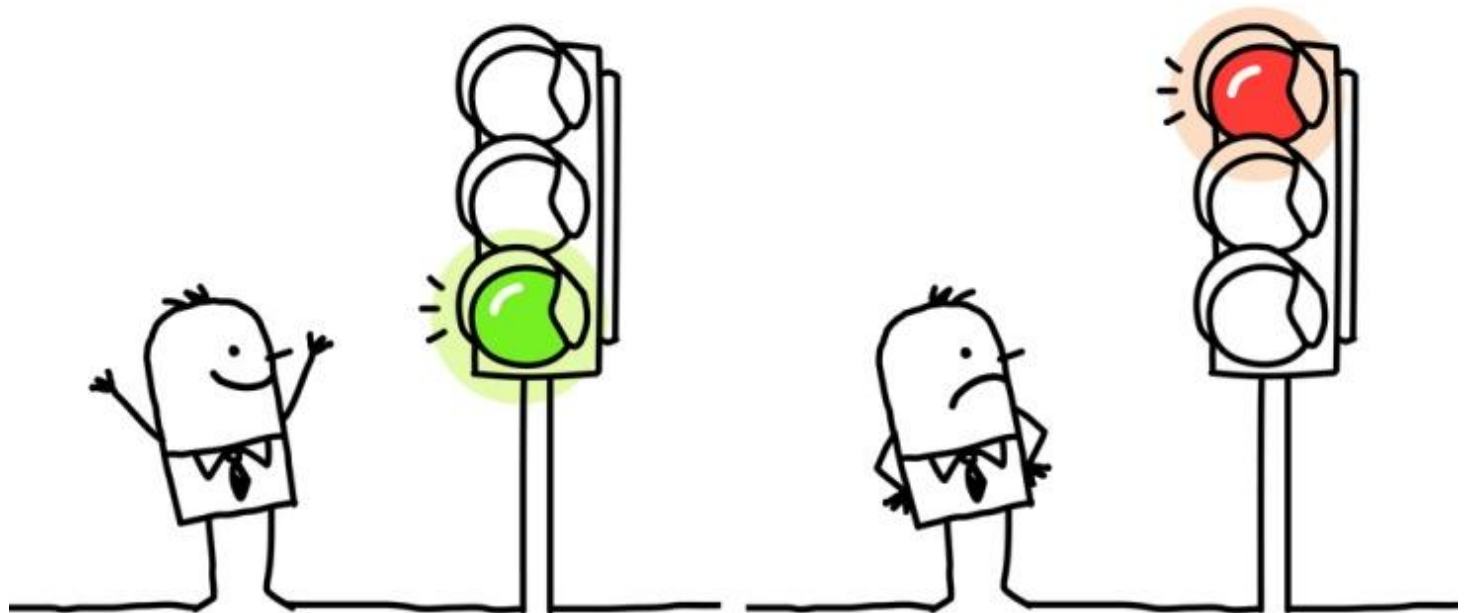


Average Numbers by Month

[illegible]

Check Your Site Analytics

- ▶ Google Analytics or other service



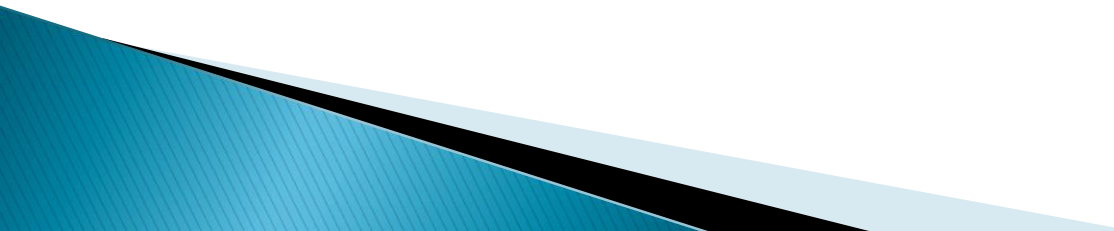
[illegible]

Where do Clients come from?

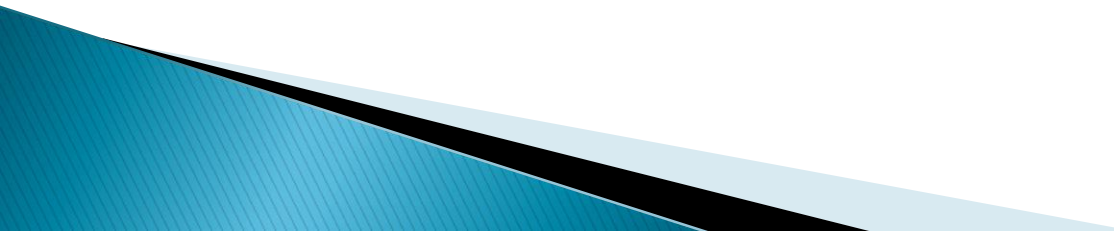
- ▶ Referrals?
- ▶ Social Media?
- ▶ Your List?
- ▶ Repeat Clients?
- ▶ What are the patterns?



