



Coach's CEO Toolkit

# Business Metrics

cheri  gregov

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How do I gauge the health of my business?

We can manage it only if we measure it, so get to know your business in a new way

# Business Metrics

**Track the health of your business** to build on strengths and address weaknesses. This will allow you to celebrate wins and progress!

## **Clientele** - Statistics on your clients

1. Number of paying clients currently
2. Number of paying clients inception to date
3. Number of people coached inception to date

## **Experience** - Metrics on your expertise, training, and skillsets

1. Hours of training
2. Years of practicing with life coaching certification
3. Years of coaching
4. Certifications and associated logos

## **Content Creation** - Depositing in the value bank with free service to others, add value first

1. Number of posts / videos over time period
2. Number of marketing emails over time period
3. Number of programs launched

## **Email Marketing** - Measure your audience of those opted in to your audience

1. Mailing list size
2. Open rate
3. Click rate
4. Unsubscribe rate

## **Social Media Reach** - Product of your pouring into others in service and the algorithm

1. # of Followers
  - Facebook
  - Instagram
  - YouTube
  - Other
2. # of post views ranging as high as
  - # Over 100
  - # Over 1000
  - # Over 5000
  - # Over 10000

## **Networking** - Consider potential business partners to collaborate with

1. Peer / master mind circles
2. Live events / conferences

## **Web Traffic** - Measure who is finding my business from online searches or who is referring to my website to learn more about my business

1. Views in 12 months / 1 month / Peak