



My 20__ Year In Review - Marketing Results Report

The majority of my clients came from:	Enter your top three lead sources from pages 1 & 2		
Most of my clients came from these industries:	Enter the top three industries you served from pages 1 & 2		
The clients that stayed with me the longest came from:	Enter your top three lead sources from pages 1 & 2		
The clients that that generated the most revenue purchased:	Enter your top three most popular services from pages 1 & 2		
The service that generated the most revenue was:	Enter your top three most profitable services from pages 1 & 2		
The marketing strategy that cost me the most was:	Enter your top three most expensive marketing strategies from pages 1 & 2		
The marketing strategy that cost me the least was:	Enter your top three least expensive marketing strategies from pages 1 & 2		
The marketing strategy that created the highest ROI:	Enter the top three marketing strategies that created the greatest ROI from pages 1 & 2		

*ROI stands for "Return on Investment" - The method that generated the greatest amount of revenue for the least amount of money.

My 20__ closing ratio was:	# of new paying clients / # of leads/free consultations/sessions		
These situations motivated past clients to work with me again:	Enter the top six situations that motivated repeat clients lead sources from pages 1 & 2		
My revenue (to-date) for 20__ is:			
The number of clients I worked with in 20__			
NOTES:			



My 20__
**Year in Review -
Marketing Results Analysis**

<p>How can I generate more leads from the top 3 sources of closed business this year?</p> <p>NOTE: If the referrals came from specific individuals, you absolutely should send a thank you note and a gift of appreciation. You'll want to follow-up on that note/gift and inquire about creating a more formal referral relationship between the two of you.</p>	
<p>Based on the top industries/professions/demographic types that I attracted in 20__, how can I get more involved, gain more visibility and attract more of these leads?</p>	
<p>What motivated the clients who stayed with me the longest to keep working with me? What benefits/results did they achieve?</p>	
<p>Based on the services that were most profitable in 20__, how can I upgrade those and create different options to attract more clients to those?</p> <p>If certain services didn't sell well, can you re-package them to make them more appealing based on the more popular services? Or if you find the less popular services are outdated, you may need to delete them altogether.</p>	
<p>Additional notes:</p>	