



Know Your Numbers Worksheet

What's Your Reach?

1. How many people are on your email list? _____
2. How many people follow you on each of the social media platforms:
 - Facebook: _____
 - Twitter: _____
 - LinkedIn: _____
 - Instagram: _____
 - YouTube: _____
 - Pinterest: _____
 - Google Plus: _____

How many people listen to your podcasts? _____
What are your top topics? _____

How many people read your blog? _____
What are your top topics? _____

What are Your Sales Numbers and Gross Profit?

1. What is your gross income from the previous year? _____
2. What is your net incoming from the previous year? _____
3. What percentage are your expenses? _____

What are Your Delivery Numbers?

1. How many speeches did you deliver last year? _____
2. What was your average fee? _____
3. How many charity dates did you deliver? _____
4. How many consulting days? _____
5. How many training days? _____