SIX COLLECTIONS / 24 PRINTABLE TRACKERS

Online Business Dashboard & Tracker Pack

Understand the numbers.

Make space for progress.



A PRINTABLE SYSTEM FOR EVERY STAGE

Review the health of your business, organize your products and build repeatable weekly routines - using the numbers and activities that matter to you.

01 **MEASURE**
Dashboards, revenue & traffic

02 **ORGANIZE**
Products, listings & milestones

03 **PLAN**
Days, weeks & content

BUSINESS / SHOP _____ **YEAR / PERIOD** _____

START HERE / CONTENTS

Your tracking library.

Six collections, 24 purposeful worksheets, and one practical system to print as you need it.

01 BUSINESS DASHBOARD

Monthly dashboard	04
Quarterly dashboard	05
Annual dashboard	06

02 REVENUE TRACKERS

Income tracker	08
Profit tracker	09
Expense tracker	10
Product performance	11

03 TRAFFIC TRACKERS

Pinterest tracker	13
Website traffic	14
Email subscribers	15
Social media	16

04 PRODUCT TRACKERS

Product creation	18
Product launch	19
Digital inventory	20
Listing tracker	21

05 GOAL TRACKERS

First sale	23
First $100	24
First $1,000	25
First $5,000	26

06 PRODUCTIVITY

Daily tasks	28
Weekly planning	29
Monthly planning	30
Habit tracker	31
Content pipeline	32

PRINT WHAT YOU NEED

Repeat tracker pages for extra rows. Keep the same date range and metric definitions.

COLLECTION 01 / SIX

Business Dashboard

Three views help you move from a monthly snapshot to a wider, evidence-based picture.



YOUR TRACKER PAGES

04 **Monthly dashboard**
Review cash-free business results and priorities

05 **Quarterly dashboard**
Compare three months using consistent categories

06 **Annual dashboard**
Bring the full year into focus

BEFORE YOU BEGIN

- [ ] Choose one reporting currency.
- [ ] Decide whether the revenue figure is gross or net of returns.
- [ ] Keep monthly and quarterly dates consistent.

01 / BUSINESS DASHBOARD

Read the month at a glance.



A clear monthly snapshot of revenue, expenses, orders, audience growth and the priorities that deserve your attention.

MONTH / YEAR	REVENUE GOAL	CURRENCY

YOUR MONTHLY SIGNALS

Record actual values from your reports

TOTAL REVENUE $	TOTAL EXPENSES $
NET PROFIT $	NEW CUSTOMERS #
SALES / ORDERS #	AVERAGE ORDER VALUE $
EMAIL LIST #	PROFIT MARGIN %

TOP PRODUCTS THIS MONTH

PRODUCT	UNITS	SALES

TRAFFIC SNAPSHOT

CHANNEL	VISITS / REACH

WINS & HIGHLIGHTS

FOCUS FOR NEXT MONTH

Keep the definitions consistent. Revenue and profit are different; use verified report totals.

01 / QUARTERLY DASHBOARD

See the quarter clearly.

Compare three completed months, then choose which evidence matters most for next quarter.

QUARTER / YEAR	REVENUE GOAL	CURRENCY

THE QUARTER / MONTH BY MONTH

METRIC	MONTH 1	MONTH 2	MONTH 3	QUARTER TOTAL
Net sales				
Business expenses				
Net profit				
Orders				
New customers				

QUARTER REVENUE	QUARTER PROFIT	GOAL REACHED?
$	$	Y / N

GOALS REVIEWED

PRIORITIES FOR NEXT QUARTER

ONE REFLECTION / LESSON LEARNED

01 / ANNUAL DASHBOARD

The whole year, in perspective.

Bring twelve monthly results into one view. The annual ratio should come from annual totals, not average monthly percentages.

YEAR	ANNUAL REVENUE GOAL	CURRENCY

REVENUE, EXPENSES & PROFIT / MONTH

MONTH	NET SALES $	EXPENSES $	NET PROFIT $
Jan			
Feb			
Mar			
Apr			
May			
Jun			
Jul			
Aug			
Sep			
Oct			
Nov			
Dec			
Year total			

ANNUAL SALES	ANNUAL PROFIT	BEST MONTH
$	$	

TOP PRODUCTS / REVENUE	GOALS ACHIEVED	NEXT-YEAR FOCUS

COLLECTION 02 / SIX

Revenue Trackers

Make sales, costs and product performance visible without counting the same figure twice.



