

PRINCIPLE #5: DOCUMENTATION

If it only lives in your head, it is difficult to manage. Write the plan, record the work, capture the feedback and review the evidence.

DOCUMENTATION TURNS MEMORY INTO EVIDENCE.

You will forget why you made decisions. You will overvalue a good day and overreact to a bad one. A written record gives you something more reliable than mood: a trail you can inspect.

VISION

What future are you building toward?

DESTINATION

What business direction did you choose?

ROADMAP

What is NOW, NEXT and LATER?

ACTIONS

What did you actually do?

REPS

How many useful repetitions did you complete?

RESULTS

What happened?

FEEDBACK

What did customers or the market tell you?

WRITE IT. DO IT. RECORD IT. REVIEW IT.

THE DOCUMENTATION LOOP

Documentation is not paperwork for its own sake. It is the feedback system that helps you make better decisions.



WITHOUT THE LOOP

You repeat from memory. With the loop, each cycle can become smarter than the one before it.

DOCUMENT THE INPUTS AND THE OUTPUTS

Revenue matters, but it is a lagging result. Your record should also show the actions that created the opportunity for a result.

INPUTS

Offers made
Follow-ups
Content / demonstrations
Calls, estimates or demos

OUTPUTS

Replies / leads
Appointments / trials
Customers
Revenue

WHY TRACK BOTH?

OUTPUT LOW + INPUT LOW

You may not have enough repetitions yet.

OUTPUT LOW + INPUT HIGH

Inspect targeting, message, offer, skill or conversion.

OUTPUT IMPROVING

Identify which inputs or changes are contributing.

OUTPUT DROPS

Check the record before reacting emotionally.

THE SCOREBOARD TELLS YOU WHAT HAPPENED. DOCUMENTATION HELPS EXPLAIN HOW YOU GOT THERE.

THE WEEKLY EVIDENCE REVIEW

Do not finish the week with only a feeling. Finish it with a short written record of what the week taught you.

1. WHAT DID I PLAN?

The milestone and actions I intended to complete.

2. WHAT DID I ACTUALLY DO?

The reps completed - not the work I meant to do.

3. WHAT HAPPENED?

Leads, replies, sales, delivery, engagement, problems and wins.

4. WHAT DID I LEARN?

Repeated questions, objections, friction, surprises and useful patterns.

5. WHAT CHANGES NEXT WEEK?

One or two evidence-based adjustments - not a complete reinvention.

THE RULE

Do not redesign the entire business because of one bad day. Look for repeated evidence, then make the smallest useful adjustment.