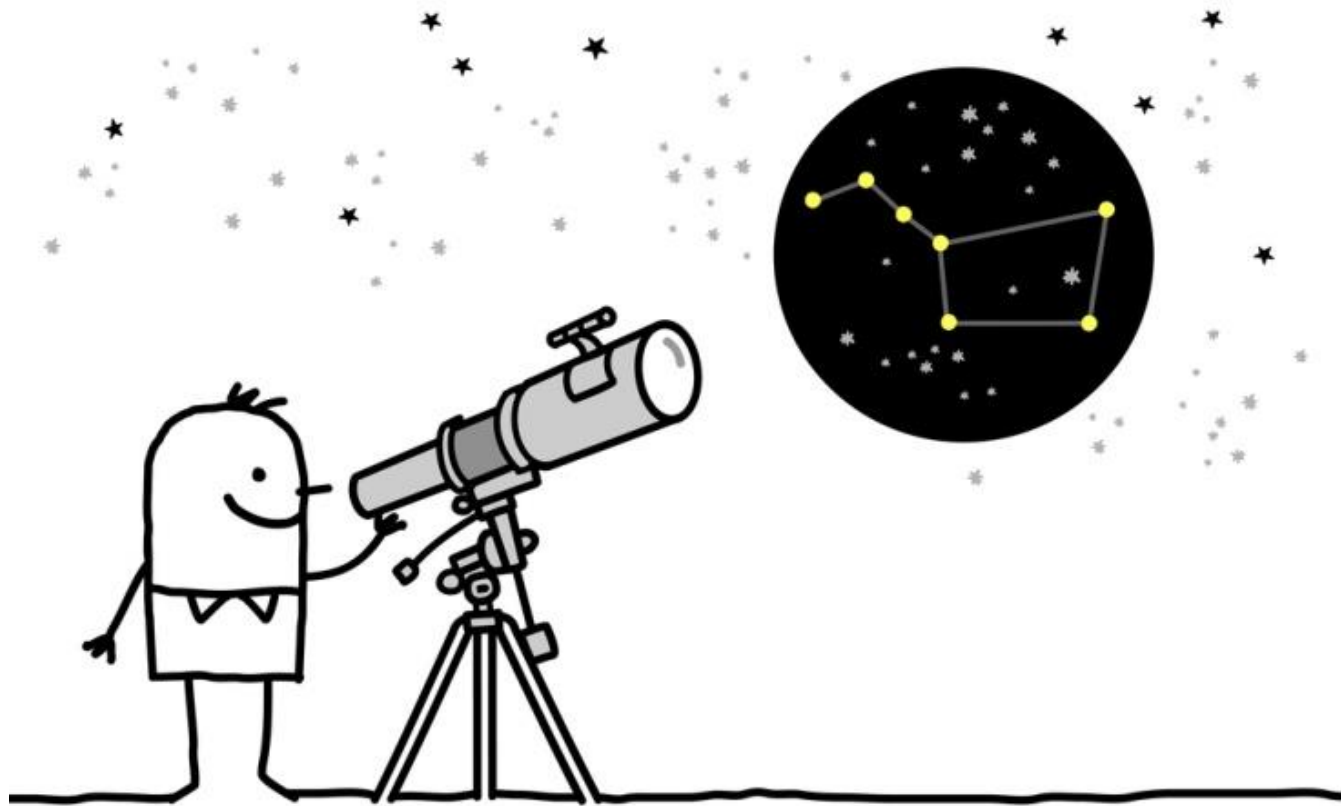
Time to Ask Questions

- ▶ What am I doing right? What can I celebrate?
 - ▶ What's my best sources of new clients?
 - ▶ What products or services are most popular?
 - ▶ What products/services bring most net revenue?
 - ▶ Is my business growing?
 - ▶ What systems do I need to put in place?
 - ▶ What needs cleaning up?
 - ▶ What needs my attention and focus?
 - ▶ How do I want to prioritize these?
- 

And MORE Questions!

- ▶ What am I loving?
 - ▶ What would I like to stop doing?
 - ▶ How can I take better care of myself?
 - ▶ What do I want for myself next year?
 - ▶ What do I want for my business?
 - ▶ What's causing me the most trouble?
(And what are my beliefs about it?)
 - ▶ How can I be of greater service?
- 

Where do you want to go?



How Will You Get There?

Mark Your Calendar:

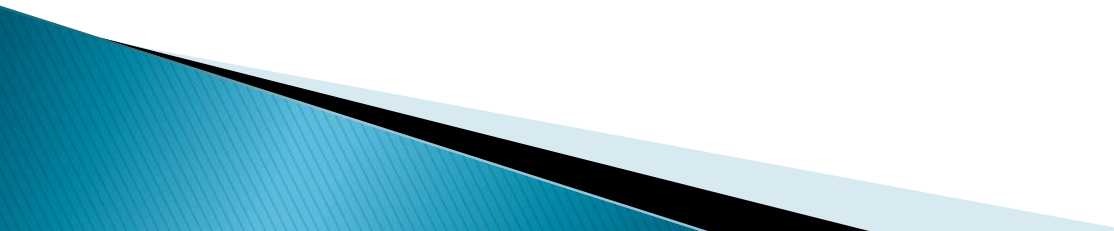
November 14 & 15

10:00 a.m. to 2:30 p.m., Friday

10:30 a.m. to 3:00 p.m., Saturday



Your Assignment

1. **Complete the Pre-planning Inventory**
 2. Use the spreadsheet and customize for your business
 3. **Identify 2-3 Key Stories**
 4. **Send the spreadsheet to me via email**
 5. **Post your 2-3 learnings/stories in the forum.**
- 

The Prize

1. Post your answers to the forum no later than NOON Monday, October 20th
2. **Entered to win 30 min 1:1**

For More...

▶ DigitalDiningRoom.com

{Digital *Dining Room*}

