



Instructions

2

Promotion Name:	Start Date:
Description: 1	
Distribution:	

?	Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
3	Calls																																
	Appts																																
?	Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
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NOTES

- 1) Fill in the NAME and brief DESCRIPTION of your promotion.
 Record the places and methods you used to DISTRIBUTE the promotion.
- 2) Be sure to include the DATE when your promotion started
- 3) Let your promotion run for 30-60 days, then track it for two months after it ends. Label the MONTHS in the space provided. Whenever you get a call, ask "How did you hear about me?" Make a mark under the appropriate DATE (1 to 31) when you get a call or perform a massage that can be directly attributed to the promotion.
- 4) Two month after the promotion has ended, perform the cost analysis to measure the success of your promotion.

ANALYSIS

4

Promotion Cost	_____
Divide by # of Calls	÷ _____
Cost per Lead	_____
Promotion Cost	_____
Divide by # Appointments	÷ _____
Cost per Appointment	_____
Total Sales from Promo	_____
Minus Promo Costs	- _____
Net Profit from Promo	_____

