

● PLAYBOOK • MONEY HOLE

Metrics Dashboard Template

Stop flying blind. Track the 11 numbers that actually run your business in one Google Sheet.

A BLACK FLAG MEDIA PLAYBOOK

NAMED FRAMEWORK

The Money Wall

One sheet. Eleven numbers. Fifteen minutes a week. The end of running by feel.

● WHAT'S INCLUDED

Everything in the Kit

Instant access to all deliverables below.

1 • WEB READER

This page

Read anywhere, phone-friendly

2 • PDF

metrics-dashboard-template.pdf →

Save, print, share

3 • TEMPLATES

templates.txt →

4 • TRACKER

money-wall.csv →

Formulas, thresholds, Monday Meeting agenda

Daily/weekly/monthly log, auto-color status

5 • SHEETS SETUP

[google-sheets-setup.md](#) →

Formula install + recurring reminders

LIFETIME UPDATES • When platforms or standards change, this kit changes. You get every update free.

The Problem

Ask most owners "what was your gross margin last month?" and you get a shrug. That's why 82 percent of small businesses fail within 10 years. Not because the owner is bad at their craft. Because they cannot see what's happening.

Running a business without a dashboard is like driving with the speedometer, fuel gauge, and warning lights removed.

Owners lose 10-25 percent of potential profit annually to blind spots. On a \$500K business, that is \$50K to \$125K a year evaporating because nobody was watching.

The Money Wall

Eleven numbers. Three you check daily, five you check weekly, three you check monthly.

DAILY: Cash in bank • Leads today • Sales today (count + dollars).

WEEKLY: Revenue • New customers • Response time (median) • Ad spend • Reviews.

MONTHLY: Gross margin per job • CAC • Runway (months of cash).

That is the wall. Everything else is a distraction.

The Install (Weekend)

Time: 90 min setup. 15 min/week forever.

1. Import the CSV template. Rename it with your business.
2. Fill baseline numbers (today cash, last 30-day revenue, etc.).
3. Set 3 recurring calendar reminders (daily 5 PM, Monday 9 AM, 1st of month 9 AM).
4. Add threshold formulas (red/amber/green auto-color).
5. Every Monday: 10-min Money Meeting. Read every red cell out loud. Pick ONE to move green this week.

What Working Looks Like

- You update the Money Wall every week for 12 weeks straight
- Gross margin improves 15-30 percent within 6 months
- You catch problems while they are small
- You can answer "how are we doing" in 15 seconds instead of two hours of research

Do one thing today: Download the tracker. Fill in today cash balance. One number. It is the anchor for every future comparison.