

THE TRACKER CODE

THE CREATOR **ACCOUNTABILITY** WORKBOOK



TRACK BETTER.
IMPROVE FASTER.
GROW CONSISTENTLY.

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WHY TRACKING MATTERS



YOU CAN'T IMPROVE
WHAT YOU DON'T **MEASURE.**



SUCCESS LEAVES CLUES.



SO DO YOUR **NUMBERS.**



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CONTENT TRACKER

 DATE	 PLATFORM	 TOPIC	 HOOK	 CTA	 VIEWS	 COMMENTS	 LEADS	 SALES



REELS

TRACKER

 TITLE	 HOOK	 VIEWS	 WATCH TIME	 COMMENTS	 SHARES	 SAVED	 NOTES



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POST TRACKER

 FACEBOOK	 INSTAGRAM	 TIKTOK	 LINKEDIN	 THREADS	 YOUTUBE	 STATUS



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STORY TRACKER

 STORIES POSTED	 REPLIES	 POLL VOTES	 DMS	 LINK CLICKS	 SALES



LEAD TRACKER

 NAME	 PLATFORM	 INTERESTED IN	 LAST CONTACT	 NEXT FOLLOW-UP	 STATUS



DM

TRACKER



NEW
CONVERSATIONS



FOLLOW-UPS



BOOKED CALLS



SALES



NOTES



SALES

TRACKER

 OFFER	 DATE	 REVENUE	 COMMISSION	 SOURCE	 NOTES



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INCOME TRACKER

 DATE	 OFFER	 INCOME	 EXPENSES	 PROFIT



AFFILIATE TRACKER

 AFFILIATE	 SALES	 COMMISSION	 FOLLOW-UP	 STATUS



CUSTOMER TRACKER

 CUSTOMER	 OFFER PURCHASED	 ONBOARDING	 FOLLOW-UP	 UPSELL	 NOTES



HABIT TRACKER

HABIT		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
	POST																															
	STORIES																															
	COMMENTS																															
	DMS																															
	LEARNING																															
	WORKOUT																															
	READING																															
	WATER																															
	SLEEP																															



WEEKLY SCORECARD

CATEGORY		MON	TUE	WED	THU	FRI	SAT	SUN	TOTAL
	POSTS								
	LEADS								
	SALES								
	REVENUE								
	GROWTH (Followers / Subscribers)								
	LESSONS (Wins + Takeaways)								

 WEEKLY WINS

 WHAT I'LL IMPROVE NEXT WEEK



MONTHLY SCORECARD

CATEGORY		MONTH: _____	NOTES
	CONTENT (Posts, Stories, Reels, Lives)		_____ _____ _____
	FOLLOWERS (New Followers)		_____ _____ _____
	EMAIL LIST (New Subscribers)		_____ _____ _____
	SALES (Total Sales)		_____ _____ _____
	REVENUE (Total Revenue)		_____ _____ _____
	BIGGEST WIN (This Month)		_____ _____ _____

NOTES & REFLECTIONS



GOAL
TRACKER

 GOAL	 DEADLINE	 PROGRESS	 MILESTONES	 COMPLETED
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐
	__/__/__	____%		☐



LAUNCH
TRACKER

 OFFER	 EMAILS	 CONTENT	 LIVES	 SALES	 LESSONS
Offer Name: _____ Launch Dates: ____/____/____	Sent: _____ Open Rate: _____% CTR: _____%	Posts: _____ Stories: _____ Reels: _____ Other: _____	Live Dates: ____/____/____ ____/____/____ Attendees: _____	Sales: _____ Revenue: _____ AOV: _____ Conversion: _____%	_____ _____ _____ _____ _____ _____ _____ _____
Offer Name: _____ Launch Dates: ____/____/____	Sent: _____ Open Rate: _____% CTR: _____%	Posts: _____ Stories: _____ Reels: _____ Other: _____	Live Dates: ____/____/____ ____/____/____ Attendees: _____	Sales: _____ Revenue: _____ AOV: _____ Conversion: _____%	_____ _____ _____ _____ _____ _____ _____ _____
Offer Name: _____ Launch Dates: ____/____/____	Sent: _____ Open Rate: _____% CTR: _____%	Posts: _____ Stories: _____ Reels: _____ Other: _____	Live Dates: ____/____/____ ____/____/____ Attendees: _____	Sales: _____ Revenue: _____ AOV: _____ Conversion: _____%	_____ _____ _____ _____ _____ _____ _____ _____
Offer Name: _____ Launch Dates: ____/____/____	Sent: _____ Open Rate: _____% CTR: _____%	Posts: _____ Stories: _____ Reels: _____ Other: _____	Live Dates: ____/____/____ ____/____/____ Attendees: _____	Sales: _____ Revenue: _____ AOV: _____ Conversion: _____%	_____ _____ _____ _____ _____ _____ _____ _____
Offer Name: _____ Launch Dates: ____/____/____	Sent: _____ Open Rate: _____% CTR: _____%	Posts: _____ Stories: _____ Reels: _____ Other: _____	Live Dates: ____/____/____ ____/____/____ Attendees: _____	Sales: _____ Revenue: _____ AOV: _____ Conversion: _____%	_____ _____ _____ _____ _____ _____ _____ _____



