



METRICS OPTIMIZED MINDSET

the confidence workbook
that works

[GRETAK.COM](https://gretak.com)



Hi there, Go Getter!

I'm Greta.

Coach

Copy Chief

Offer Suite Strategist

My client roster includes industry leaders and I specialize in helping 6 & 7-figure brands that are scaling their way up.

I've been honored to coach, train, and work with more than 3,000 business owners looking to successfully launch their offers and attract best-fit clients and customers.

I don't engage in what I call the "Speed and Greed" business model. Instead, I approach marketing with authenticity, empathy, and empowerment. I call it Deep Marketing because it requires the business owner and their brand to be deeply invested in their audience.

If you're going to help your target market to be their better selves, you've got to do it first. Enter, the MOM workbook.

Greta

YOUR WORKBOOK

This workbook is perfect for anyone - whether you're a seasoned pro or completely new.

One of the great truths of marketing your brand is that business development and personal development are unequivocally intertwined.

So, if you want to level up your business, you have to level up yourself first. And all those internal blocks and obstacles that you dealt with last time? Well, new highs = new hassles.

Those same old issues are going to reach new heights whenever you try to reach new heights, making you question yourself. That's why having the MOM workbook works.

Let's get into it!

METRICS OPTIMIZED MINDSET

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THE DATA



The Deal

This is what everyone thinks of when they think about metrics. The hard data. This section will be of immeasurable help (ironically) to you whenever you need to impress others with your prowess.

This is all about the facts. What is the result of working with you? For example, sales numbers, conversion statistics, visitors, followers, etc..

The People

You may not have all the data you need to document at hand. You may not currently have access to it. Who will you reach out to to get your data?



THE DATA

The Plan

What data do you need to document? Brainstorm what metrics will be most meaningful to you and to your prospects and leads here.



Four horizontal light gray bars for brainstorming metrics.

The Path

How will you create the opportunity to document your data? Use the space to make plans to create the perfect path to the data you plan to receive from your clients and customers.



A large light gray rectangular area for planning the path to data.

THE DATA

The Quotes

Use this space to record any data you've received. Having this in one, easy-to-access place will help you to not only access this data when you need it. It will also have a tremendous effect on you. Seeing your wins stacked together is always a good experience.

THE FIX


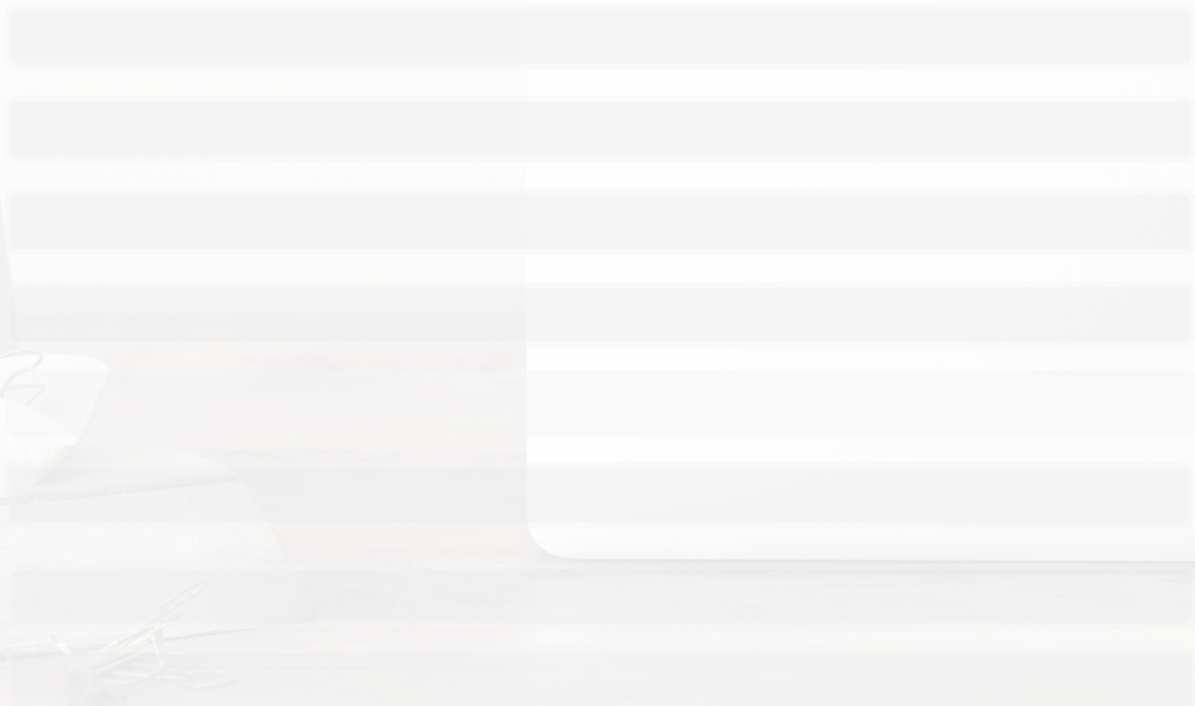
The Deal

This metric is all about the transformation that you've helped others experience. The before and after. The Point A to Point B.

