

The quarterly review

Thirty minutes, once a quarter, in writing. The value is in comparing this sheet with last quarter's, which is impossible if you only thought about it.

Quarter: _____ Route: _____

1 What did the most recent shipment data say?

One line: growth rate, and whether the category definition changed.

2 What actually shipped since the last review?

As opposed to what was announced. Separate the two explicitly.

3 Did any of the phase triggers fire?

Public app distribution, an official advertising platform, a major new entrant. If one did, it outranks everything else on this page.

4 How crowded is my specific niche now?

Search it the way a buyer would and count the competent answers. Compare with last quarter's count.

5 What did I ship this quarter?

Published pieces, products released, prospects contacted, artifacts produced. A quarter with no output is the signal.

6 What did the numbers say about my own work?

Views, clicks, replies, conversions, whatever your route measures. One conclusion, not a dashboard.

7 What is the one thing I am changing next quarter, and what stays the same?

The second half matters as much as the first. Change everything and you never learn what worked.

If questions 1 to 4 say the market is moving and questions 5 and 6 say you are not, the problem is not the market. That is the most common finding in this exercise, and the most useful.