**TRACTION MEASUREMENT TEMPLATE**

Column 1 is for you to put the dates in for the month you are referring to. Column 2 is for you to note all non-sales traction items, such as website hits, etc. Column 3 is for non-paying customer feedback, so essentially ‘free trials’ or testing of prototypes, which can move to include ‘promise to pay’ customers. And Column 4 is for paying customers of one form or another, which can include those receiving some form of discount. Keep this for at least the first 6 months of your business development, and you can keep going for the first 2 years just to chart your progress against key traction metrics.

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| Month/Dates | Non-sales transactions | Non-paying customer feedback | Paying customers |
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