**METRIC THAT MATTERS WORKSHEET**

**Identifying the 1 Metric that Matters**

***Since there is no shortage of data, it’s important to know what you’re looking for.***

Depending on your phase of marketing maturity, the metric that matters (and that you’ll want to measure) will be different. You’ll speed up your strategic objections once you remove all other distractions and look at existing metrics through the lens of your metric that matters.

**What stage are you?**

Defining your stage by answering yes or no to the following criteria.

|  |  |  |
| --- | --- | --- |
| **Stage** | **Measure** | **Yes/No** |
| **Startup** | Your team can attract a large volume of traffic. |  |
| **Growth** | Your team has built a loyal audience. |  |
| **Scale** | Your team is driving leads (or a similarly revenue-focused metric). |  |

*Your one metric that matters should align with the first stage you answer “no” to.*

