

What counts as progress *before revenue?*

A one-month scorecard for testing a side-income idea: separate effort from evidence, count your time honestly, and make a clear decision—continue, change, or pause.

Inside: the experiment record · the signal ladder · a 4-week evidence log · the true-cost check · the decision page · a 30-day experiment plan.

Educational worksheet. No income is promised or implied. Your results depend on your skills, offer, audience, and the time you can give.

The experiment record

Activity is useful. Evidence changes decisions. Write this down before you build anything.

The question — what are you trying to learn?

The audience

Who is this meant to help?

The test

What will you actually put in front of them?

The effort budget

Hours per week ____ Money ____

Test ends on _____

The skills you bring

What result would change your mind?

Continue if...

Pause if...

The signal ladder

Track every response, but don't let a busy week of attention feel like a business. Each rung is stronger evidence than the one before.

1 · Attention
Visits, views, opens.
Exposure—not an outcome.

2 · Intent
Specific questions,
qualified inquiries, pilot requests.

3 · Value
Someone used the deliverable and found it useful.

4 · Revenue
Money actually received—not proposals or projections.

Four-week evidence log

Week	Attention	Intent	Value	Revenue	What I learned
Week 1					
Week 2					
Week 3					
Week 4					

The strongest piece of evidence this month

Quote it exactly—a real person's words or a real payment:

The true-cost check

Record delivery hours alongside direct costs. A first sale can teach a great deal and still take too much effort to repeat.

Item	Hours	Money
Building / preparing		
Finding people / outreach		
Delivering the work		
Tools, fees, ads		
Total		

Revenue received

\$ _____

Only money in hand.

Effective hourly result

(Revenue – money spent) ÷ hours

= \$ _____ / hour

Could you repeat it?

☐ Yes, at this effort ☐ Yes, if I change _____ ☐ Not sustainably

What would make the second one easier?

The decision page

A good experiment ends with a clearer decision—even when the decision is to stop. Stopping a weak idea after a small test preserves energy for a better one.

Continue

Value or revenue showed up, and the effort is repeatable.

☐

Change

Intent is real, but the offer, audience, or delivery needs work.

☐

Pause

Only attention, or the cost isn't sustainable. That's useful too.

☐

Why — in one paragraph

If continuing or changing: the next small test

If pausing: what will you keep?

A skill, a contact, a piece of work, an insight about yourself.

A 30-day experiment plan

Week	Focus	My plan
Week 1	Pick one skill, one person, one problem. Talk to three people who have it.	
Week 2	Make the smallest useful version—a one-page offer, a sample, a pilot.	
Week 3	Put it in front of real people. Ask for a specific next step.	
Week 4	Deliver for at least one person. Fill in the scorecard. Decide.	

Want company along the way?

See Ashley's live experiments and build-with-me sessions at **wealthexperiment.live**, or book a free 15-minute call: **cal.com/waymakeragency/15min**.

The Wealth Experiment is an educational project. Examples are illustrative; no earnings are promised or guaranteed.