Weekly Performance Report

Japhette Alec Pulido | Prepared for: Riverside Fitness Studio | Week of Mar 3 to Mar 9

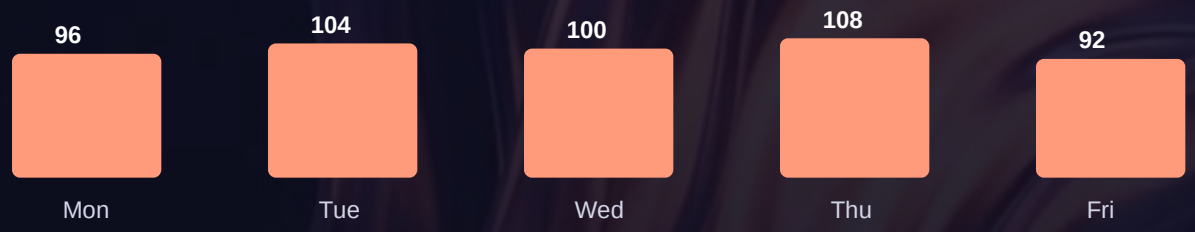
SAMPLE with fictional data. All numbers below are made up to show the format.

84	31	22	9
New leads	Appointments booked	Showed up (71%)	New members (41%)

LEADS BY SOURCE



CALLS LOGGED THIS WEEK (500 total)



PIPELINE THIS WEEK

84	>	71	>	31	>	22	>	9
New lead		Contacted		Trial booked		Showed up		Member

WHAT I DID THIS WEEK

- Followed up with every new lead within 15 minutes during working hours
- Sent reminders for all booked appointments and rebooked 4 no-shows
- Scheduled 12 social posts and sent the calendar for approval
- Updated the pipeline and tagged leads by source and stage

NEXT WEEK

- Test a second follow-up text for leads that do not reply in 24 hours
- Add a win-back message for members inactive for 30 days
- Review ad lead quality with the owner on Thursday