



Emanuel <emanuelxrp1@gmail.com>

(no subject)

Emanuel Spearman <emanuelspearman7@gmail.com>
To: emanuelxrp1@gmail.com

Thu, Apr 2, 2026 at 12:17 PM

PAGE 1: DASHBOARD (what people see first)

Title:

Marketing Performance Dashboard

Sections to add (use boxes/cards):

- Total Budget
- Total Spent
- Remaining Budget
- Total Leads
- Total Sales
- Average Cost per Lead
- Best Performing Channel

👉 In Canva, use:

- “Elements → Charts → Numbers / KPI style”
- Keep it clean (green/white like you already started)

 **PAGE 2: EXPENSE TRACKER (your current page upgraded)**

Columns (IMPORTANT – copy this exactly):

1. Date
 2. Category
 3. Expense Name
 4. Vendor
 5. Expense Amount
 6. Budget
 7. Remaining Budget
 8. Purpose
 9. Results (Leads/Sales)
 10. Cost per Result
 11. Status
-

 **PAGE 3: FUNNEL TRACKER (THIS is the game changer)**

This is where your business becomes real.

Columns:

- Traffic Source (Instagram, TikTok, Email, Referral)
- Campaign Name
- Clicks
- Leads
- Booked Calls
- Closed Clients

- Revenue Generated
- Cost
- Profit
- ROI %

👉 Now you're not guessing anymore—you're tracking the full journey:

Ad → Lead → Call → Client → Money

PAGE 4: CATEGORY BREAKDOWN (visual)

Use:

- Pie chart or bar chart

Categories like:

- Social Media Ads
- Content Creation
- Email Marketing
- Affiliate Payouts
- Tools/Software

👉 This is what you show:

- Banks
 - Partners
 - Investors
-

Branding it for YOUR business

Header ideas:

“Financial Fitness Marketing System”
“Client Acquisition Tracker”
“Revenue Optimization Dashboard”

Tagline:


“Track every dollar. Scale what works.”

 **Pro move (this fits your vision perfectly)**

Turn this into part of your program offering:

You don't just teach finance—you give them:

- Budget tracker
- Marketing tracker
- Business tracker

 Now you're building:

Financial Fitness + Business Literacy = POWER

If you want me to go further (recommended)

I can:

1. Design the exact Canva layout (colors, fonts, sections)

4/2/26, 12:18 PM

Gmail - (no subject)

2. Create a client version for your program
3. Build a full funnel system tied to your pricing model (\$39 / \$65 tiers)