REVENUE SURGE

Marketing Decision Worksheet

Fill this PDF in and save a copy, or print it and write by hand.

- [ ] Write down the decision and why it came up now.
- [ ] Record the change you observed and what can confirm it.
- [ ] Pick one check that would change your decision. Name who can run it.
- [ ] Decide what you will measure after the first change and when you will review it.

Page and Date

Findings and Next Steps

Decision and Options
Write the decision and compare two practical options, including waiting if it is realistic.

Evidence and Trade-Offs
Record what supports each option and what is still unknown about its cost, time or risk.

Owner and Review Date
Name who will check the missing evidence and when you will revisit the decision.