



Know Your Numbers Worksheet

#	Your 10 Key Growth Metrics	Your Specific Number
1	What is your revenue goal for the next 12 months?	
2	What is your current average order value (AOV)?	
3	How many orders do you need to generate over the next 12 months to hit your revenue goal?	
4	How long is your sales cycle? i.e from first contact with a prospect to them becoming a customer	
5	What is your lead conversion rate? (Lead to Customer) %	
6	How many leads do you need to hit your revenue goal?	
7	What is your website traffic conversion rate? (Website visitors to Leads) %	
8	What website traffic does your website need to generate to give you the leads you need?	
9	What is your current cost of customer acquisition (COCA)?	
10	What is your current customer lifetime value (CLV)?	

Need any help with this activity? Email me on richard@goberemarkable.com