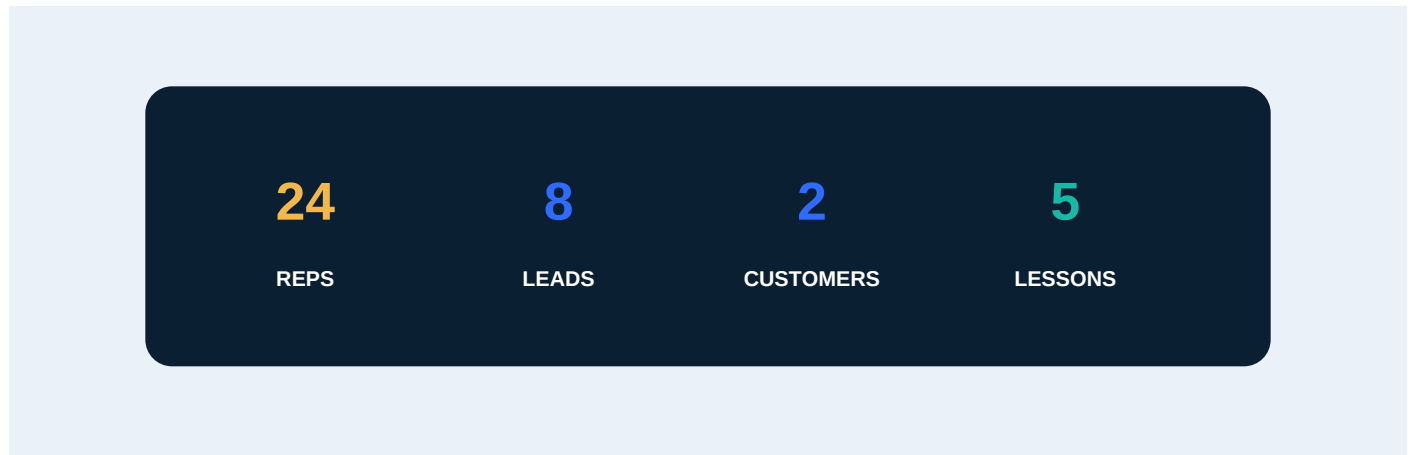


THE SCOREBOARD

The scoreboard does not judge me. It tells me what happened.



Without a scoreboard, emotion fills the gap. A quiet day can feel like failure. One sale can feel like proof that everything is solved. Neither reaction gives me enough information.

I measure what I did, what the market did, what customers told me and what changed. Then I make the next decision from evidence.

MEASURE REALITY SO I CAN IMPROVE REALITY.

PROCESS FIRST. OUTCOMES SECOND.

I separate what I control from what the market decides.

I CONTROL

Offers made

Follow-ups

Content / demos

Customer conversations

I OBSERVE

Replies

Leads

Sales / bookings

Revenue

Improvements shipped

Retention / referrals

If I score only revenue, I can do the right work today and still feel behind because the outcome arrives later. If I score only activity, I can stay busy forever without asking whether the market responds.

A USEFUL SCOREBOARD NEEDS BOTH: EXECUTION I CAN CONTROL AND RESULTS I MUST LEARN FROM.

WHAT COUNTS DEPENDS ON THE VEHICLE

The framework stays the same. The useful numbers change with the business.

