



Part 2

2022

Success
Accelerator

WITH LOVE TO *Launch*[®]

ANNUAL REVIEW

2021

PROFIT

What was your total revenue in 2021?

What were your total expenses in 2021?

What was your total profit in 2021?

How much did you pay yourself in 2021?

PROFIT SCORE

Score your profit for 2021 out of 10

Why have you given yourself that score?

ANNUAL REVIEW

2021

LEAD GENERATION

How much did you grow your list in 2021?

Which freebie created most the growth?

Which channel created most list growth?

How often are you sending out valuable content?

How many website visits did you have in 2021?

LEAD GENERATION SCORE

Score your lead generation for 2021 out of 10

Why have you given yourself that score?

ANNUAL REVIEW

2021

SOCIAL MEDIA

What platforms are you actively growing right now?

How much has your key audience grown in 2021?

How do you rate your engagement on social in 2021? (1-10)

SOCIAL MEDIA SCORE

Score your social media efforts for 2021 out of 10

Why have you given yourself that score?

ANNUAL REVIEW

2021

YOUR TOP PERFORMING LAUNCH

What was the size of your top launch list?

What were the total sales from your top launch?

Overall conversion rate

Organic

Paid

Affiliate

Bonus points if you can split the conversion rate into different channels

Earnings per lead

LAUNCH SCORE

Score your launch efforts for 2021 out of 10

Why have you given yourself that score?

ANNUAL REVIEW

2021

TEAM & LEADERSHIP

(out of 10)

How in love with your business are you?

How aligned do you feel with your business vision?

How well are your team performing right now?

How do you rate your leadership skills?

TEAM & LEADERSHIP SCORE

Score your team & leadership for 2021 out of 10

Why have you given yourself that score?

ANNUAL REVIEW

2021

2021 REFLECTION

Reflecting on your last year, what are you most proud of?

Which areas do you need to improve and why?

ANNUAL REVIEW

2021

2021 REFLECTION

Which part of your business is the biggest threat to your growth?

What team / resources do you need in place to help you grow?