

# PRODUCTIVITY IS POWER

# NEWSLETTER



## STOP HUSTLING. START TRACKING WHAT MOVES THE NEEDLE.

One of the biggest shifts a solopreneur can make is moving from reactive work to intentional leadership.

And the simplest way to do that?

☞ Stop tracking everything... and start tracking the right things.

Most solopreneurs are overwhelmed not because they don't have data — but because they have too much unorganized data that doesn't tell them anything meaningful. Growth doesn't come from hustling harder. Growth comes from clarity.

And clarity comes from tracking the right numbers, on a simple dashboard, consistently.

Let's walk through the 6 numbers I recommend every solopreneur track weekly — the ones that actually drive growth without more grind.

1. Visibility: "How many people discovered my business this week?"

This includes:

- new followers
- new email subscribers
- new inquiries
- new eyes on your content

Because here's the truth: You can't grow what nobody sees.

2. Engagement: "Who interacted with my brand?"

This is about interest, not vanity:

- replies
- comments
- clicks
- conversations
- DMs

Engagement shows who is warming up — who is leaning in — who is paying attention.

3. Leads: "Who entered my pipeline?"

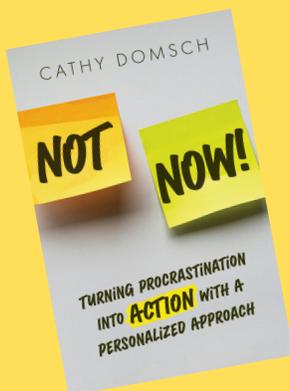
This is the gap most solopreneurs miss.

A lead is simply someone who:

- expressed interest
- downloaded a resource
- joined a waitlist
- booked a call

Tracking leads shows you if your ecosystem is healthy.

PAGE 1



**ORDER TODAY!**

**NOT NOW! BOOK**

**NOT NOW! KIT**



**A Catalyst For Change**

[WWW.CATHYDOMSCH.COM](http://WWW.CATHYDOMSCH.COM)

**Schedule a virtual coffee  
with Cathy!**

# PRODUCTIVITY IS POWER

# NEWSLETTER



## STOP HUSTLING. START TRACKING WHAT MOVES THE NEEDLE.

4. Revenue: "What came in (or is expected to come in) this week?"  
Not just cash received –  
but predictable revenue:

- pending invoices
- proposals out
- renewals
- ongoing client revenue

When you can see revenue at a glance, you lead boldly instead of guessing.

5. Delivery: "What did I deliver this week?"

This keeps you from living in constant reaction mode.

You know what's complete – and what's coming.

It also helps you spot overwhelm before it hits.

6. CEO Time: "How much time did I spend working ON my business?"  
For solopreneurs, this is your most important number.

CEO time includes:

- vision
- planning
- systems
- content
- big decisions
- direction

Most solopreneurs get less than an hour a week.

When you intentionally increase it,  
your business becomes less reactive, more predictable, and  
dramatically less stressful.

### **This Is How You Grow Without More Hustle**

Your dashboard becomes your anchor.

It removes emotion from decision-making and lets you build with intention.

It's simple, it's sustainable, and it helps you lead like the CEO you are.

And if you want to build your own version?

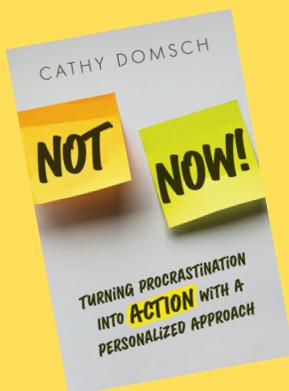
👉 [Download the FREE Entrepreneur's Delegation Toolkit](#)

Inside, you'll get tools that help lighten your load so you can increase real CEO time – without adding hours to your week.

Growth doesn't require more hustle.

It requires more clarity.

Let's build it, together.



**ORDER TODAY!**

**NOT NOW! BOOK**

**NOT NOW! KIT**



**A Catalyst For Change**

[WWW.CATHYDOMSCH.COM](http://WWW.CATHYDOMSCH.COM)

**Schedule a virtual coffee  
with Cathy!**