YOUR TRACKER PAGES

08 **Income tracker**
Record transactions, gross sales and returns

09 **Profit tracker**
Compare sales, expenses, profit and margin

10 **Expense tracker**
Organize all recorded operating costs

11 **Product performance**
Assess products on a clearly labeled basis

BEFORE YOU BEGIN

- [ ] Record sales on a consistent gross or net basis.
- [ ] Keep refunds separate from fees and product expenses.
- [ ] Never treat a payout deposit as gross sales.

02 / INCOME TRACKER

Record the money coming in.

Start with your sales reports, not just platform payouts. Keep refunds and fees identifiable.

MONTH / YEAR	SALES GOAL	CURRENCY

YOUR SALES / TRANSACTION LOG

DATE	SOURCE / CUSTOMER	PRODUCT	PLATFORM	GROSS $

TOTAL GROSS SALES	REFUNDS RECORDED	NET SALES
$	$	$

RECONCILE THE TOTAL

Net sales = gross sales minus refunds and cancellations recorded here. Subtract selling fees and other costs later, not twice.

02 / PROFIT TRACKER

Know what actually remains.

Use the same revenue and expense definitions in each period. Negative profits belong in your records too.

REPORTING PERIOD	BUSINESS / CHANNEL	CURRENCY

PROFIT BY PERIOD / CHANNEL

PERIOD	NET SALES $	EXPENSES $	PROFIT $	NET %
Totals				

PROFIT AND MARGIN

Net profit = net sales - all recorded business expenses. Net margin = net profit / net sales x 100 when net sales are positive. Do not average several period margins.

NOTES ON YOUR MARGIN TREND

02 / EXPENSE TRACKER

See where the money goes.

Record costs once, even when platforms deduct them automatically before sending payouts.

MONTH / YEAR	EXPENSE BUDGET	CURRENCY

EXPENSE LOG

DATE	CATEGORY	DESCRIPTION	RECURRING?	AMOUNT $

TOTAL EXPENSES	$

TOP SPEND CATEGORIES

CATEGORY	AMOUNT $	ONE CHANGE TO EVALUATE

02 / PRODUCT PERFORMANCE

Find what each product earns.

NET below means sales after refunds, not net profit. Calculate true product profit only after accounting for attributable costs.

REPORTING PERIOD	PRIMARY PLATFORM	CURRENCY

PRODUCT PERFORMANCE / REFUNDS DEFINED

PRODUCT	PRICE $	UNITS	GROSS $	REFUNDS $	NET SALES $
Totals					

BEST SELLER / BY NET SALES

NEEDS A SECOND LOOK

COLLECTION 03 / SIX

Traffic Trackers

Follow visibility and audience growth using the actual metrics each channel reports.

YOUR TRACKER PAGES



13 Pinterest tracker
Views, saves, impressions and outbound clicks

14 Website traffic
Visitors, page views and sources

15 Email subscribers
List movement and campaign response

16 Social media
Follower changes and published content

BEFORE YOU BEGIN

- [ ] A visit and a reach are not interchangeable units.
- [ ] Record your report date and analytics source.
- [ ] Use N/A where a channel does not provide a metric.

03 / PINTEREST TRACKER

Measure Pinterest with care.

Track your current Pinterest analytics definitions and compare the same time window every month.

MONTH / YEAR	GROWTH GOAL	REPORT SOURCE

FOLLOWERS	MONTHLY VIEWS	IMPRESSIONS	SAVES
#	#	#	#

OUTBOUND CLICKS	PINS PUBLISHED	TOP PIN	OUTBOUND CTR
#	#		%

WEEKLY SNAPSHOT

WEEK	PINS POSTED	IMPRESSIONS	SAVES	OUTBOUND CLICKS

WHAT WORKED / WHAT TO TEST NEXT MONTH

CTR = outbound clicks / measured pin impressions x 100 when the impression count is positive.

03 / WEBSITE TRAFFIC

Understand where visits begin.

Compare data from one analytics source. Use a reported metric only when your tool actually provides it.

MONTH / YEAR	ANALYTICS PLATFORM	REPORTING WINDOW

TOTAL VISITORS	PAGE VIEWS	AVG. SESSION	BOUNCE RATE
#	#	time	%

WEEKLY TRAFFIC

WEEK	VISITORS	PAGE VIEWS	TOP PAGE	TOP SOURCE

TRAFFIC SOURCES & NEXT STEPS

SOURCE	SHARE %

PAGES TO IMPROVE

03 / EMAIL SUBSCRIBERS

Understand list growth.

Track subscribed contacts and campaign engagement on a consistent reporting basis.

