7 Numbers Every Owner Should Track

THE BIG IDEA

You don't need a hundred reports to grow. You need seven numbers, checked often. Three tell you where the money goes. Four tell you where your customers come from and whether they stay.

Part 1: The money numbers

Sales are only the start. What you keep is what counts.

01 **Revenue: what came in.**
How much money came into the business today? This is the number everyone watches, and the least useful one on its own.

02 **Expenses: what went out.**
Making money means nothing if you're spending more than you earn. Know what it costs to run the business.

03 **Profit: what you kept.**
How much money did you actually keep after the bills? Profit, not sales, tells you if the business is healthy.

04 **Then check the bank.**
Profit on paper is good. Cash in your bank account is what you can actually use.

Part 2: The customer numbers

Growth starts with people, so count them at every step.

01 **Leads: who raised a hand.**
How many people showed interest in maybe buying from you? Calls, forms, quote requests all count.

02 **Conversions: who said yes.**
Of those leads, how many actually became customers? A low number here means leads are slipping away.

03 **Acquisition cost: what a customer costs you.**
Add up what you spend on marketing and sales, then divide by new customers. That's what it costs to win one.

04 **Retention: who stayed.**
How many customers stayed this month? Selling to an existing customer is seven times cheaper than finding a new one.

> “Revenue is vanity, profit is sanity, cash in your bank account is the holy grail.”
>
> Dan Martell

DO THIS WEEK

- ☐ Make a one-page scorecard with these seven numbers down the side.
- ☐ Fill in last month's numbers, even rough ones. Note any you can't find.
- ☐ Pick one time each week to update it, and put it on your calendar.

Ask weekly: How much cash did we actually keep?

Source: Dan Martell, *Instagram*, “The 7 numbers every CEO should know to grow their business”