LESSON 08

TRACK, BUDGET & KEEP GOING

Simple numbers, a small budget, and a time plan that keep your faceless business growing for the long run.

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WELCOME BACK

You made it to the final lesson. You have a niche, a brand, a product, a shop, content, and an email list. Now let us make sure all that hard work keeps paying off.

This lesson is about three habits: tracking a few simple numbers, keeping a small, sensible budget, and protecting your time so you do not burn out.

No spreadsheets full of formulas needed. Just a little honesty and a monthly check-in.

> **A QUICK NOTE**
>
> This workbook is general guidance, not financial, tax, or legal advice. For taxes and business registration, check your local rules or speak with a qualified professional.

Warmly,

The Ghost Growth Lab team

YOUR LEARNING PATH

Here is where this lesson fits in your academy journey:

01	Find your niche	complete
02	Build your brand	complete
03	Create your first digital product	complete
04	Set up your shop & licenses	complete
05	Grow on social media	complete
06	Email marketing made simple	complete
07	Your first-month action plan	complete
08	Track, budget & keep going	YOU ARE HERE

KEEP GOING

Finished a lesson? Tick it off and keep moving. Small, steady steps beat big, rare ones every time.

THE FIVE NUMBERS TO WATCH

You do not need to track everything. These five numbers tell you most of what you need to know.

Number	What it means	Where to find it
Sales	How many products sold	Your shop dashboard
Revenue	Total money in before costs	Your shop or payment app
Costs	Everything you spent	Receipts and bank statements
Profit	Revenue minus costs	Your own math
New subscribers	People who joined your list	Your email tool

TWO EXTRA NUMBERS FOR LATER

- Conversion rate: out of every 100 people who visit your listing, how many buy?
- Best seller: which product brings in the most, and could you make more like it?

> **KEEP IT SIMPLE**
>
> Check your numbers once a month, on the same day. Weekly checks can feel discouraging when you are just starting. Monthly shows the real trend.

YOUR SIMPLE BUSINESS BUDGET

A budget is not about saying no to everything. It is about deciding ahead of time where your money goes, so your business can grow without stress.

COMMON BEGINNER COSTS

Cost	Typical type	Do you need it now?
Shop or website platform	Monthly or per sale	Yes, or use a free plan
Canva Pro	Monthly or yearly	Optional; free works to start
Email tool	Monthly	Free plan is fine at first
Resell products (MRR/PLR)	One-time	Only if reselling
Domain name	Yearly	Optional at first
Ads	Flexible	Not yet; grow organically first

A GOOD STARTING RULE

Try to cover new costs with money your business has earned. Upgrade a tool when it would save you real time or bring in more sales, not just because it looks nice.

MONTHLY BUDGET WORKSHEET

Fill this in at the start of each month. Use pencil, so you can adjust it as you go.

Item	Planned	Actual
Platform fees		
Design tools		
Email tool		
Products or templates		
Learning (courses, books)		
Other		
TOTAL COSTS		
Revenue this month		
PROFIT (revenue minus costs)		

One cost I could cut or pause:

One thing I would invest in if I had a little extra:

MONEY HABITS THAT HELP

1. **Separate your money**

   Open a separate bank account or payment account for your business. It makes tracking and taxes much easier.

2. **Save receipts**

   Snap a photo of every receipt and keep them in one folder.

3. **Set aside money for taxes**

   Many sellers set aside a portion of each sale for taxes. Check what applies where you live.

4. **Pay yourself a little**

   Even a small amount each month helps you see your business as real.

5. **Reinvest on purpose**

   Decide what share of profit goes back into growth: new products, tools, or learning.

My money habit to start this month:

PROTECT YOUR TIME

Time is your most valuable resource, especially if you are building around a job, family, or other responsibilities.

TIME TIPS THAT WORK

- Batch similar tasks: write all captions in one sitting, design all graphics in another.
- Use templates for posts, emails, and listings so you are never starting from scratch.
- Schedule posts and emails ahead with your tools.
- Set a "done for the day" time and stick to it.
- Do the task that brings you closest to a sale first.

YOUR WEEKLY TIME MAP

Day	Business time (when?)	Main task
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Weekend		

YOUR MONTHLY CHECK-IN

Copy this page or print it once a month. It takes about 20 minutes and keeps you heading in the right direction.

My five numbers this month (sales, revenue, costs, profit, new subscribers):

What worked best this month?

What did not work, and what will I change?

My one main focus for next month:

Something I am proud of:

KEEP GOING: WHAT COMES NEXT

Once your first product is selling and your routine feels steady, here are natural next steps. Take them one at a time.

1. **Add a second product**
   Make something that pairs with your first: a bundle, a bigger version, or a follow-up.
2. **Improve what sells**
   Refresh covers, titles, and descriptions on your best listings.
3. **Grow your list**
   Create a second free gift for a different problem your audience has.
4. **Try a new platform**
   Add Pinterest or a marketplace once Instagram feels manageable (see the bonus guides).
5. **Explore affiliate income**
   Recommend tools you truly use (see the Affiliate Marketing bonus).

> **FINAL REMINDER**
> Every successful faceless brand started exactly where you are now. Keep showing up, keep helping your audience, and keep improving a little each month.

COURSE COMPLETION CHECKLIST

- [ ] I chose my niche and ideal customer (Lesson 01).
- [ ] My brand name, colors, fonts, and voice are set (Lesson 02).
- [ ] My first digital product is finished (Lesson 03).
- [ ] My shop is live with clear license terms and policies (Lesson 04).
- [ ] My profile is polished and I post on a schedule (Lesson 05).
- [ ] My email list, free gift, and welcome series are running (Lesson 06).
- [ ] I completed my first-month action plan (Lesson 07).
- [ ] I track my numbers, budget, and time each month (Lesson 08).



YOU DID IT!

You have completed the Ghost Growth Lab Academy. You now have everything you need to build a faceless business you are proud of. We cannot wait to see what you create.

Explore the bonus guides whenever you are ready for more.

QUESTIONS? WE ARE HERE.

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With you every step,
The Ghost Growth Lab team