



THE T.H.R.I.V.E. LODESTAR

NAVIGATE YOUR TRADE SUCCESS

ACTION PLAN: *Get your direction*

Date: _____

Start Doing: _____

Stop Doing: _____

Keep Doing: _____

Power Word for the Month: _____

Daily Affirmation: _____

HOW TO CALCULATE:

Revenue ÷ Avg Ticket = Completed Jobs

Completed jobs ÷ Conversion Rate = Number of Calls Needed

Total Calls Needed ÷ # of Working Days per month = Calls per Day

REVENUE TRACKING: *Your Lodestar metrics*

Category	Target Revenue	Avg Ticket	Completed Jobs Needed	Conversion %	# Calls Needed	Calls Per Day
SERVICE	\$8,000	\$350	22.8 (23)	.045	51	1

Club Membership Conversion Goal: _____

PERFORMANCE: *Stay on course*

Target Number of Calls per Day: _____
Total Calls Needed ÷ Days in Month

Revenue per Hour: _____
Target Revenue ÷ Hours Worked

TRAINING: *Sharpen your skills*

Training Focus Topic: _____

Hours per Week Spent Training: _____

How Does this Support your Goals?

REWARDS: *Celebrate your wins*

When I Hit My Target Revenue, I'll: _____