CEO
DASHBOARD

MONTH: _____

DATE RANGE: ____/____/____ - ____/____/____



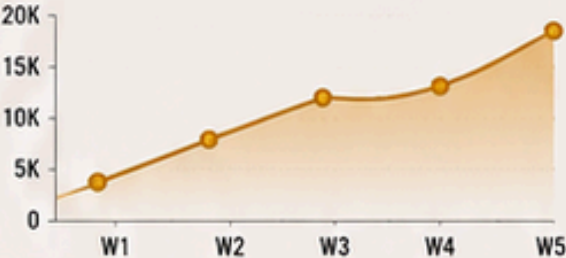
REVENUE

TOTAL REVENUE

\$ _____

vs LAST MONTH _____%

REVENUE OVER TIME

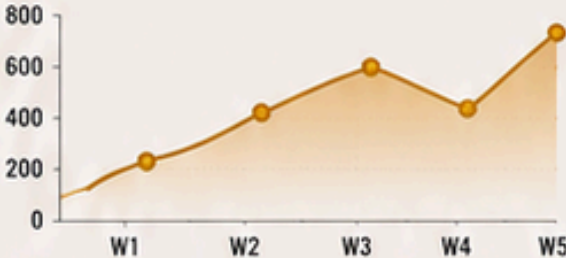


LEADS

TOTAL LEADS

vs LAST MONTH _____%

LEADS OVER TIME



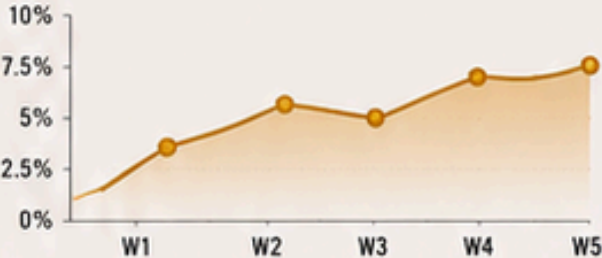
CONVERSION

CONVERSION RATE

_____%

vs LAST MONTH _____%

CONVERSION OVER TIME



CONTENT

POSTS _____

STORIES _____

REELS _____

LIVES _____

TOP PERFORMING CONTENT

1. _____
2. _____
3. _____



OFFERS

OFFERS PROMOTED _____

SALES _____

REVENUE \$ _____

AOV \$ _____

TOP OFFERS

1. _____
2. _____
3. _____



GROWTH

FOLLOWERS _____

EMAIL LIST _____

DM CONVERSATIONS _____

COMMUNITY MEMBERS _____

GROWTH GOALS PROGRESS



NOTES & WINS

FOCUS THIS MONTH

- ☐ _____
- ☐ _____
- ☐ _____



SUCCESS

METRICS

METRIC		MON	TUE	WED	THU	FRI	SAT	SUN	WEEK TOTAL
	CONTENT POSTED (Posts/Stories/Reels)								
	LEADS (New)								
	APPOINTMENTS (Booked)								
	SALES (Closed)								
	REVENUE (Total \$)								
	CONSISTENCY (% Plan Followed)	___ %	___ %	___ %	___ %	___ %	___ %	___ %	___ %
	ENERGY (1-10)	---	---	---	---	---	---	---	---
	MINDSET (1-10)	---	---	---	---	---	---	---	---



WINS THIS WEEK



WHAT I'LL IMPROVE
NEXT WEEK



YEAR IN REVIEW



1. WHAT AM I MOST PROUD OF?

.....

.....

.....



2. BIGGEST LESSON?

.....

.....

.....



3. BIGGEST BREAKTHROUGH?

.....

.....

.....



4. BIGGEST CHALLENGE?

.....

.....

.....



5. NEXT YEAR'S VISION?

.....

.....

.....



COPY + PASTE

TRACKER

GOOGLE DOC