

Course: Mission Control: Master Your Data, Metrics & Money

Lesson 8: Data-Driven Marketing: Double Down or Cut Bait

1. Core Concept & Learning Objective

Core Concept (149 words): This is the lesson that saves you 20 hours a week. As a solopreneur, your *time* is your most valuable asset. Yet, most founders "spray and pray," spending 10 hours on "TikTok" and 10 hours on "LinkedIn" with no *data* on which one *works*. This ends now. You will use your "Marketing" (L3) and "Sales" (L4) dashboards to make a "Data-Driven Decision." You will "read" the data (from L7) to find your "profit" channel (the 20% of effort driving 80% of sales) and your "vanity" channel (the 80% of effort driving 20% of sales). This lesson gives you the "Drill Sergeant" permission to "cut bait" (quit) the channels that *waste* your time.

Learning Objective: By the end of this lesson, you will be able to **analyze** your "Sales by Source" (L4) and "CPA" (L3) data to **identify** your single most *profitable* marketing channel and **make** a strategic "Data-Driven Decision" to "double down" on that channel and "cut bait" (stop) on your most *unprofitable* one.

2. Interactive Content Activities

Activity 1: Case Study: "The '80/20' Marketing Decision"

- **Type:** Case Study Analysis
- **Time:** 15 minutes
- **Instructions:**
 1. Read the "Data" from 'Founder A's' "Sales Dashboard" (L4):
 2. **Channel 1: "TikTok"**
 - *Time Spent:* 20 hours/week
 - *Traffic (L3):* 50,000 (Vanity)

- *Sales (L4): 10 (Profit)*
- *Sales Conversion Rate: 0.02% (Leak!)*

3. Channel 2: "Email List"

- *Time Spent: 2 hours/week*
- *Traffic (L3): 500 (Small)*
- *Sales (L4): 50 (Profit!)*
- *Sales Conversion Rate: 10% (Win!)*

4. In the text box, answer: "The 'data' is screaming. What is the *obvious* 'Data-Driven Decision' Founder A *must* make ('Double Down' vs. 'Cut Bait')?"

- **Expected Outcome:** An "a-ha" moment about the "80/20" rule. "TikTok" is the "80% Effort / 20% Result" (Cut Bait). "Email" is the "20% Effort / 80% Result" (Double Down).

Activity 2: Strategic Exercise: "My 'CPA' (Cost Per Acquisition) 'Cut Bait' Line"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
 1. This is for "paid" ads. Your "CPA" (L3) must be *less than* your "Product Price." (If your "CPA" is \$100 and your "Product" is \$50, you are *paying* \$50 to *lose* a customer.)
 2. Open the "CPA Cut Bait" worksheet.
 3. Your "Product Price": (e.g., "\$50")
 4. Your "CPA" (from L3 Dashboard): (e.g., "\$75")
 5. The "Data-Driven Decision": (Is this "Profitable" or "Unprofitable"?)
 6. *Your Task:* Your "CPA" is \$75, your "Product" is \$50. You are *losing* \$25 on every sale. What is the "Data-Driven Decision" you *must* make?
- **Expected Outcome:** You must "Cut Bait" (turn off) the ads, or "Fix" the "leak" (fix your "Sales Page" (C5, L7) to raise your "Conversion Rate" and *lower* your "CPA").

Activity 3: Strategic Exercise: "My 'Double Down' Channel"

- **Type:** Strategic Exercise
- **Time:** 15 minutes
- **Instructions:**
 1. Open your "Sales & Revenue Dashboard" (from L4).
 2. Look at your "Sales by Source" data.
 3. Find the *one* channel that has the *highest* "Sales Conversion Rate" (or *most* "Total Sales").
 4. *This* is your "Double Down" channel.
 5. *Your Task:* List *one* action you can take *this week* to "double down" on it.
 6. *Example:* "My 'Email List' (L4) is my 'Win'. My 'Double Down' action is to 'create a 5-day email sequence' (C5, L9) for it."
- **Expected Outcome:** A clear, *actionable* decision based on *your own* "win" (L7).

Activity 4: "My 'Cut Bait' Confession" (Peer Collaboration)

- **Type:** Peer Collaboration / Discussion
- **Time:** 10 minutes
- **Instructions:**
 1. It's "hard" to "quit" a channel (e.g., "But I *like* TikTok!"). This is "permission."
 2. Go to the community discussion board.
 3. **Post:** "My 'Data' (L7) just told me to 'Cut Bait' on [Channel]."
 4. *Example:* "My 'Data' is screaming at me to 'Cut Bait' on 'TikTok'. I spend 10 hours/week there and my 'Sales by Source' (L4) is \$0. It's a 'Vanity' channel (L1) for me. I'm stopping today."
 5. Reply to one other student's "Confession" with "Congratulations! Look at all the 'time' you just got back!"
- **Expected Outcome:** Peer "permission" to "quit" the things that "aren't working," (as proven by *data*, not 'gut-feel').

