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The 30-Day Review Sheet

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JJ Wong · jjwong.ai

The exact sheet I used to track the first 30 days of this account — and how to adapt it for your own shop's content.

Why track it

After 30 posts, your memory of what worked is mostly wrong. The post you enjoyed making feels like it did well. The one that went quietly viral in saves, you've forgotten.

The sheet exists so the Day 30 review is numbers, not vibes.

What to track — and why

COLUMN	WHY IT'S THERE
Reach	How many people saw it. Context for everything else.
Likes	Easy to get, weak signal. Tracked so you can see it's not the one that matters.
Saves	People keeping it to use later. The best sign a post was useful.
Shares	People sending it to someone. Reach you didn't pay for.
Comments	Includes keyword comments — separate them out.
Keyword comments / DMs	People asking for the pack. Intent.
Pack signups	People who gave an email. The number that matters.

The sheet works out **save rate** (saves ÷ reach) and **signup rate** (signups ÷ reach) per post, and ranks posts by signups.

Rates matter more than totals. A post with small reach and a high signup rate is a topic worth doing again — it probably just posted at a bad time.

How to use it

`thirty-review.xlsx` — from the pack page.

1. **Log tab:** followers on day 1 and today at the top.

2. Each post gets a row. Fill it **24–48 hours after posting**, from the post's insights. Same timing every time, or you're comparing different things.
3. Signups: from your email tool, filtered by which pack they asked for.
4. **Summary tab:** totals, plus the posts with the most signups, fewest signups, best save rate and most reach.

If "most reach" and "most signups" are different posts, that's the lesson. Reach is what the platform liked. Signups are what your audience needed.

The review — five questions

At day 30, answer these from the sheet, not from memory:

1. **Which post had the highest signup rate?** What was the topic, and what did the cover promise?
2. **Which had the lowest?** Honest guess at why: topic, hook, timing, or the pack itself?
3. **What's the gap between reach and signups?** Big reach, low signups = the cover worked, the offer didn't. Small reach, high signups = do the topic again.
4. **What kept coming up in DMs** that no post answered? That's next month's list.
5. **What will you change** — three things, specific enough to check at day 60?

Write the answers down. The Day 30 post is those five answers, out loud.

Adapting it for your shop

The structure works for any content: product videos, live-selling clips, TikTok Shop posts.

- **Swap "pack signups" for your conversion:** clicks to the shop, add-to-carts, orders from the post's link — whatever your platform shows per post.
- **Swap "keyword comments" for buying questions:** "How much?", "Still available?", "Got other colour?" — count them per post.
- **Add a "product" column** and you can see which products make good content, not just which posts.

The rule that makes it work

Log every post, including the ones that flopped. A review built only from the posts you're proud of will tell you to keep doing what you already do.

Questions? Email hello@jjwong.ai — I read them all. More at @jjwong.ai — one AI play for SEA sellers, daily.