

2022 Review Checklists



Review Measurement Types



Quantitative

relating to, measuring, or measured by the quantity of something rather than its quality



Qualitative

relating to, measuring, or measured by the quality of something rather than its quantity





Quantitative Measurement

- ☐ **Service/Retail/Online sales**
- ☐ **Service/Retail profits**
- ☐ **Marketing costs**
- ☐ **Operations/COVID costs**
- ☐ **Education costs**
- ☐ **Retention of clients**
- ☐ **Retention of team**





Quantitative Measurement

- ☐ **New clients (referrals)**
- ☐ **New client retention**
- ☐ **Pre book %**
- ☐ **Frequency of visit**
- ☐ **Service type % of sales**
- ☐ **Retail type % of sales**





Quantitative Measurement

- ☐ **Yelp/Google/Online reviews**
- ☐ **Social engagement**
- ☐ **Social referrals**
- ☐ **Digital referrals**
- ☐ **Newsletter subscribers**
- ☐ **Website/blog/booking site traffic**
- ☐ **Social mentions (hashtag)**
- ☐ **Podcast listens/downloads**
- ☐ **Affiliate link traffic/sales**





Quantitative Measurement

- ☐ **Software/App reports**
- ☐ **Profit + Loss Statement**
- ☐ **Payment processor reports**
- ☐ **Accounting Software**
- ☐ **Google Analytics**
- ☐ **Email platform insights**
- ☐ **Social Media insights**
- ☐ **Referral platform insights**





Qualitative Measurement

- ☐ **Energy**
- ☐ **Vibe**
- ☐ **Culture**
- ☐ **Happiness**
- ☐ **Relationships**
- ☐ **Loyalty**
- ☐ **Trust**





Qualitative Measurement

- ☐ **Listening**
- ☐ **Gut instinct**
- ☐ **Voluntary Attendance at Gatherings, Meetings, Education**
- ☐ **Referrals of other stylists**
- ☐ **Attitude on social media**
- ☐ **Supportive of other team members**