LOCAL ROOFER

quotes sent | follow-ups | jobs won | average job value

FITNESS COACH

consults | trials | clients | renewals / adherence

LANGUAGE TEACHER

inquiries | trial lessons | students | repeat sessions

COOK / CREATOR

content | email signups | guide/class sales | repeat buyers

PROGRAMMER

demos | proposals | projects/users | retention / referrals

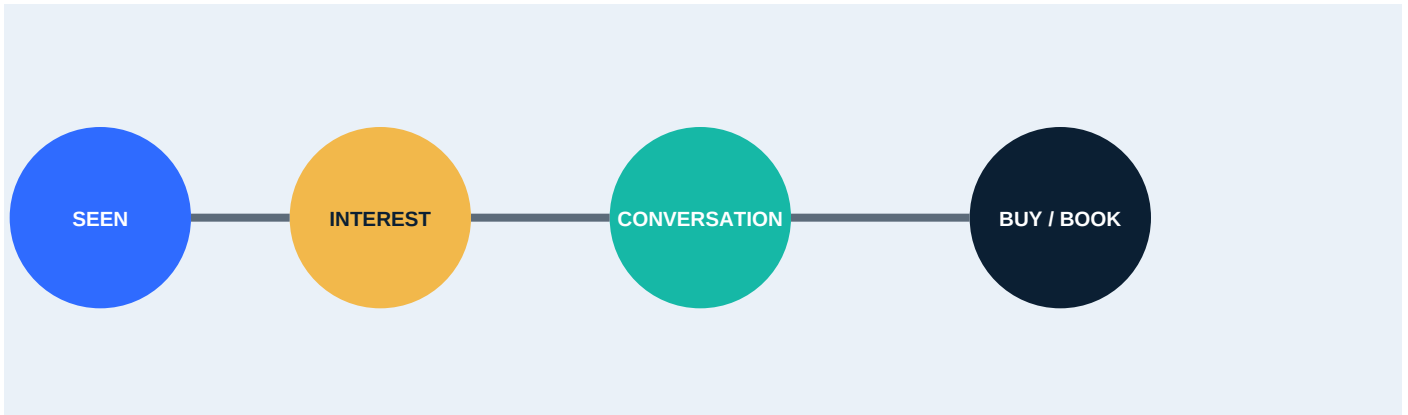
GARDENING SERVICE

estimates | bookings | completed jobs | repeat customers

DO NOT TRACK A NUMBER JUST BECAUSE ANOTHER BUSINESS TRACKS IT. TRACK THE NUMBERS THAT SHOW MOVEMENT THROUGH YOUR OWN CUSTOMER PATH.

THE SIMPLE CUSTOMER PATH

Find the leak before rebuilding the whole machine.



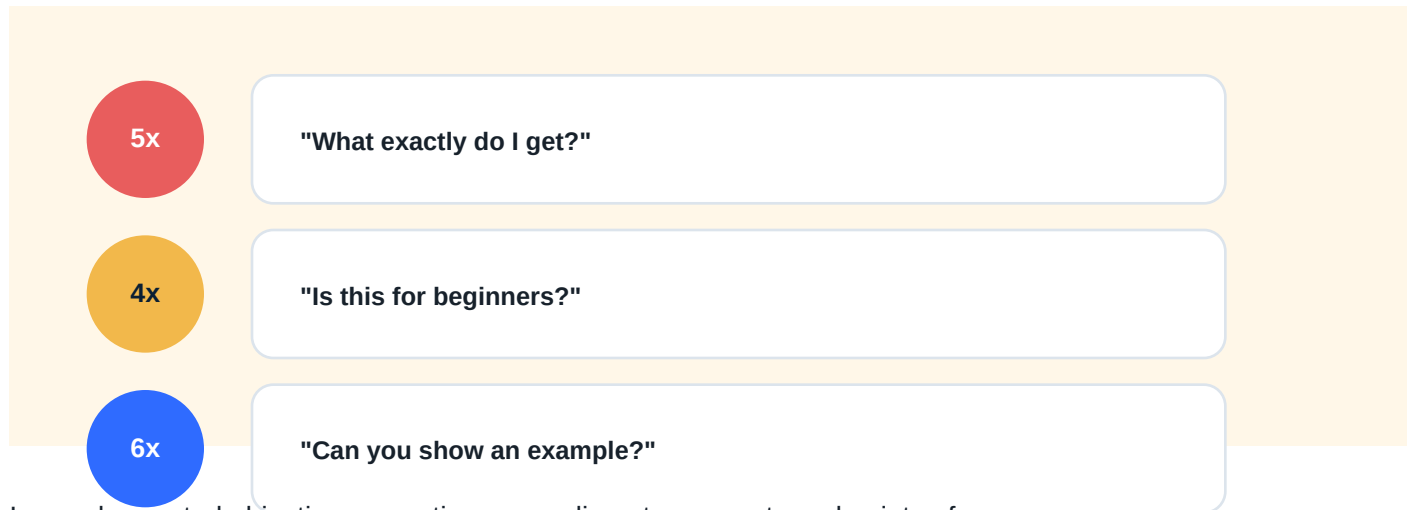
If people never see me, I have a visibility problem. If they see me but never inquire, the message or audience may be wrong. If they inquire but do not buy, I inspect the offer, trust, price or sales process.

The scoreboard helps me diagnose the stage instead of throwing away the entire destination.

FIX THE STAGE THAT IS LEAKING. DO NOT AUTOMATICALLY REBUILD EVERYTHING.

FEEDBACK IS A NUMBER TOO

Repeated questions can be more valuable than a vanity metric.



I record repeated objections, questions, compliments, requests and points of confusion. One comment may be noise. The same signal appearing again and again deserves attention.

This works whether I sell a service, lessons, software, consulting, a physical product, coaching or information.

REPETITION TURNS ANECDOTES INTO SIGNALS. SIGNALS GUIDE THE NEXT IMPROVEMENT.

