FREE TOOL · CHAPTER 1

KPI TRACKER
+ MONTHLY DASHBOARD

One page. The three Levers that actually move revenue. Update Monday morning, see your bottleneck by Tuesday. Page 2 has the diagnostic decision rules. Page 3 has a worked example.

01 THE THREE LEVERS

CHURN · CLOSE RATE · LEAD FLOW

LEVER	CURRENT	HEALTHY BENCHMARK	STATUS
Monthly Churn %		3 to 5% per month	
Close Rate (Walk-in to Member)		70%+	
Show Rate (Booked to Walk-in)		50%+	
Booking Rate (Lead to Booked)		50%+	
Lead Volume (per month)		40+ qualified	

Diagnostic rule: Fix the upper rows first. Adding leads to a broken funnel makes the leak worse, not better.

02 REVENUE DASHBOARD

METRIC	LAST MONTH	THIS MONTH	TARGET
MRR ($)			
New Members			
Lost Members			
Avg Member Value			
Cost Per Lead			under $25
Ad Spend			10-20% of MRR

03 THIS MONTH'S ONE MOVE

WHICH LEVER IS BROKEN?

THE SPECIFIC CHANGE YOU'LL MAKE THIS MONTH

HOW YOU'LL KNOW IT WORKED (THE NUMBER THAT SHOULD MOVE)

DIAGNOSTIC DECISION RULES

Match your numbers to a rule. The rule tells you what to fix first. Stop guessing where to spend your attention.

04 CHURN RULES

IF

Churn is above 6% per month

THEN

Stop running ads until churn drops below 5%. You're filling a leaky bucket. Audit onboarding, first 30 days, and member experience. Most churn happens in the first 60 days.

IF

Churn is 5-6% AND close rate is below 60%

THEN

Fix sales onboarding first. You're closing the wrong people OR closing them on the wrong promise. Run the Floor Sales Scorecard (Ch 14) for 30 days.

IF

Churn is below 4%

THEN

Healthy. Now look at upstream Levers (close rate, lead volume). The math supports scaling ads if both are at benchmark.

05 SALES RULES

IF

Close rate is below 60% AND show rate is above 50%

THEN

Your sales process is the bottleneck. Coaches are getting people in the door but not closing. Use the Sales SOP (Ch 18) scripts. Run weekly role-plays with Ch 19 Persona Pack.

IF

Show rate is below 50%

THEN

Your booking-to-consult experience is broken. Tighten confirmation sequence (24h SMS + 2h SMS), make the appointment feel high-value (personal video from coach), and re-time the booking offer in the call (Script 3 of the Sales SOP).

IF

Booking rate is below 50%

THEN

Either the offer is wrong or response speed is broken. The LASSO standard is under 5 minutes for web leads. Audit response time by lead source before changing the offer.

06 LEAD VOLUME RULES

IF

All sales metrics healthy AND lead volume is under 40/month

THEN

Scale ad spend. Your funnel can handle the volume. Use the Budget Calculator (Ch 7) to size the increase. Default: 20% increase every 5-7 days until CPL spikes.

IF

Lead volume is high AND quality is poor (low show rate, low booking)

THEN

You're attracting tire kickers. The offer is too good (free trial trap) or the targeting is too broad. Sherman's rule: free attracts the uncommitted. Switch to a paid intro ($97) and watch quality jump.

WORKED EXAMPLE

A real-world snapshot of what this tracker looks like filled out for a typical LASSO client gym. Use it as a template for what "good" looks like.

EXAMPLE GYM · MID-TIER

Riverbend Strength & Conditioning

Composite example based on common LASSO client patterns. Boutique strength gym in a mid-size metro, 180 members, $42K MRR, opened 2022. Avatar: 35-50 year old reclaim and post-postpartum.

LEVER	CURRENT	BENCHMARK	STATUS
Monthly Churn %	5.2%	3 to 5%	⚠ Borderline
Close Rate	58%	70%+	✗ Below
Show Rate	62%	50%+	✓ Healthy
Booking Rate	48%	50%+	⚠ Borderline
Lead Volume	52/mo	40+	✓ Healthy

METRIC	LAST MONTH	THIS MONTH	TARGET
MRR	$41,800	$42,140	$50K
New Members	11	14	15
Lost Members	10	9	under 8
Avg Member Value	$233	$235	$250+
Cost Per Lead	$19	$22	under $25
Ad Spend	$1,000	$1,150	$4K-8K

07 WHAT THIS GYM'S ONE MOVE IS

Diagnosis: Lead Volume and Show Rate are healthy. Close Rate is the bottleneck at 58% (target 70%+). The decision rule says: fix sales before scaling ads. Adding more leads at this close rate would burn ad budget while only marginally growing MRR.

The move: Run the Floor Sales Scorecard (Ch 14) on every consult for 30 days. Use the Sales SOP scripts (Ch 18). Weekly role-plays Friday with the Persona Pack (Ch 19). Goal: close rate from 58% to 68% in 60 days.

Projected impact: If close rate moves from 58% to 68% at current volume, this gym closes ~3 more members per month. At $235 average value, that's $705/month in new MRR, or $8,460 over 12 months. Same lead volume, same ad spend. **That's the cost of leaving a sales lever broken.**