

Weekly GTM Health Check

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What This Is

A Monday morning checklist. Run through it weekly. Catch problems before they compound.

Print it, pin it, or drop it into your project management tool. Check each item, note the metric, compare against the healthy range. If something is off, investigate that day.

Pipeline

- ☐ New leads added this week: _____ (target: depends on your volume, but track the trend)
- ☐ Leads currently in active sequences: _____
- ☐ Replies received: _____ (target: 3-8% of emails sent)
- ☐ Positive replies: _____ (target: 30-50% of total replies)
- ☐ Meetings booked this week: _____
- ☐ Meetings held vs. no-shows: _____ / _____

Deliverability

- ☐ Bounce rate: _____% (healthy: below 2%)
- ☐ Spam complaint rate: _____% (healthy: below 0.1%)
- ☐ Domain reputation check: Pass / Warning / Fail (check via Google Postmaster Tools)
- ☐ Email warm-up status: On track / Behind / Not running
- ☐ Sending volume vs. limit: _____ / _____ per day per domain

Systems

- ☐ n8n workflow errors (last 7 days): _____ (target: 0)

- ☐ Clay table failures or stuck rows: _____ (target: 0)
- ☐ CRM sync status: Syncing normally / Errors detected / Not running
- ☐ API rate limit warnings: None / Warning / Blocked
- ☐ Credential expirations approaching: None / List them: _____

Content

- ☐ LinkedIn posts published this week: _____
- ☐ Blog posts published: _____
- ☐ Newsletter edition sent: Yes / No / Scheduled for _____
- ☐ Email sequences updated or refreshed: Yes / No / Not needed
- ☐ YouTube videos published: _____

Revenue

- ☐ Deals currently in pipeline: _____ (total value: \$_____)
- ☐ Deals moved forward this week: _____
- ☐ Deals closed this week: _____ (value: \$_____)
- ☐ Revenue vs. monthly target: \$_____ / \$_____ (____%)
- ☐ Pipeline coverage ratio: _____x (healthy: 3-4x target)

Quick Reference: Healthy Ranges

Metric	Healthy	Warning	Act Now
Bounce rate	< 2%	2-5%	> 5%
Spam complaints	< 0.1%	0.1-0.3%	> 0.3%
Reply rate (cold)	3-8%	1-3%	< 1%
Positive reply ratio	30-50%	15-30%	< 15%
Pipeline coverage	3-4x	2-3x	< 2x
n8n errors/week	0	1-3	> 3

Notes for This Week

Run this every Monday. Catch problems before they compound.

Free resource from say2neeraj.com. Share it, adapt it, make it yours.