

# Practice “Must Have” Metrics At-a-Glance

Month Goal:

Annual Goal:

Revenue is just a function of a **few key metrics**. Fill in your WEEKLY averages for the following metrics:

	Week #1	Week #2	Week #3	Week #4
# Leads	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
# Consultations	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
# Conversion #1 - Receptionist	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
# Conversion #2 - Coordinator	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
\$ Revenues	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Total Monthly Revenues	<input type="text"/>			

**Note:**

When you watch your numbers weekly, that gives you time to pivot if you don't like where things are going. If you wait until the end of the month or quarter, it's too late!



## Free Cosmetic Patient Marketing Assessment

If you would like me to craft a practical plan you can put into place immediately to start getting more new cosmetic patients calling, more current patients sending referrals your way, more revenue coming in every month, let's talk. You are under no obligation to buy anything or follow my advice; however, I'm pretty resourceful.

To schedule a **Free 30-Minute Assessment** of your practice's current marketing health:

Call or text: (415) 851-0172  
 Email: [catherine@catherinemaley.com](mailto:catherine@catherinemaley.com)  
 Instagram DM: [@catherinemaleymba](https://www.instagram.com/catherinemaleymba)