Course 6 Lesson Outline: Mission Control

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

1. **Lesson 1: Stop Guessing: Why Data is Your Drill Sergeant**

   - You will learn to differentiate "vanity metrics" (like followers) from "profit metrics" (like Lifetime Value) that actually grow your business.

2. **Lesson 2: Your 5 Mission-Critical KPIs**

   - You will identify the 5-7 Key Performance Indicators (KPIs) that define success for *your* specific business model (e.g., service vs. digital product).

3. **Lesson 3: Building Your Marketing Funnel Dashboard**

   - You will set up a simple dashboard to track your entire funnel: Traffic > Lead Conversion Rate > Sales Conversion Rate > Cost Per Acquisition (CPA).

4. **Lesson 4: Building Your Sales & Revenue Dashboard**

   - You will set up a dashboard to track your money-making metrics: Average Order Value (AOV), Customer Lifetime Value (LTV), and Sales by Source.

5. **Lesson 5: Building Your Financial Health Dashboard**

   - You will set up a dashboard to track your actual profit: Revenue > Total Expenses > Net Profit Margin > Average Monthly Cash Flow.

6. **Lesson 6: Solopreneur-Simple Bookkeeping (The 30-Minute/Month Plan)**

   - You will set up a dead-simple, 2025-friendly system (using tools like Catch or simplified spreadsheets) for tracking your money (no accountant required).

7. **Lesson 7: How to "Read" Your Data for Actionable Intel**

   - You will learn to analyze your dashboards to spot trends, identify the *real* problems, and find hidden growth opportunities.

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

- You will use your data to make strategic decisions about where to double-down on marketing efforts and which channels to cut completely.

9. Lesson 9: Data-Driven Pricing & Offer Optimization

- You will use your sales data and customer feedback to confidently test new price points and optimize your offers for maximum profitability.

10. Lesson 10: Simple Forecasting (Your Path to Profit)

- You will use your current data to build a simple, realistic financial forecast and set revenue/profit goals for the next 6-12 months.

11. Lesson 11: Assembling Your "Mission Control" Hub

- You will use a simple, free tool (like Google Sheets or a data dashboard app) to pull all your key metrics into one screen for a 10-minute weekly review.

12. Lesson 12: The CEO Review: Your Weekly & Quarterly Battle Rhythm

- You will create a 60-minute weekly and 3-hour quarterly review process to