THE WEEKLY SCOREBOARD

One page. Enough truth to make the next decision.

METRIC	TARGET	ACTUAL	WHAT I LEARNED
SELL reps	_____	_____	_____
CREATE reps	_____	_____	_____
IMPROVE reps	_____	_____	_____
Leads / inquiries	_____	_____	_____
Customers / bookings	_____	_____	_____
Revenue	_____	_____	_____
Repeated feedback	_____	_____	_____

Targets are planning tools, not promises. I use them to decide what level of activity I intend to attempt, then compare that intention with reality.

THE SCOREBOARD SHOULD TAKE MINUTES TO UPDATE. IF MEASURING THE BUSINESS BECOMES A SECOND BUSINESS, SIMPLIFY IT.

READ THE SCORE BEFORE YOU REACT

The same result can mean different things depending on the reps behind it.

LOW REPS + LOW RESULT

Do more quality reps before making a big conclusion.

HIGH REPS + LOW RESPONSE

Inspect message, audience, offer or customer path.

HIGH INTEREST + LOW SALES

Inspect trust, offer, price, friction or sales process.

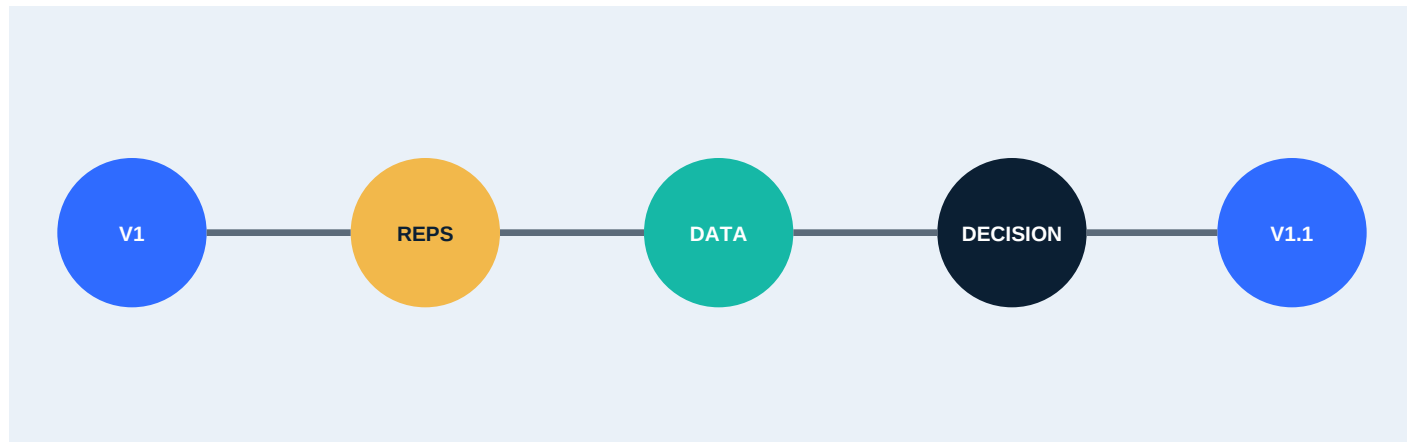
SALES + REPEATED REQUEST

Candidate for improvement or V1.1.

DO NOT LET ONE NUMBER MAKE THE DECISION ALONE. READ THE PATTERN.

V1 -> EVIDENCE -> V1.1

The next version is earned by what I learned.



I keep what worked. I repair what repeatedly caused friction. I remove what nobody uses. I add only what has a clear reason to exist.

Sometimes the correct decision is not a new feature at all. It may be clearer positioning, more sales reps, a better example, faster follow-up, a different price test or simply more time in market.

VERSIONING MEANS I IMPROVE FROM EVIDENCE WITHOUT DESTROYING THE WORK THAT ALREADY EXISTS.

THE SCOREBOARD COMMITMENT

I measure to learn, not to manufacture a story.

- I track the actions that move my business forward.
- I track the outcomes that show how the market responded.
- I choose metrics that fit my own vehicle and customer path.
- I record repeated customer questions and friction.
- I compare patterns over time instead of reacting to one day.
- I change V1 when evidence gives me a reason.
- I keep the destination unless the evidence supports a larger change.

THE ROADMAP GOT ME MOVING. THE REPS CREATED EVIDENCE. THE SCOREBOARD TURNS THAT EVIDENCE INTO THE NEXT DECISION.

CORE ROAD COMPLETE

Next: reusable visuals and action tools that make the system easier to use.