

FREE WORKSHEET / 15 MINUTES WEEKLY

Weekly creator business scorecard

Track actions, audience quality and collected revenue.

A simple weekly operating review that keeps attention, commercial activity and cash separate.

1. Content and audience

Track a consistent period and compare like with like. A large view count is useful only if it serves your audience and format.

Week ending; primary platform; format:

Live sessions planned / published; clips planned / published:

Returning viewers; watch time; profile visits; metric source:

Keep the metric definitions consistent. Do not compare live average viewers directly with short-video views.

2. Commercial pipeline

A contact is not a deal. Track each step independently so you can see where conversations stop.

Relevant contacts; replies; fit conversations:

Proposals sent; paid pilots agreed; renewals discussed:

Common objection and my next experiment:

If conversations happen but proposals do not, clarify scope and buyer fit before increasing outreach volume.

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3. Campaign and cash review

Revenue promised is not cash received. Keep an invoice log and note what is outstanding.

Contracted amount; invoiced amount; cash collected:

Direct costs paid; creator hours; overdue invoices:

Collected revenue minus direct production costs:

A \$600 collection with \$200 direct editing cost leaves \$400 contribution before overhead, tax and creator time. This is an arithmetic example, not an earnings forecast.

4. One decision for next week

Use evidence to decide what to repeat, improve or stop. Keep only one main improvement priority.

The limiting step and evidence:

One change; owner; deadline:

What I will stop doing to make time:

A missed posting schedule may need a smaller clip batch, not another distribution channel.

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