

Measure What Matters

a 3-phase data analysis and visual dashboard service

You are a digital entrepreneur and you've had great success with your programs, services or products, but it's mostly a surprise what works and what doesn't. It has been a rollercoaster ride, feast or famine, you have no clue why you had success in the first place. So what to do now?

*You have **little idea of your revenue streams and costs**, or how much you are bringing home. (Are you even making a **profit**?)*

*Your business decisions feel like **'trial and error'** and **'hit or miss'**.*

*You feel **insecure about hiring** because you don't know what your budget is.*

*You have **no idea where your clients are coming from**.*

*You don't know what the **next step** should be and are constantly **second guessing your decisions**.*

*You're **hesitant to invest**, because you've **lost money in the past** and you don't want to make the wrong decision again.*

*You feel like you are **missing some magic tool** that others have and you don't.*

You turn to your business coach, advisor or CPA, and they always say the same thing...

"Know your numbers."

But what does that actually mean? They never tell you HOW to do that, do they?

You've probably heard 'Know Your Numbers' a million times since you started your business. Most entrepreneurs look at their data at least annually, whenever they file their taxes. You may look at it more often throughout the year, to see how your business is doing and you are probably able to see whether your revenue is 'on track' or not.

But what else is hidden in there? What is actually happening in your business on a daily basis? You know you need to leverage data more, and it's the next step in professionalizing your business, but you don't know how.

Every online entrepreneur is collecting data in their software and about their business. Think about your **website traffic, your sales, revenue and costs, your email open rates, funnel conversion rates**. And probably a lot more that you're not even aware of. It just sits there.

You know that your business is collecting data everywhere, but **you find it hard to decode what it means**. You get the google analytics report in your inbox each month. You see the email open rates. The P&L statement your accountant sends you. There is a wealth of knowledge in there, if you only knew how to read it. **What to look for? And how to tie it all together?**

You don't like looking at spreadsheets.

You don't want to put time and energy staring at all of your system's data streams, google sheets, google analytics or google data studio.

And you absolutely don't want to figure it out by yourself.

However, you are in business long enough to know that some decisions are a big success, and some are a failure. **Wouldn't it save you so much time if you could figure out what the 'right' decisions are?**

How would it feel if you were able to make **quicker decisions**, and, even better, **predict the outcome** of your decisions?

Imagine the feeling of security when you know that your decisions are backed up by your unique business metrics...

Knowing your opportunities for more revenue.

Knowing where the money leaks are that you need to fix asap.

Knowing what to invest in.

That's why I created this service.

To **take it off your plate**, assess the available data for you, **take the guesswork out of it**, create **clear and easy to read reports** with **recommendations that you can act on with confidence**.

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The timeline

Phase 1: Financial data assessment

In this phase, I'm going to deep dive into your historical financial data, more specifically the information collected over the past 6-12 months. This enables you to see whether the goals you've set for your business are being made. The detailed assessment will result in determining where to quickly fix money leaks, how to increase your profit margin, where to reduce costs and how you can increase your revenue. Think of me as your data detective. The goal in phase one is to find money and accelerate your business growth.

Duration: 2-4 weeks, depending on the accuracy of your books.

Phase 2: Data assessment

In the second phase of the project, Together, we'll go through your software stack and your business processes. This will enable me to understand your business model and workflows quickly, and prepares me for the actual dashboard build. I will look at your current setup and make recommendations for kpis (key performance indicators) that are relevant to your specific business.

With the available information, I will be going on a data mining expedition in your business. You don't have to spend a lot of time on this, when I have access to your systems, I will be able to find the data myself.

Duration: 2-4 weeks, depending on your availability and the complexity of your business model and amount of systems

Phase 3: Data Dashboard Creation

The first two phases have been the preparation for the final phase of the project where I'll be creating a visual Data Dashboard for your business. With this data dashboard, we can

track in real time what is happening in your business, what is working, and what isn't. So that you clearly see what moves the needle. I'll be doing the entire setup for you.

Think about the following:

- sales/revenue/costs per product type
- email metrics: open rates, click rates, subscribers, unsubscribes, campaign metrics
- website traffic: views, clicks, conversions
- funnel metrics: views, optins, conversions
- marketing metrics: social media channel metrics
- membership metrics: active members, retention rates

Duration: 2-6 weeks, depending on the amount of dashboard visuals we agreed on
The **total project timeline** will be somewhere between **2-3 months**.

What you'll get

Phase 1:

- assessment of your existing financial data for the last 6-12 months, so that you will immediately see where the money is coming from, where money leaks are
- a clear report with recommendations that will immediately create a Return on Investment
 - 3 (or more) opportunities
 - 3 (or more) money leaks

Phase 2:

- Business model and systems (software) assessment, to discover data that is relevant to grow and solidify your business
- Google Analytics 4 set up in your account (you need Google Analytics 4 setup because Google is switching over to a new way of data tracking and the old version of Google Analytics will become obsolete making it impossible to compare year-to-year data)

Phase 3:

- Visual dashboard up to 5 pages with 3-5 visual representations on each page
- Detailed report outlining what is happening in real time
- Walk through of the data collection spreadsheet and the google data studio setup so that you know what it all means

- Opportunity to subscribe to a data maintenance package with a substantial discount (starting at €297/month).

