eCourse Outline

Managing Your Business by the Numbers

1. **Basic financial management**
2. **Key performance indicators**
3. **Consider your own business**
4. **Plan and measure**
   a. Mission & vision
   b. Single mindful metric(s)
   c. Quarterly themes
5. **Marketing metrics**
   a. Customer acquisition rate
   b. Customer lifetime value
   c. Customer conversion rate
6. **Digital Marketing**
   a. Social media
   b. Digital ads
   c. Memberships
   d. SEO website
7. **Profit & loss**
   a. Revenue and expenses
8. **Contribution margin (aka Gross Profit Margin)**
   a. Contribution Margin Ratio
9. **Track key metrics over time**
   a. Monthly metrics
   b. Quarterly metrics
10. **Cash management metrics**
11. **Your next steps**
    a. Establish plan
    b. Master P & L
    c. Track metrics
    d. Manage cash