## DAILY TRACKING SHEET FOR _____

| Week of: | | | Internal Marketing | | | | | External Marketing | | | | | | | | | | | | | | Professional Referrals | | | | | | | | | |
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| Date | New Client Name | Phone | Client Referral | Reactivation | Interanl Prospecting | In-Office Poster | Other | Print Ad - Pub A | Print Ad - Pub B | Flyer Insert | Co-Op Direct Mail | Stand-Alone Direct Mail | Radio A | Radio B | TV/Cable A | TV/Cable B | YP Directory A | YP Directory B | Billboard | On-Premises Sign | Other A: | Other B: | Dr. Office Referral | Insurance Plan Self-Referral | Business Referral | Cross-Promotion | Reason for visit | Appt Date | Referrer Name | Referrer Phone | Comments | Recorded by |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Media Source | | | Comments: | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| TOTALS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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Print Ad - Pub A _____
Print Ad - Pub B _____

YP Directory A _____
YP Directory B _____

Radio A _____
Radio B _____

TV/Cable A _____
TV/Cable B _____

Other A _____
Other B _____
Other C _____
Other D _____
Other E _____