

11-9-20 Your KPI to Carry You Through

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Hey, everyone, welcome to another episode of legendary leaders. I am excited to be with you today. I want to ask you a question. I want you to think about this for a second. This is what we're going to talk about today. We're still in early November, which you can say still, or you can say holy crap early November, right? I don't know which one it is for you. Sometimes I say still. And then sometimes I say Holy crap, November. But either way, we're in early November. But at the same time, today is our very last single digit day of the month.



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It's the ninth.



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So we are marching toward the end of the year, I mean, probably speeding like flying racing to the end of the year, it feels like right now. And so I have to ask you this. This is where I want your brain to go right now. What is the one KPI that will help you deliver and close out your year strong? What's that one KPI? Sometimes, you know I watch business owners either give up at the end of the year. Or they say, you know what, I've already met my goal, I just, this is just icing on the cake. It's just fluff, just man. I don't even have to push. Some people say that, okay? Or they're like, Ah, it's November and the holiday is coming up. And then I'm close enough, probably not gonna hit it at whatever. Or they say, I'm just so far off, I don't even care. I just give up. One. The first one is, I don't push because I've already made enough. The middle one is I'm pretty close. But I'm distracted about

other things. So we'll see what happens. And then the last one is I am so far off of what I thought I would be understanding and going to try it and what I want to challenge you to think about the is the fact that these last six weeks or so are not fluff to your business. Now. I know you know that. But I'm going to bring this back home to you right now. Because if you're sitting in one of those three mentalities of icing, or I'm a little busy, sort of distracted, we'll see what I can do. Or, well, you know what, it's just too far gone. If you are living in any of those three, right now, this message is for you. All right, because there are people out there that still need your help. There are people out there that still need your product or your service. They either want to start their year strong, they want to end their year strong. They want to provide it as a Christmas present. Or you know, Hanukkah or Kwanzaa, whatever they celebrate, right, a holiday present. Maybe they just want to maybe now they're just simply saying now is the time and tired of waiting doesn't matter where they are or what they want to use your product or service for relative to, you know, keeping it for themselves or giving it as a gift, or all of the above, they still need you. That's where I need your brain to go. Those people aren't icing. Those people aren't just going to hang around, while we figured out what we want to do for our holidays, which is why I've already told you to create your holiday plan and you have So good job. Okay. nor are they going to care whether you hit your financial budget this year or not, they still need your product. It's not about revenue for them, it's about solving their problem. And that's what you're doing. So that's what that KPI that I'm talking about right now that I want you to pick out that one KPI that one KPI is going to measure the impacted lives. Now it may not measure them directly as a number of customers, you may not pick that, but it could, in some capacity, it's going to reflect the number of lives that you've impacted. So don't back down and Don't slack off. All right, I'm you're good talking here. I'm giving you some tough love. Don't slack off, take your productivity framework, and I want you to maximize it. Take your execution framework, write the pillars, maximize it. Enjoy your holidays, we've talked about that don't not enjoy your holidays, go enjoy your holidays. You've already got your plan. It's already mapped out that's done. Now, decide which one of the KPIs you're going to follow and stay close to and measure to close you out strong. So let me give you an example. I'm going to be looking at engagement on some new ads that I'm gonna start running. Okay, they're gonna be running probably should have already probably start today, I would imagine trying to think of the timeline.



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So I'm going to be looking at engagement.



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And I'm going to be looking at engagement on ads, but mostly posts. We'll do birth a little bit of ads because I'm gonna run some ads I'm really going to be looking at engagement on the post that I'm gonna be putting out there to show the more personal side of me, right, maybe a little bit more vulnerable and my social media. And we've talked about that already, in the past few days, being vulnerable. So so I can provide a better connection through my social media following. And so my KPI, then we'll look at is engagement. And I have goals for the number of posts that I'm going to do. And then the amount of money that I'm going to spend on ads and the return on those. And I have a goal for the posts response, and the ad response. So that's mine. Because here's the deal, every message that I put out there is going to impact someone's going to empower them in some capacity. It's going to, you know, give them a little pick me up or help them move through their day a little easier, something it's going to make their lives better. That's a life that I touched, and I improved. Even if it was just for a little laugh for the day. We all need to laugh. It's a good measure, right? Trying to create the tribe following that we've talked about so how, how do I get the legislators message out there to the women who need it, so that I can help them then deliver in 2021. That's what I want to measure with my engagement. That's why I have to measure it. So what are you measuring? Just pick, pick something, don't analyze it to death. Don't take three weeks to figure it out. You've already lost the month at that point. Sit down today, pick out your KPI that's going to carry you through the rest of the year. I want you to define it. I want you to set goals around it. And it has to carry you through the end of the year. You cannot give up on it. You can't give up on your business in general, no matter where you are. You cannot give up. This is the KPI that you're going to follow through because you've got about six weeks left. Don't let yourself think that you can can't stop or should stop. Because you've already delivered or you've already been too far missed or it's just us one enjoy your holidays. You can enjoy your holidays. Still put more financial revenue in the bank for your business. And whether it's icing or to help close out the Miss.



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Doesn't matter. Those are lives that you've helped.



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So that's my challenge for you today. What is your KPI? Go and be legendary.