

STEP ONE

6 MONTH CHEATSHEET FOR MARKETING AND SALES

A large, bold, sans-serif font in a bright yellow-green color is set against a dark grey rectangular background. The letters are 'S', 'M', 'P', and 'O', spaced out horizontally. The 'S' is on the left, followed by 'M', 'P', and 'O' on the right. The font is thick and modern.

“SELL MORE PRODUCTS ONLINE”

6 Month Cheat Sheet for Marketing

What's working, what's not, and what's really happening

Month 1: _____

_____ total sales this month
_____ # of people on my list
_____ # of email newsletters sent this month
_____ # of solo emails sent this month
_____ average open rate % of my emails this month
_____ # of times I posted on my blog
_____ # of unique visitors to my site this month
_____ % of traffic that is converted into sales
_____ # of FB fans
_____ # of Instagram followers
_____ Twitter
_____ Pinterest
_____ Snapchat

Other stats:

Notes:

Month 2: _____

_____ total sales this month
_____ # of people on my list
_____ # of email newsletters sent this month
_____ # of solo emails sent this month
_____ average open rate % of my emails this month
_____ # of times I posted on my blog
_____ # of unique visitors to my site this month
_____ % of traffic that is converted into sales
_____ # of FB fans
_____ # of Instagram followers
_____ Twitter
_____ Pinterest
_____ Snapchat

Other stats:

Notes:

Month 3: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average open rate % of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ # of Instagram followers
- _____ Twitter
- _____ Pinterest
- _____ Snapchat
- _____
- _____
- _____

Other stats:

Notes:

Month 4: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average open rate % of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ # of Instagram followers
- _____ Twitter
- _____ Pinterest
- _____ Snapchat
- _____
- _____

Other stats:

Notes:

Month 5: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average open rate % of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ # of Instagram followers
- _____ Twitter
- _____ Pinterest
- _____ Snapchat
- _____
- _____
- _____

Other stats:

Notes:

Month 6: _____

- _____ total sales this month
- _____ # of people on my list
- _____ # of email newsletters sent this month
- _____ # of solo emails sent this month
- _____ average open rate % of my emails this month
- _____ # of times I posted on my blog
- _____ # of unique visitors to my site this month
- _____ % of traffic that is converted into sales
- _____ # of FB fans
- _____ # of Instagram followers
- _____ Twitter
- _____ Pinterest
- _____ Snapchat
- _____
- _____

Other stats:

Notes: