A PATHFINDER MARKETING SPRINT EXERCISE

THE ONE-PAGE MARKETING SCORECARD

Six numbers. A target for each. Twelve weeks to fill it in by hand. That's the whole exercise — and that's the point.

How to use this page: Set a target for each metric. Log the real number every week. Answer the four questions at the bottom every second Friday.

METRIC	TARGET	1 WK	2 WK	3 WK	4 WK	5 WK	6 WK	7 WK	8 WK	9 WK	10 WK	11 WK	12 WK
New Enquiries / Leads Fresh contacts this week	*e.g. 12*												
Quotes / RFQs Sent Formal quotes or tenders issued	*e.g. 8*												
Quotes Won % of quotes that convert	*e.g. 35%*												
Pipeline Value Added £ of new opportunities logged	*e.g. £25k*												
Outreach Actions Calls, emails & follow-ups sent	*e.g. 20*												
Visibility Website + LinkedIn activity	*e.g. 150*												

EVERY SECOND FRIDAY, ASK YOURSELF

1. **Which number moved the most — and what exact action moved it?**
2. **Which number hasn't moved at all, whatever you tried?**
3. **Are these results happening on purpose, or by chance?**
4. **If you kept only ONE activity next week, which would it be?**