







# Client Creation Dashboard

Track your numbers on the six dials.  
Repeat each week for 12 weeks.

To create clients you need to track the right things. The problem with income is that it's a Lag Indicator. Tracking it will send you on an emotional rollercoaster. Instead, track Lead Indicators—the actions and behaviors that are within your control. This turns creating clients into a game!

WEEK	LEAD INDICATORS					LAG INDICATOR
	CONNECT	INVITE	CREATE	PROPOSE		INCOME
	 Number of people I connected with	 Number of people I invited to a coaching conversation	 Number of people I coached who are not clients	 Number of NOs I collected	 Amount of money I made in proposals	 Amount of money I made in billings
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
TOTALS						