

SUSTAINABLE SUCCESS METRICS

Define what winning looks like – in a way that includes your wellbeing.

If you only measure revenue, you'll optimize for revenue at your own expense. Measure the whole picture.

Part 1 — Your North Star

One sentence: what does success truly mean to you?

The number that matters most this year.

The feeling you're building toward.

Part 2 — Define Your Metrics

FINANCIAL HEALTH

Metric	My target
Monthly revenue target	
Take-home pay	
Revenue diversity	
Cash reserve	
Pricing integrity	

CAPACITY & DELIVERY

Metric	My target
Max client load	

Metric	My target
Working hours per week	
Delivery consistency	
Rest built in	

BOUNDARY ENFORCEMENT

Metric	My target
Violation response time	
Scope integrity	
Contract compliance	
After-hours access	

PERSONAL WELLBEING

Metric	My target
Energy level	
Burnout warning signs	
Physical health	
Protected personal time	

CLIENT RELATIONSHIP QUALITY

Metric	My target
Client satisfaction	
Client quality & fit	
Referral rate	
Difficult-client threshold	

VALUES & ALIGNMENT

Metric	My target
Monthly alignment check	
Worth-based decisions	
Purpose connection	
Legacy measure	

Part 3 — Personal Success Statement

Free draft – what winning looks like, including your wellbeing.

Refined final version – put it somewhere you'll see it.

Part 4 — Six-Month Rolling Tracker

Return to this every month after the program ends – not once.

Metric	M1	M2	M3	M4	M5	M6
Revenue						
Take-home pay						
Cash reserve						
Client load						
Working hours						
Rest days						
Boundary violations						

Metric	M1	M2	M3	M4	M5	M6
Avg. response time						
Energy (1-5)						
Burnout signs (Y/N)						
Client satisfaction						
Alignment (1-5)						

Part 5 — The Monthly Review Ritual

Answer these on the same date every month.

What does the data say?

Where did I win in ways that included my wellbeing?

Where did I slip, and why?

What does next month need?

Am I still building the business I defined?
