

# Creative Shop Owners CEO Date Checklist

## For Inner Circle members

**Week of:** \_\_\_\_\_

- What are you doing this week to **ATTRACT** new people to your store this week?
  
- What are you doing to **engage and nurture** your customers?
  
- What products/service do you need to focus on **selling** this week (promotional calendar/plans in place?)
  
- What **WOW strategies** are you doing this week?
  
- What **LEADING metrics** will you track this week? (Email, social, FB ads performance etc)
  
- What **LAGGING metrics** will you track this week? (Things that already happened, revenue made last week, workshops sold, # customers through the door, UPT, average sale per customer, revenue stream %. This helps you see what's already happening, so you can pivot and/or push etc.
  
- What are your revenue goals this week? (per revenue stream if you can)
  
- What are your top 3 goals for the week?
  
- What self-care will you practice this week?
  
- How do you need to **SHOW UP** this week for your business?

- What do you need help/support with this week?
  
- Update your calendar for the week.
  
- What "input or learning" would you like to make time for this week? Podcasts/coaching/books/articles/ etc/
  
- Other:
  
  
- Other:

# End of week CEO Debrief

Top 3 wins from the week?

1.

2.

3.

Did you get your top 3 goals accomplished? Review outcome.

What's currently working in your business?

What's not working in your business?

What are you excited for next week?

Where did you fail to show up last week?

NOTES and thoughts:

