DIGITAL INCOME SOUTH AFRICA

First Progress Decision Checklist

Use your first reply, download, enquiry, click, signup, or sale to choose one calm, evidence-based next step.

Your first signal is feedback.

Do not scale too quickly and do not quit too quickly. Record what happened, understand what it may mean, and test whether it can happen again.

Use this checklist to:

- [ ] Identify the type and strength of your first progress signal.
- [ ] Separate attention from genuine buying intent.
- [ ] Test whether the signal can repeat with a similar person.
- [ ] Choose whether to continue, improve, stop, or build.
- [ ] Plan one small action for the next seven days.

Name _____ Date _____

One sale is proof of possibility.
Repeated interest is proof of direction.

Companion resource for: From First Digital Income to What Works

STEP 1

Identify what actually happened

Start with observable behaviour. Tick every signal you received, then describe the strongest one in the person's own words.

☐ A reply to a message	☐ A relevant comment
☐ A question about the offer	☐ A product or landing-page click
☐ A free-resource download	☐ An email signup
☐ A request for a quote	☐ A booked call
☐ A small paid task	☐ A first product sale
☐ A repeat question or enquiry	☐ A relevant search impression or click

What exactly happened? Use facts, not assumptions.

What words did the person use when they replied, asked, or bought?

Where did the signal come from? Example: Google, LinkedIn, WhatsApp, email, referral.

Classify the strongest signal

Signal	What it may show	Tick
Click	The topic or headline attracted attention.	☐
Download or signup	The person trusted you enough to take a small next step.	☐
Reply or question	The message connected, but clarity may still be needed.	☐
Price enquiry	There may be genuine buying intent.	☐
Sale	The offer has demonstrated real potential.	☐
Repeat interest	The need may be stronger and more repeatable than expected.	☐

STEP 2

Check whether the signal can repeat

Rate each statement from 1 (not true yet) to 5 (strongly true). Do not aim for a perfect score. Look for the next weakness to test.

Area	Statement	1 - 5
Audience match	I can describe the type of person who responded.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Problem clarity	I understand the problem they wanted to solve.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Offer clarity	I can explain the offer in one or two simple sentences.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Reach	I know where I could find another similar person.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Interest	The person took a meaningful action, not only viewed the idea.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Delivery	I can deliver the result without excessive stress or confusion.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Value	The outcome is useful enough for someone to exchange time, contact details, or money.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5
Follow-up	I have a clear next step after the first click, reply, or purchase.	○ 1 ○ 2 ○ 3 ○ 4 ○ 5

Which area received your lowest score?

What small change could strengthen that area?

Can you repeat the signal?

- ☐ Yes. I know who to approach and what I will test again.
- ☐ Maybe. I need to improve one part before testing again.
- ☐ Not yet. I need a clearer audience, problem, or offer.

STEP 3

Choose: Continue, improve, stop, or build

Tick the statements that fit your evidence. The column with the clearest match suggests your next decision.

CONTINUE	IMPROVE	STOP OR PAUSE	BUILD
☐ Questions or interest repeat	☐ People show interest but do not buy	☐ Several clear tests produced no signal	☐ Interest, enquiries, or sales repeat
☐ Clicks or downloads are growing	☐ The same clarity questions repeat	☐ The audience is wrong or unreachable	☐ The audience and problem are clear
☐ The offer is easy to explain	☐ The page gets clicks but no next action	☐ Delivery is too difficult or costly	☐ Delivery is manageable
☐ The idea fits my skills and capacity	☐ Delivery needs a clearer process	☐ I do not want to build the required skills	☐ The offer can become a package, product, or system

My decision

☐ Continue testing	☐ Improve first
☐ Stop or pause	☐ Build deeper

Why is this the best decision based on the evidence?

What will I deliberately NOT build, buy, or change yet?

Decision rule

Choose the smallest useful next action. One clear test is more valuable than five new offers, a premature advertising campaign, or a complete redesign.

STEP 4

Plan one seven-day next test

Turn your decision into one action that can produce a visible result within seven days.

My next test

The specific person or audience I will test it with

The message, offer, page, or follow-up I will improve

Choose the signal you want to create

☐ Another reply	☐ Another download
☐ Another signup	☐ A clearer question
☐ A price enquiry	☐ A booked call
☐ A first or second sale	☐ A useful search click

Seven-day action plan

Day	Small action	Done
1		☐
2		☐
3		☐
4		☐
5		☐
6		☐
7		☐

At the end of seven days, I will review these numbers or responses:

STEP 5

Track the signals and decide again

Use the log after each small test. The goal is not to look busy. The goal is to make the next decision from evidence.

Date	What I tested	Signal received	What I learned	Next action

Final review

- [ ] The signal repeated. I will continue or build carefully.
- [ ] Interest exists, but conversion or clarity is weak. I will improve.
- [ ] The tests produced no useful signal. I will pause or change direction.

The most important thing I learned

The one action I will take next

Build what works

Repeat the signal. Understand the buyer. Improve the offer. Document delivery. Add complexity only when the evidence earns it.

Your first sign of progress is proof that something is worth understanding.