Investment

The investment for the entire project is between €6000 and €9000, depending on the scope.

Limited Time Beta offer

I'm offering it to the THREE candidates for a **reduced beta price of €4000**. (Payment in USD is also possible), when they are willing to provide me feedback along the way, so that I can create the best possible experience for them, in terms of deliverables, communication, and the process.

FAQ

Who is this service for?

This is for 6-figure business owners who want to leverage data to make profitable and predictable decisions in their business. It's part of their journey to professionalize and be more strategic in their business growth.

Who is this not for?

This is not for starting or very new businesses, you need at least a full tax year of financial data in your business. You need to be selling something successfully.

This is not a quick fix for a lack of validated offers or products, and will not help you with marketing and sales content creation (it does, however, create massive clarity around whether your marketing strategy is working).

Finally, this is not for entrepreneurs who don't trust science and calculations, find it difficult to be transparent and honest about their business challenges, don't want to make decisions based on their numbers, or who devalue or distrust expert advice.

What is the time investment?

During the project, we will meet a couple of times on Zoom, for the kickoff call, the systems walkthrough, and when I have reports and recommendations ready for presentation.

A lot of information can be collected through questionnaires, quick email or Voxer exchanges for clarification or when I need small pieces of additional information.

I can also meet with one of your team members to walk through the funnels and systems if they know them well enough.

My estimate is 2-3 hours on zoom per phase. During the beta phase of this offer, it might be a little bit more to gain feedback from you.

How do you get access to my systems?

You can share your passwords with me through Lastpass or another secure password sharing tool.

Is my business information safe with you?

100% yes. I've worked with many businesses and confidentiality is of the utmost importance to me. We will both sign a project agreement and part of that is a non-disclosure agreement so that we are both protected when it comes to IP, business information etc.

I'm not sure I have all the data you need for the dashboard?

Most likely, you have! All software systems have metrics built into them that we can use or modify. We'll use Google Analytics 4 as well and I will set it up for you if needed. Sometimes, to be able to use the data in a way that makes sense for your business, we need to recalculate it, automate the collection process or collect additional information. No problem at all! I'm only satisfied when I've set it up in the best possible way for you.

Are you just going to hand over some spreadsheets? I don't enjoy spreadsheets/I can't see the big picture/I don't know what to look for.

No! That's not the idea of this offer. Of course, I will share both the spreadsheets and the visual data dashboards with you, but the most important part is the data analysis during each phase, which will be shared with you in a written report with a zoom presentation so that you'll have instant clarity on opportunities and things you need to fix, can ask questions and brainstorm ideas and solutions for your business directly with me.

How are the dashboards shared with me?

I will share a link to the spreadsheets and the visual data dashboards once I'm starting the building process so that you can see what is created. You will have access to it but no editing rights until the project is finished, to make sure the setup process can be completed without interruptions.

How do I keep up with my dashboards?

After the project is finished, I'll record testimonials for you so that you know how to collect and upload data to the spreadsheet and how to refresh the linked google data studio dashboards. It's possible to let me do it on a monthly or quarterly basis if you don't want to do it yourself, I also offer data maintenance packages.

How to book this service

To book with me, or to discuss any additional questions you might have, please email me at hello@willemijnmaas.com

What clients say

I highly recommend working with Willemijn on your business strategy. I wanted more clarity on my next steps, to get the reassurance that I was heading in the right direction. She blew me away with her insights and knowledge. Whenever I had an idea, she would give suggestions on how to improve it. I love it that she knows so much about the tech side without getting lost in the details. ~ Marijke Hermans - Vertelpunt

Willemijn is not only incredibly knowledgeable and able to help you to zoom in and focus on your business and what is needed right now to help you move toward your goals, she is a delight to talk to and work with. ~Leslie Ellis - HeartSongYoga

Willemijn is detail oriented and extremely skilled at seeing how all systems within the business can optimally run, and implementing the changes at all levels to make that happen. ~Jocelyn Mercado - Sacred Planet

I've hired Willemijn for a thorough business review and she did an amazing job. Not only did she do a deep dive into my processes and systems, she also looked at my business strategy and marketing. She delivered a thorough report and a clear roadmap and plan forward that I and my team can now execute to bring the business to the next level. Willemijn went above and beyond what I could have expected and she had a very personal commitment to contributing in the best way. I can only recommend Willemijn for any business owner that wants to have an external eye on how to grow their business further. ~ Monique Blokzyl - Heart Based Business