

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