

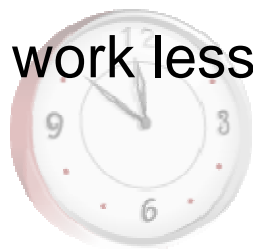
measuring what matters in a micro business

for *Flying Solo LIVE!*

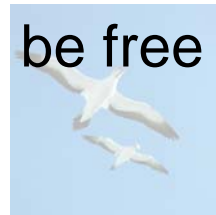
stacey barr


what do YOU want from your business?

work less



be free



earn more



stacey barr


is measurement really that important?

“What if I were to tell you that one of the most important keys to your [business]’ success can be found in a very unlikely place - a place many of you consider to be complicated, inaccessible, and perhaps even downright boring? What if I were to tell you that this key to success is already one of the most ubiquitous and impactful forces in your [business]? It’s there, waiting for you to tap into it.

This key to success is MEASUREMENT.

Measurement done right can transform your [business]. It can not only show you where you are now, but can get you to wherever you want to go... measurement is fundamental to high performance, improvement, and, ultimately, success in business, or in any other area of human endeavour.”

Dean R. Spitzer, “Transforming Performance Measurement”

flow of results

leads easily find me

network of ideal leads grows

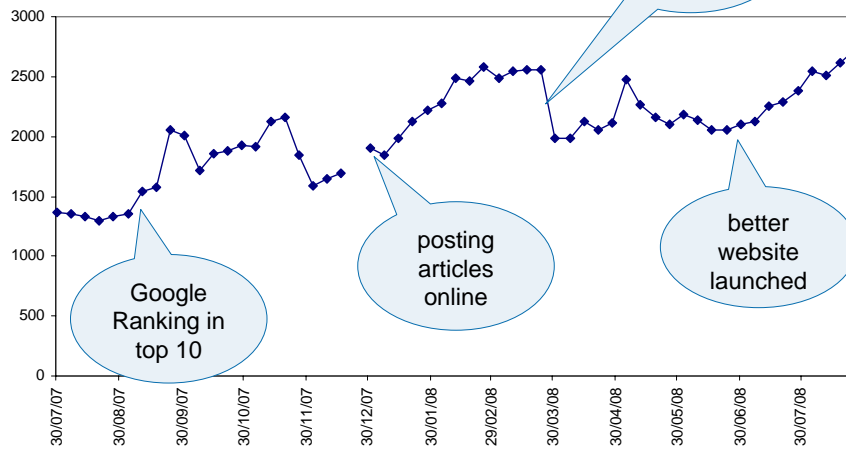
leads easily become customers

customers value their experience

customers become raving fans

profitability grows independent of my time

