



Focus Your Efforts



Focus On Your Target



Focus On Your Offer

Stockdale Sequence

Take the time to download and fill out the work sheet before the webinar starts. Just fill in your current data and other metrics. Then write down your one year goal for each of these metrics. This is a time to be bold (fortune favors the bold) where do you want to see your business in one year? As a last step, list any challenges you've encountered in the past as you've worked toward these goals.

CURRENT SITUATION Per Month	SCORE (1 - 5)	CHALLENGES	APPROACH	90 DAYS	1 YEAR
Gross Sales					
Gross Profit					
New Customers					
Leads					
Additional Product Sales					
Average Sale \$					
Average Days Between Sales					
Lifetime Value					
Number / Percentage of Repeat Customers					
Percent of New Leads Converting to Customers					

