

12 Week Goals

PERIOD GOALS
> Develop 5 new Referral Sources
> Reach 16 sessions /wk.
>

12 Week Plan

Goal #1: Develop 5 new Referral Sources

KEY ACTIONS/TACTICS	WEEK DUE
Contact 1 person per day via email or phone	12
Schedule 1 weekly coffee meeting	3-12
Ask warm network for 2 intros per week	3-12
Stop by 3 organization HR depts.	4-8
Follow up w/ previous contacts 1x/day	5-12
Give 1 presentation to local group	12

Goal #2: Reach 16 sessions per week

KEY ACTIONS/TACTICS	WEEK DUE
January: 10 sessions/wk.	4
February: 12 sessions/wk.	8
March: 16 sessions/wk.	12
Call back all prospective clients:	1-12