3. Assignment & Project Milestone

Assignment: The "Double Down / Cut Bait" Decision (Component 8 of Final Project)

- **Estimated Time:** 60 minutes
- **Deliverable:** A 1-page "Marketing" "SOP" (Standard Operating Procedure) in PDF or Notion.
- **Description:** This is your *new* "Marketing" plan, based *only* on "data." You will formalize your "80/20" decisions (from Activity 1, 2, 3) into a "CEO" directive.
- **Step-by-Step Instructions:**
 1. Open the "Marketing SOP" template (provided).
 2. **Section 1: "My 'Cut Bait' Channel(s)."**
 - **The Channel:** (e.g., "TikTok").
 - **The 'Data' (The 'Why'):** (e.g., "Data from my 'Sales Dashboard' (L4) shows this channel drove '\$0' in 'Sales by Source' last month, despite 10 hours/week of 'Effort'.")
 - **The 'Decision':** "I will 'Cut Bait' on this channel, effective *today*."
 3. **Section 2: "My 'Double Down' Channel(s)."**
 - **The Channel:** (e.g., "My 'Email List'").
 - **The 'Data' (The 'Why'):** (e.g., "Data from my 'Sales Dashboard' (L4) shows this channel drove '80%' of my 'Sales' (\$5,000) last month.")
 - **The 'Decision':** "I will 'Double Down' on this channel. My 'Action' is to [Your 'Action' from Activity 3]."
 4. Save this 1-page document. This is Component 8 of your Final Project.
- **Connection to Final Project:** This "SOP" is the "output" of your "Mission Control" hub. You used your "Dashboards" (L3, L4, L5) to "Read" the data (L7) and "Make a Decision" (L8). This is the *entire loop*.
- **Evaluation Criteria:**
 - **Excellent:** All sections are complete. The "Decisions" ("Cut Bait" / "Double Down") are 100% "data-driven" (they cite *real* "data" (KPIs) from the dashboards).

- **Proficient:** The sections are complete, but the "Why" is "gut-feel" (e.g., "I'm cutting TikTok 'because I hate it'"), not "data-driven."
- **Needs Improvement:** One or more sections are missing.

4. End-of-Lesson Assessment

(Multiple Choice 1) In the "'80/20' Marketing" case study, "TikTok" (20 hours/week, 10 sales) was the "80% Effort / 20% Result" channel. This is the channel you must:

- A. "Double Down" on (it needs *more* effort).
- B. "Cut Bait" on (it is a "time-wasting" 'Vanity' channel).
- C. "Optimize" (it is a "leak").
- D. "Automate" (C4). (Answer: B)

(Multiple Choice 2) The "Email List" (2 hours/week, 50 sales) was the "20% Effort / 80% Result" channel. This is the channel you must:

- A. "Double Down" on (it is your "profit" channel).
- B. "Cut Bait" on (it is "too easy").
- C. "Ignore" (it is "working fine").
- D. "Automate" (it is already automated). (Answer: A)

(Multiple Choice 3) What is the "CPA 'Cut Bait' Line" (from Activity 2)?

- A. When your "CPA" is *higher than* your "Product Price" (you are *losing* money on every sale).
- B. When your "CPA" is *lower than* your "Product Price" (you are *making* money on every sale).
- C. When your "CPA" is "0."
- D. When your "Product Price" is "0." (Answer: A)

(Multiple Choice 4) The "Double Down / Cut Bait" SOP (your assignment) is a "CEO" decision based *only* on:

- A. "Gut-feel" (e.g., "I *like* Instagram more").
- B. "Vanity Metrics" (e.g., "TikTok has more *views*").
- C. "Profit Metrics" (e.g., "Email has more *sales* (L4) and a lower *CPA* (L3)").

- D. "Your 'Team's' (C5) opinion." (Answer: C)

(Short Answer 1) What is one "Channel" you are "Cutting Bait" on (from your assignment)?

- (Example Answer: "I am 'Cutting Bait' on 'LinkedIn'. My 'Sales by Source' (L4) data shows 0 sales.")

(Short Answer 2) What is one "Channel" you are "Doubling Down" on (from your assignment)?

- (Example Answer: "I am 'Doubling Down' on my 'Blog/SEO'. My 'Sales by Source' (L4) data shows it drives 50% of my 'evergreen' sales.")

(Scenario-Based 1) You look at your "Data":

- Channel A (Ads): CPA (L3) is \$50. Your Product Price is \$100.
- Channel B (Blog): "Sales Conversion Rate" (L3) is 0.1%.
- 1. What is the "Decision" for "Channel A"?
- 2. What is the "Decision" for "Channel B"?
- (Answer: 1. "Channel A" is profitable (CPA \$50 < Price \$100). The 'Decision' is to "Double Down" (or 'Scale') the Ad Spend. 2. "Channel B" is "leaking" (0.1% is a terrible conversion rate). The 'Decision' is to "Cut Bait" or "Optimize" (fix the