

# Dashboards that are Actually Useful

## 10 Point Checklist

### Layne Booth

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



**“Simplicity scales and complexity fails. To simplify business operations, consider this: we’re already using software that captures vast amounts of data. Often, the information we need is readily available.”**

**LAYNE BOOTH**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Tailor my dashboard to my specific business needs, team structure, and long-term vision. Avoid generic templates and focus on what truly matters to my unique situation.
- Implement the A in ABCs of KPIs Framework: Analyze and audit. Leverage my existing data to identify what already works or doesn't work in my business.
- Practice the B in ABCs of KPIs Framework: Bottom line alignment. Ensure that my metrics directly align with revenue, profitability, and other non-negotiable goals for my business.
- Prioritize C in ABCs of KPIs Framework: Clarity and confidence. If data doesn't improve clarity or assist in making data-driven decisions, remove it from my dashboard to maintain my focus.
- Designate leading indicators for early insights into my business performance and allow for course corrections. Lagging indicators are important, but should be viewed in the context of leading indicators to drive actionable insights for me.
- Reverse engineer my goals in business. Break down my big, audacious goals into smaller, attainable steps.
- Define clear funnels for my business, whether through acquiring clients, driving podcast engagement, or converting leads.
- Direct my audience to a single landing page or link for tracking purposes. This centralized approach simplifies tracking and provides clearer insights into my audience's behavior.
- Continuously review and refine my dashboard metrics based on my evolving business needs, goals, and performance trends.
- Choose dashboard software that emphasizes clear visualization of data. This allows me to quickly grasp key metrics and trends.
- Download Layne Booth's 12 Metrics Checklist, which is available at [12metrics.com](https://12metrics.com). Visit [theprojectbooth.com](https://theprojectbooth.com) to learn more about Layne's white-glove dashboard-building services.