FE2 ESSENTIALS

Weekly scorecard

FE2

fe2.biz/essentials/#weekly-scorecard

Each Monday, write last week's count in the column for that week. Fill in your real starting count in week 1, then reset the goals.

Business: Week 1 starts on: Scorecard owner:

Measure (people per week)	Report estimate	Real start	Goal by day 90	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13
New signups or new customers (total)																
Signed up, never finished setup or first visit																
Started, no first result yet																
Trials or quotes due this week																
Trials or quotes not converted																
Failed payments																
Payments recovered																
Renewals due / renewed																
Cancellations																
Past customers who came back																
At-risk customers flagged / contacted																

Monthly to weekly

Your report gives monthly counts. To get a weekly count, multiply by 12 and divide by 52. Example: 100 a month is about 23 a week.

How to read it

Look at the direction over three or four weeks, not one week. If signups grow, compare percentages (lost ÷ total) rather than counts.

When a number stalls

If a measure hasn't moved for four weeks, make it the first item at Monday's check-in and check the "If it isn't moving" advice in your report.

Goals are a suggested starting point, not industry benchmarks. A common first goal is 20 to 25% fewer lost customers by day 90. Reset goals once your real starting counts are in.