Signup and getting-started trackers

Fill these in every Monday for four weeks to find your real numbers. Then compare them with the estimates in your report.

1 Signups: started vs finished

Your form tool, or whoever manages it, can give you the two counts. If not, compare your enquiry list with your new customer list.

Week starting	Started signup	Finished signup	Share finished (finished ÷ started)

2 Getting started

Count last week's new customers and how many logged in, finished setup or made their first visit. Owner of incomplete setups: _____

Week starting	New customers	Got started	Still to chase (names)

Why people stopped (from replies)

First-week result sheet

One row per new customer. Anyone still on "N" after 7 days gets the follow-up email or a quick call.

Business: Our first result: Owner:

Customer	Joined	Visits or sessions, days 1–7	Reached first result? (Y/N)	Followed up (date, who)	Notes