What to Measure Before Your Business Has Much Data

October 11, 2026
Track qualified interest, next-step behavior, and delivery effort. Use early measures to guide a decision, not to claim a trend.

A Weekly Cash-Flow Check-In for a Very Small Business

October 11, 2026
Check the available balance, expected payments, and upcoming bills in date order so you can spot a possible shortfall early.

A Beginner-Friendly Break-Even Worksheet

October 11, 2026
Calculate how many units cover fixed costs after variable costs. Label assumptions and test how the result changes across scenarios.

How to Compare Your Offer with Alternatives Fairly

October 11, 2026
Compare options using buyer-relevant criteria, current evidence, and clear trade-offs, including the option to do nothing.

How to Run a Small, Low-Risk Test of a New Service

October 11, 2026
Run a small service pilot with clear scope, terms, and a way to learn from delivery before committing to a larger rollout.

Map the Customer Journey from Discovery to Repeat Purchase

October 11, 2026
Map what customers do, what they need to know, and where the experience gets harder. Use evidence from real interactions to choose one improvement.