Think about your business. Your clients. What was broken that you fixed? What transformation have you created in their business and/or their lives?

The People

Who will you reach out to to get feedback about the transformation they experienced due to working with you?



THE FIX

The Plan

What do you think you want to hear or expect to hear from your clients or customers about the experience of working with you? Brainstorm some words and phrases here.



The Path

How will you create that opportunity? Use the space to make plans to create the perfect path to the transformative feedback you plan to receive from your clients and customers.



THE FIX

The Quotes

Use this space to record any feedback you've received about the transformation experienced because of working with you. This can come from anyone you have served in a professional capacity such as your clients, customers, prior employers, industry peers, or even a family friend. If your business is brand new and you need to build a foundation.

THE EXPERIENCE


The Deal

This metric is one that a lot of business owners overlook instead of leverage. It's the soft skills that truly kill it when it comes to creating and strengthening brand relationships.

This is all about the intangibles. What is the experience of working with you like? For example frequent project updates, high touch with lots of calls, coaching and mentoring, etc..

The People

Who will you reach out to to get feedback about the experience of working with you?



THE EXPERIENCE

The Plan

What do you plan to hear from your clients or customers about the experience of working with you? Brainstorm some words and phrases here.



The Path

How will you create that opportunity? Use the space to make plans to create the perfect path to the positive feedback you plan to receive from your clients and customers.



THE EXPERIENCE

The Quotes

Use this space to record any positive feedback you've received about the experience of working with you. This can come from anyone you have served in a professional capacity such as your clients, customers, prior employers, industry peers, or even a family friend.

THE SOCIAL PROOF

The Deal

Social proof converts like crazy. It even converts us. Take a few minutes to think on what areas the "Negative Nancy" part of your mind is always harassing you about. (I call mine Regreta.)

This is where you're going to shore up and support yourself in those areas that you always think of as weaknesses or less than with social proof. These can be business-related or personal - whatever you struggle with.

THE SOCIAL PROOF

The Plan

What kind of proof are you looking for? Brainstorm some words and phrases that can guide your conversations as you gather your social proof.



The Path

What's your game plan? Use the space to make plans to create the perfect path to the positive feedback you plan to receive from your clients and customers.



THE SOCIAL PROOF

The Quotes

Use this space to record the social proof that you collect. This can come from anyone you have served in a professional capacity such as your clients, customers, prior employers, industry peers, or even a family friend.

THE FRIENDLIES


The Deal

This one might seem similar to what you just did with Social Proof, but this time you're not going into these conversations with a particular thing in mind. This time, you're going to listen.

It's time to chat up your biggest fan and your oldest pals with some open-ended questions to gain a new and fresh perspective or maybe to help you lean into something that you already knew about yourself but didn't consider noteworthy until it came up again and again.

The People

Who will you reach out to to get some friendly and in-the-know feedback?



THE FRIENDLIES

The Plan

What questions can you ask your people to get a fresh perspective on yourself?
Brainstorm some questions here.



Four horizontal light gray input boxes for brainstorming questions.

The Path

How will you create that opportunity? Use the space to make plans to create the perfect path to the fresh feedback you plan to receive from your friends, family, and clients/customers..



A large light gray rounded rectangular box for planning the path to feedback.

THE FRIENDLIES

The Quotes

Use this space to record any fresh feedback you've received. This can be direct quotes, general ideas, or even words and phrases that came up over and over again that you need to think on.

