Winners check sheet

LoftyBiz 154 — Copy Your Own Winners: Find What Your Best Results Have in Common

These are examples, not promises. The people and businesses in this video are illustrative examples, and results vary. Figures are rough examples from the official script, not targets or forecasts. This is general business education, not financial, legal, HR or tax advice.

This week

- Pick one thing you do often: posts, quotes, sales calls or jobs. Pull your last thirty to fifty and rank them by one clear result.
- Put the top five next to the bottom five.
- Write three things the top group shares, that the bottom group does not.
- Test just one of those things on your next ten. Put that checklist into Systex, so the same steps are waiting the next time you review your winners.

Habits to keep

- Judge your work in batches, not one attempt at a time.
- Change one thing at a time, then rank the new batch the same way.
- Treat a winner like a recipe to vary, instead of posting it once and retiring it.
- When people are the source, set a bar first, ask everyone who meets it, and keep only what they all share.

Worked example: Leopold, meal-prep kitchen, Spokane

Setting	Leopold, meal-prep kitchen, Spokane, USA	
Weekly boxes, in his example	about 400 boxes a week, at around $90 a box	
Videos in the last six months	about 180	
Top group and bottom group	top 18 and bottom 18 (the best and worst 10%)	
Opened with plating in the first two seconds	15 of the top 18; almost none of the bottom group	
A team member talking to camera	12 of the top 18; almost none of the bottom group	
How he tested the pattern	Next 50 videos, one change at a time	
Share of new videos that were variations	about eight of every ten; only two were brand-new ideas	
Cost per new customer, next quarter	came down and stayed lower than before	

Leopold posted almost every day for a year and could not say why some videos brought in dozens of orders and most brought in almost nothing. He stopped judging each video alone, pulled about 180 from six months, and compared the top 18 with the bottom 18. Fifteen of the top 18 opened with plating in the first two seconds, and twelve showed a team member talking to camera. He treated that as a guess, tested one change at a time on the next 50 videos, and then varied winners instead of retiring them. In his example, about eight of every ten new videos became variations, and his cost per new customer came down and stayed lower. Your numbers will look different. These figures are from the official script and are examples, not promises.

Worked example: Adaeze, home-cleaning company, Knoxville

Setting	Adaeze, home-cleaning company, Knoxville, USA	
Teams	12 cleaning teams	
Price, in her example	around $140 a visit	
The bar	at least nine in ten customers kept for six months in a row	
Teams that met the bar	four teams	

What she asked	What do you do on a first visit? How do you do it? And why?	
What all four teams shared	Walk through the home on the first visit and ask which room matters most; keep the same team with the same customer; leave a short handwritten note at the end of each visit	
The name of the pattern	Ask, Keep, Note	
What she tracked each month	How many teams used all three steps, and how many customers each team kept	
What happened in the following months	More teams moved closer to the bar, and the gap between the best and the rest got smaller	

Adaeze first tried to copy her single best team. It did not work, because half of what that team did was just their own style. She set a bar instead: any team that had kept at least nine in ten customers for six months in a row qualified. Four teams met it. She asked them the same three questions, kept only the habits all four shared, and named the pattern Ask, Keep, Note. Over the following months, in her example, more teams moved closer to the bar and the gap got smaller. She repeated the review every six months. Your results will depend on your teams and your customers. These figures are from the official script and are examples, not promises.

Keep the checklist in one place

When you have written the winning checklist, keep those notes in Systex, our own product. You can find Systex at loftybiz.net, and click the link in the description.

LoftyBiz · loftybiz.net · Systex is our own product. This sheet sits under LoftyBiz 154. All figures are from the official script and are examples, not promises.