

// CEO MEETING DATE: _____ MONTH IN REVIEW: _____

WHAT WORKED WELL

WHY

WHAT DIDN'T WORK WELL

WHY

WHAT WILL I CHANGE & HOW

MY BIGGEST LESSON THIS MONTH

// **WHAT METRICS DID I MONITOR:**
eg. Enquiries via a certain channel, Follower engagement, Increase in avg spend, actual bookings rate.

1 // _____

PREVIOUS MONTH ACTUAL	THIS MONTH	NEXT MONTH GOALS

2 // _____

PREVIOUS MONTH ACTUAL	THIS MONTH	NEXT MONTH GOALS

3 // _____

PREVIOUS MONTH ACTUAL	THIS MONTH	NEXT MONTH GOALS

// WHAT NEW METRICS WILL I MONITOR NEXT MONTH

METRIC	GOAL

// ENQUIRIES

Simply ask when they contact you the first time

Referral Family/Friend	
Referral Other Vendors	
Google Search	
Instagram	
Facebook	
Pinterest	
Email List	

// BOOKINGS

A/ Number of confirmed bookings	
B/ Total Dollar Value	
C/ Average booking – B divided by A	

// FINANCIALS

Approximate is fine – this is to help you get aware of your numbers.

Revenue	
LESS COGS	
= Gross Profit LESS Expenses	
= Net Profit	

I paid myself \$ _____

// Visualise this coming months weddings, events, meetings & results. Imagine how it will all turn out and how an amazing month it will feel. Write it down.

A large rectangular area with horizontal lines for writing, enclosed by a thin black border.

HAVE AN AMAZING MONTH!