MONTH / YEAR	SUBSCRIBER GOAL	EMAIL PLATFORM

LIST SIZE	NET NEW SUBS	OPEN RATE	CLICK RATE
#	#	%	%

WEEKLY LIST MOVEMENT

WEEK	NEW SUBS	UNSUBSCRIBES	NET CHANGE	ENDING LIST

CAMPAIGNS SENT

DATE	SUBJECT / CAMPAIGN	OPEN %	CLICK %

03 / SOCIAL MEDIA

Track each audience separately.

Keep follower counts, publishing frequency and content performance consistent by platform.

MONTH / YEAR	MAIN AUDIENCE GOAL	REVIEW DATE

PLATFORM OVERVIEW

PLATFORM	START FOLLOWERS	END FOLLOWERS	GROWTH	POSTS	BEST POST

TOP CONTENT & WHY

NEXT MONTH PLAN

Follower growth = ending followers minus starting followers; note losses as negative values.

COLLECTION 04 / SIX

Product Trackers

Follow each product from first idea to a live, maintained listing. Keep your catalog organized.



YOUR TRACKER PAGES

18 Product creation
Move through production and review stages

19 Product launch
Prepare announcements and measure launch results

20 Digital inventory
Keep product files, prices and storefronts listed

21 Listing tracker
Review active listings, traffic and sales

BEFORE YOU BEGIN

- [ ] Choose one current product to test this system.
- [ ] Store URLs or file locations in one reliable place.
- [ ] Record the next action rather than a vague status.

04 / PRODUCT CREATION

Give the idea a clear path.

Move one product from concept to ready-to-publish, with owners and realistic due dates.

PRODUCT NAME	TARGET LAUNCH	OWNER

CREATION STAGES

- [ ] Idea validated
- [ ] Outline or production plan
- [ ] Content created
- [ ] Design and format complete
- [ ] Review and edit
- [ ] Price checked
- [ ] Listing or sales page ready
- [ ] Ready to publish

TASK BREAKDOWN

TASK	OWNER	DUE	DONE

NOTES / DECISIONS

04 / PRODUCT LAUNCH

Prepare before launch day.

Keep your commitments, channels and results on one usable page.

PRODUCT	LAUNCH DATE	SALES TARGET

PRE-LAUNCH & LAUNCH-DAY CHECKS

- [ ] Sales page live
- [ ] Email sequence ready
- [ ] Partner brief if applicable
- [ ] Announcement email sent
- [ ] Pinned or story posted
- [ ] Price and terms checked
- [ ] Graphics prepared
- [ ] Test purchase complete
- [ ] Social posts published
- [ ] Checkout confirmed

PROMOTION CHANNELS & SCHEDULE

CHANNEL / ACTION	DATE	STATUS	OWNER

LAUNCH GOAL / METRIC

RESULTS / NEXT ACTION

04 / DIGITAL INVENTORY

Keep the catalog findable.

Record product type, current price, storefront and the link to the live listing or master file.

LAST UPDATED	STORE / COLLECTION	CURRENCY

DIGITAL PRODUCT INVENTORY

PRODUCT	TYPE	PRICE $	PLATFORM	STATUS	LINK / LOCATION

KEEP THIS PAGE CURRENT

Review prices and links when products change. Record the original file location separately from the public listing.

04 / LISTING TRACKER

Know what is actually live.

Audit listing titles, prices, visits and sales without mixing time ranges or platforms.

SHOP / PLATFORM	LAST UPDATED	REPORTING PERIOD

LISTING LOG

LISTING TITLE / SKU	PRICE $	STATUS	VIEWS	SALES	LISTED

NEXT LISTING TO REVISIT / WHY

COLLECTION 05 / SIX

Goal Trackers

A practical set of cumulative sales milestones - from your first completed sale to your first $5,000.



YOUR TRACKER PAGES

23 **First sale**
Prepare, publish and record the first sale

24 **First $100**
Track ten complete $10 increments

25 **First $1,000**
Track ten complete $100 increments

26 **First $5,000**
Track twenty complete $250 increments

BEFORE YOU BEGIN

- [ ] Use net sales after refunds as the cumulative basis.
- [ ] Track actual reported sales, not orders you hope to receive.
- [ ] Milestones measure progress, not guaranteed outcomes.

05 / FIRST SALE

Mark your first real transaction.

One completed sale is a milestone. Record how it happened and what you can repeat.

Your first sale

DATE ACHIEVED

STEPS TOWARD THE FIRST SALE

- [ ] Product live and purchasable
- [ ] Product page or listing complete
- [ ] Shared with my audience
- [ ] Shared on social media
- [ ] Told my email list (if any)
- [ ] Asked for feedback appropriately

HOW IT HAPPENED / WHAT I LEARNED

One thing I will repeat after this sale:

05 / FIRST $100 TRACKER

Make progress toward your first $100.