organic Google listings

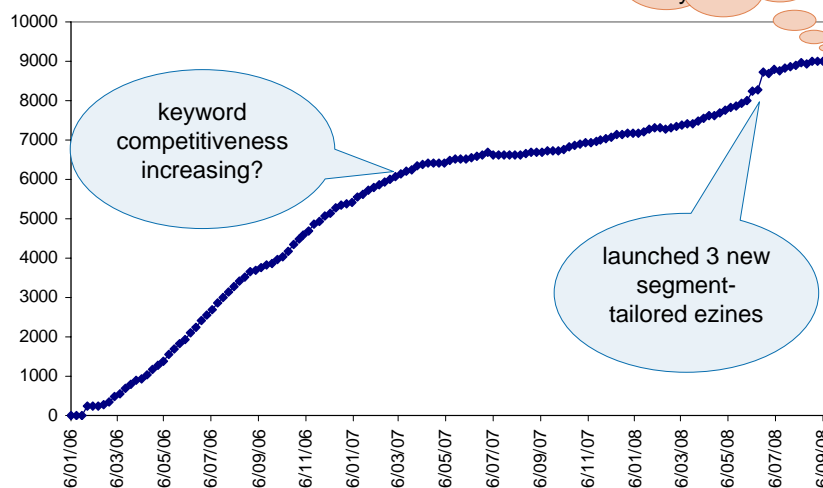


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active leads



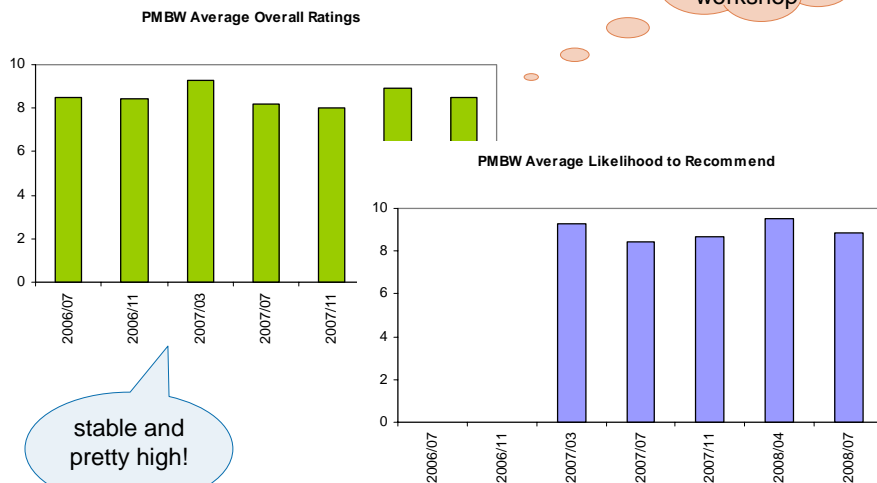
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overall customer value

ramp up the marketing of this workshop



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true fans

how to automate this measure from existing data

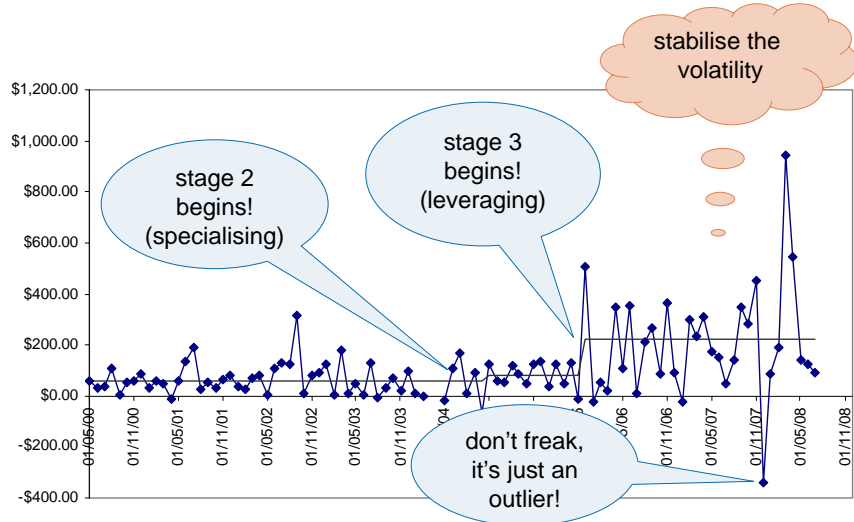
- in progress!
- true fan
 - customer that signs up for and buys *everything*
- true fan to be
 - signs up for and buys 50% or more AND has been active within the last 6 months
- true fan on hold or lost?
 - signs up for and buys 50% or more AND inactive for longer than 1 year

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return on time investment (ROTI)



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measures in micro business



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what to do

- 1 result
- 1 to 3 measures
- get good-enough data
- graph over time & historically
- look for patterns & causes
- improve something
- look for measure signals



learn more...

www.staceybarr.com/smallbusiness

www.gettingstartedwithperformancemeasures.com

Special Report: 7 Clues To Measure What Matters In Your Micro Business

(emailed to you in exchange for your name & email)