THE MOJO


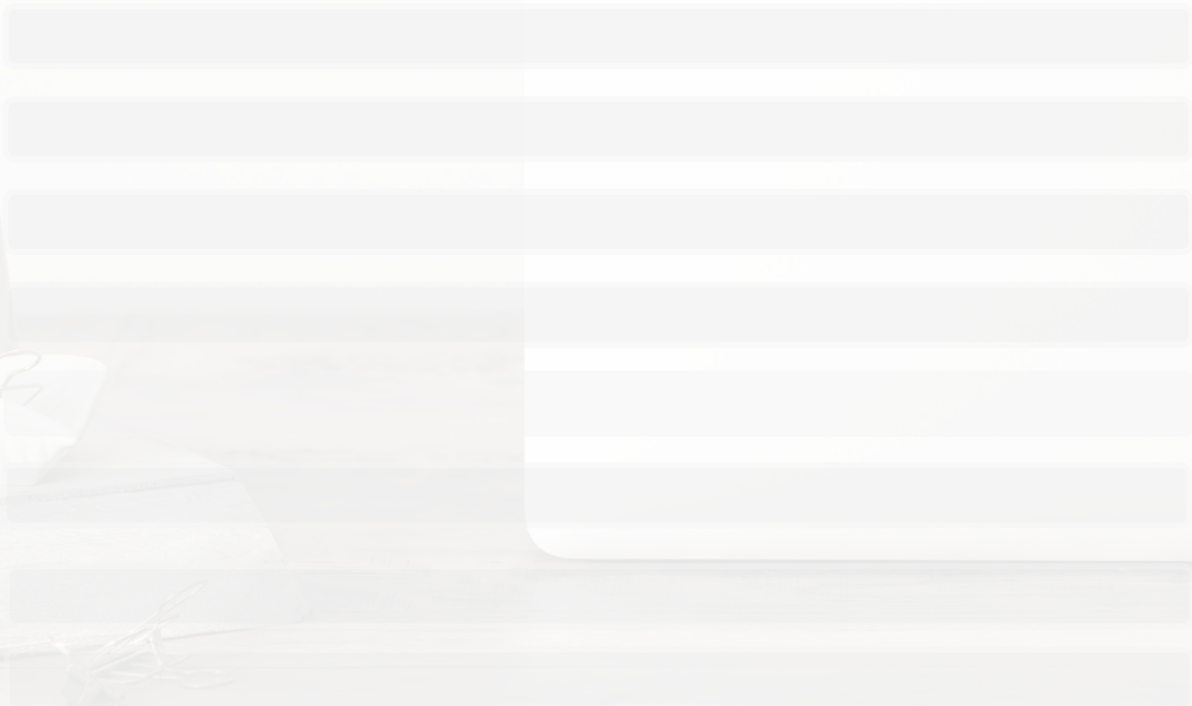
The Deal

You are the secret sauce in your business. There may be a million other business owners out there offering the same thing with nearly the same process and experience.

But you - you amazing human! - bring that special little something-something that no one else can. That's your Mojo.

The People

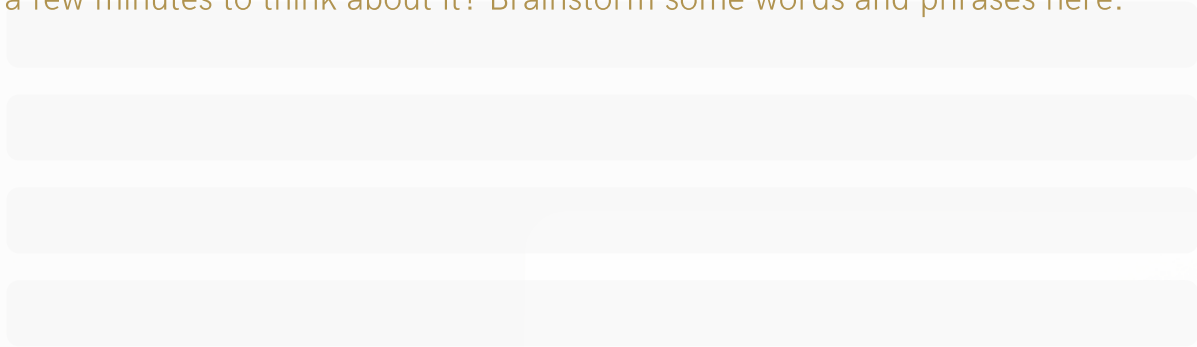
Who will you reach out to to get feedback? Clients? Family? Will you look over old testimonials, emails, and SM comments? Make a list here.



THE MOJO

The Plan

What do you think your Mojo is? What's your knee-jerk, shoot from the hip response when I ask you what your secret sauce is? What about when you have a few minutes to think about it? Brainstorm some words and phrases here.



Four horizontal light gray bars for brainstorming.

The Path

How will you create that opportunity? Use the space to make plans to create the perfect path to the feedback you find and receive.



A large light gray rectangular area for planning.

THE MOJO

The Quotes

Use this space to record any feedback you've received about your mojo/secret sauce/super power. This can come from anyone you have served in a professional capacity such as your clients, customers, prior employers, industry peers, or even a family friend.

JOIN US IN THE SOUGHT AFTER SOCIETY



The Sought After Society is my brand new FB group that is dedicated to helping coaches, contractors, and course creators to build and grow the dream business that allows them to lead the lives that bring them joy.

[GET SOUGHT AFTER](#)

THANK YOU

THANK YOU!

I can't tell you how much I appreciate you.

Thank you for taking the time to use this workbook to help you on your success path.

I'd love to hear how the workbook works for you.

Feel free to reach out with any feedback.