Mark real sales progress in ten complete $10 steps.

STARTED	GOAL REACHED	BUSINESS / CHANNEL

PROGRESS TO $100

10 steps of $10

$10	$10	$10	$10	$10
$10	$10	$10	$10	$10

Shade one block for each complete $10 of net sales after refunds.

SALES TOWARD THIS GOAL

DATE	PRODUCT / CHANNEL	SALE AMOUNT $	RUNNING TOTAL $

WHAT HELPED / NEXT STEP

05 / FIRST $1,000 TRACKER

Make progress toward your first $1,000.

Mark ten complete $100 increments toward a four-figure milestone.

STARTED	GOAL REACHED	BUSINESS / CHANNEL

PROGRESS TO $1,000

10 steps of $100

$100	$100	$100	$100	$100
$100	$100	$100	$100	$100

Shade one block for each complete $100 of net sales after refunds.

SALES TOWARD THIS GOAL

DATE	PRODUCT / CHANNEL	SALE AMOUNT $	RUNNING TOTAL $

WHAT HELPED / NEXT STEP

05 / FIRST $5,000 TRACKER

Make progress toward your first $5,000.

Mark twenty complete $250 increments without promising a particular outcome.

STARTED	GOAL REACHED	BUSINESS / CHANNEL

PROGRESS TO $5,000

20 steps of $250

$250	$250	$250	$250	$250
$250	$250	$250	$250	$250
$250	$250	$250	$250	$250
$250	$250	$250	$250	$250

Shade one block for each complete $250 of net sales after refunds.

SALES TOWARD THIS GOAL

DATE	PRODUCT / CHANNEL	SALE AMOUNT $	RUNNING TOTAL $

WHAT HELPED / NEXT STEP

COLLECTION 06 / SIX

Productivity Trackers

Turn measures and priorities into work you can actually schedule and finish.

YOUR TRACKER PAGES



28 Daily tasks
Name your three priorities and time blocks

29 Weekly planning
Give every day a purpose

30 Monthly planning
See the month and plan around commitments

31 Habit tracker
Mark daily practices across the calendar

32 Content creation
Move topics from idea to published

BEFORE YOU BEGIN

- [ ] Name one outcome rather than ten unrelated tasks.
- [ ] Use dates and owners for commitments.
- [ ] Review the completed work when the week ends.

06 / DAILY TASKS

Protect what matters today.

Keep three meaningful priorities in view and give important work a place on the calendar.

DATE _____ **THEME / FOCUS** _____

TOP THREE PRIORITIES

01 _____

02 _____

03 _____

TASKS TO COMPLETE

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

TIME BLOCKS

7 AM _____

8 _____

9 _____

10 _____

11 _____

12 PM _____

1 _____

2 _____

3 _____

4 _____

5 _____

6 PM _____

NOTES / WINS

06 / PRODUCTIVITY TRACKERS

Give the week a direction.



Name what matters, give it a place in the week, and return to the work that moved your business forward.

WEEK OF _____ **MAIN FOCUS** _____

THIS WEEK, DAY BY DAY

MONDAY _____

TUESDAY _____

WEDNESDAY _____

THURSDAY _____

FRIDAY _____

SATURDAY _____

SUNDAY _____

WEEKLY GOALS

What should be different by the end of this week?

MUST-DOS

Prioritize the few tasks that unblock your work.

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

WINS / WHAT MOVED FORWARD

_____

06 / MONTHLY PLANNING

See the month ahead.

A repeatable overview for major dates, revenue priorities and work worth protecting.

MONTH / YEAR	MAIN FOCUS	TARGET OUTCOME

MONTH AT A GLANCE / ADD DATES AS NEEDED

SUN	MON	TUE	WED	THU	FRI	SAT

MONTHLY GOALS

INCOME GOAL & FOCUS

06 / HABIT TRACKER

Build a habit you can see.

Mark days you followed through. Write the same habit names in both grids; leave days outside this month blank.

MONTH / YEAR _____ REVIEW DATE _____

DAYS 01-16

HABIT	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

DAYS 17-31

HABIT	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
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_____	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

HABITS WORTH KEEPING / NOTES

06 / CONTENT CREATION

Move from idea to published.

Record each piece of content, where it belongs, and its actual publication status.

MONTH / YEAR	PRIMARY CHANNEL	CAMPAIGN / THEME

CONTENT PIPELINE

DATE	TITLE / TOPIC	FORMAT	PLATFORM	STATUS	LINK / FILE

WHAT PERFORMED WELL?

WHAT TO CREATE NEXT?