

# The Ecommerce Scorecard

A SIMPLE WAY FOR YOU TO EVALUATE THE  
STRENGTH AND WEAKNESSES OF YOUR  
ONLINE BRAND.

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Hi, i'm Diana

A dutch entrepreneur, ecommerce expert, writer, INTJ mastermind with unshakable power dedicated to helping you solving your most complex business problems.

Gain crystal clarity and uncover your biggest opportunities for business growth right in front of you. A critical part of this process is taking a look at what are the realities of where you and your business are right now. So you can stop wasting time and money on stuff that doesn't work.

The Ecommerce Scorecard forces you to think about improvements and then actively take action. It is here to help you perform at your highest level.

**It's your key piece to success!**

Walk through the five specific key business areas and the two foundational elements. Answer the questions and be as honest and specific as possible so you can diagnose where your biggest opportunities for growth are.

If you have any further questions i'm looking forward to hearing from you how it's working out.

Have a great day!



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#### KEY BUSINESS AREA ONE

## Brand Essence

Your brand essence and your branding essentials are the core characteristics which define your brand and separates it from your competition. It connects your customers emotionally, builds trust and establishes loyalty.

#### KEY BUSINESS AREA TWO

## Acquisition

In order to grow your brand you need to understand how to acquire customers with a high lifetime value. This area is how you demonstrate that you understand the problems or unmet needs of your customers and give them the confidence that your solutions will work for them.

#### KEY BUSINESS AREA THREE

## Psychology of Persuasion & Conversionrates

Conversion is no longer the biggest problem in ecommerce, persuasion is. Without persuasion, there's no incentive for visitors to walk through your sales process. A frictionless experience for your customers and a psychological optimized buying process always leads to higher conversionrates.

#### KEY BUSINESS AREA FOUR

## Fulfillment & Customer Relationship

The better the relationship with your customers, the easier it is to generate revenue and make profits. Using technology to achieve this makes even more sense in this business area.

#### KEY BUSINESS AREA FIVE

## Customer Loyalty & Retention

Traffic and conversions are great but what really kicks an ecommerce business into high gear is recurring revenue build on systems and processes. Your repeat customers are important to increase loyalty and in turn generate profit.

## RATE YOUR KEY BUSINESS AREAS

**1. BRAND ESSENCE**

ON A SCALE OF 1-4 HOW WOULD YOU RATE YOUR BRAND ESSENCE AND YOUR BRANDING ESSENTIALS?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

**2. ACQUISITION**

ON A SCALE OF 1-4 DO YOU HAVE AT LEAST ONE EFFECTIVE AND! SCALABLE ONLINE CHANNEL FOR ACQUIRING CUSTOMERS WITH A HIGH LIFETIME VALUE?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

**3. PSYCHOLOGY OF PERSUASION & CONVERSIONRATE**

ON A SCALE OF 1-4 IS YOUR PERSUASION PROCESS ABOVE AVERAGE AND YOUR CONVERSIONRATE RELIABLE?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

**4. FULFILMENT & CUSTOMER RELATIONSHIP**

ON A SCALE OF 1-4 DOES YOUR FULFILMENT DELIVER THE DIFFERENCE AND FOSTERS CUSTOMER RELATIONSHIPS?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

**5. CUSTOMER LOYALTY & RETENTION**

ON A SCALE OF 1-4 DO YOU HAVE A CONTINUOUS IMPROVEMENT OF YOUR QUALITY AND ARE YOU ABLE TO BOOST YOUR PROFIT WITH THE MOST PROFITABLE CUSTOMERS?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

## FOUNDATIONAL ELEMENT ONE

# Vision & Mission – Goal-setting & Mindset

These elements gives your business the foundation and a direction. It'll boost your motivation and it will lead your business through every challenge it faces.

## FOUNDATIONAL ELEMENT TWO

# Operational excellence – Systems & Processes

Striving for excellence, setting quality over quantity to get the most out of your business is only possible when you systemize your processes efficiently. Without it you will scale PROBLEMS within your business as you scale your revenue.

## RATE YOUR FOUNDATIONAL ELEMENTS

**1. VISION & MISSION, GOAL-SETTING & MINDSET**

ON A SCALE OF 1-4 ARE YOU ABSOLUTELY CLEAR ABOUT YOUR VISION & MISSION AS WELL AS THAT HAVING GOALS AND THE POSITIVE MINDSET ARE VITAL TO YOUR OVERALL SUCCESS?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

**2. OPERATIONAL EXCELLENCE, SYSTEMS & PROCESSES**

ON A SCALE OF 1-4 AND BASED ON YOUR ANSWER ABOVE HOW WELL HAVE YOU SETUP YOUR BUSINESS SYSTEMS & PROCESSES FOR EACH AREA?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

Now that you've gone through the five key areas and the foundational elements of your business, how would you rate its overall strength?

SCORE	1	2	3	4	COMMENTS
	problem	weakness	strength	super power	

Are you seeing the results you initially hoped for?

Looking at your business from seven important perspectives forces you to focus on the measures that are most critical. But... there is no way to grow your business if you are trying to fix everything at the same time. Actually it is the quickest way to failure.

So... you need the focus first. Than it's easy to do.

## GET CLEAR ON YOUR BUSINESS

Look again at the five core areas and the two foundational elements of your business.  
Which one should you be focusing on right now? Decide and work on **ONE** weak point only.

**How important do you think it will be to focus a lot of your time and resources on the most critical area you identified in the next 2 weeks?**

**TAKE ACTION:** WHAT'S THE BIGGEST IMPACT YOU CAN MAKE IN 2 WEEKS?

**TAKE ACTION:** WHAT ARE YOUR GOALS FOR THE NEXT 3 MONTHS?

**TAKE ACTION:** WHAT ARE YOUR GOALS FOR THE NEXT 12 MONTH?





YOU'VE REACHED THE END!

*Hopefully you've found this scorecard helpfull.*

**TAKE THE NEXT STEP**

GET IN TOUCH TO FIND OUT HOW I CAN HELP YOU  
GROW YOUR BUSINESS.

[FIND OUT MORE!](#)

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