

Practice Excellence!

2018 Practice Marketing Planner



Welcome to Your 2018 *Practice Excellence!* Practice Marketing Planner!

Some key components of any thriving business are organization, time management, and consistent action toward one's goals. It's with these elements in mind that this *Practice Excellence!* Practice Marketing Planner was designed. One of my objectives is to help healthcare professionals like you create the practice (and life) of their dreams. While this planner may be a little "old fashioned" (it's not wireless or available in the App store), seeing your **own** words in your **own** writing carries **tremendous** power. In addition, the planner can be extremely useful to help you organize, manage, and define your practice and its' goals. A few comments before you begin:

- You can print these pages single or double sided and put them into a 3-ring binder or have it bound at your local print shop.
- If you print the pages single sided, you can use the back of the page to jot down meeting minutes, to brainstorm ideas, to write down interesting quotes, to doodle, or whatever strikes your fancy.
- I began using a version of this planner many years ago. Each year, as I developed the planner for the upcoming year, I would look back and see what things I wrote in the margins or on the back of the pages. If I noticed a theme...I tried to incorporate a place for that item in the next iteration of the planner. If you think the planner could be improved with the addition of another area or resource, please let me know. You may see your contribution in future editions of the *Practice Excellence!* Practice Marketing Planner.
- This planner can be used in conjunction with the books [Community Connections! Relationship Marketing for Healthcare Professionals](#) and [Practice Excellence! An Integrated Approach to Creating a World-Class Healthcare Practice](#) (Available at all major on-line retailers).
- If you aren't comfortable setting goals or don't know how, take the time to do a little research and find a way that speaks to you. (There are several different styles of goal-setting. If one way didn't work for you in the past, try a different way!)
- If you've never set goals before...congratulations on getting to where you are in your life without them! But...imagine how far you could go if you had specific intentions and a road map!

If I can be of any assistance, or if you'd like to share your success story, I invite you to contact me at DrKelley@Dr-Kelley.com. I wish you much success and happiness!

January 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|----------------------------|-----|-----|-----|-----|-----|
| | 1 New Year's Day | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 M L King Day | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

February 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----------------------------|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 Presidents Day | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

March 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 31 |

April 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

May 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|------------------------------|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 Memorial Day | 29 | 30 | 31 | | |

June 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

July 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|--------------------------|-----|-----|-----|
| 1 | 2 | 3 | 4 Independence Day | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

August 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

September 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----------------------|-----|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 Labor Day | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

October 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|--------------------------|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 Columbus Day | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

November 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------------------------------|-----|-----|-----|---------------------------|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 Veterans' Day | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 Thanksgiving | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

December 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-------------------------------|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 Christmas Day | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

Top Ten Achievements of 2017

Professional

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Personal:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

2018 Goals

The **PURPOSE** of my life is:

| Category* | Specific Goal |
|-----------|---------------|
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* There are many categories of goals. A good target is to have 3-4 annual goals per category. Some suggested categories include: Personal, career, vacation / fun, financial, and social.

January 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-------------------------------|-----|-----|-----|-----|-----|
| | 1 New Year's Day | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 M L King Day | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Notes:

Goals for January, 2018

| Done | Specific Goal |
|------|---------------|
| | |
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| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of January 1, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/1/18

**** NEW YEAR'S DAY ****

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 1/2/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 1/3/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 1/4/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 1/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of January 8, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 1/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 1/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 1/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 1/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of January 15, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/15/18

*** Martin Luther King Jr Day***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 1/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 1/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 1/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 1/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of January 22, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/22/18

| | | |
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| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 1/23/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 1/24/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 1/25/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 1/26/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of January 29, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/29/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 1/30/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 1/31/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 2/1/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 2/2/18

*** GROUNDHOG DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

February 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|--------------------------------|-----|-----|-----|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 Presidents Day | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | | | |

Notes:

Goals for February, 2018

| Done | Specific Goal |
|------|---------------|
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| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of February 5, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 2/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 2/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 2/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 2/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of February 12, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 2/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 2/14/18

*** VALENTINE'S DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 2/15/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 2/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of February 19, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/19/18

*** PRESIDENT'S DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 2/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 2/21/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 2/22/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 2/23/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of February 26, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/26/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 2/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 2/28/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 3/1/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 3/2/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

March 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-------------------------------|---|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 St. Patrick's Day |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 Good Friday | 31 |

Notes:

Goals for March, 2018

| Done | Specific Goal |
|------|---------------|
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| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of March 5, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 3/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 3/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 3/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 3/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of March 12, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/12/18

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| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 3/13/18

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|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 3/14/18

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|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 3/15/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 3/16/18

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|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes: **Saturday, March 17, 2018 - St. Patrick's Day**

Week of March 19, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 3/20/18

*** SPRING BEGINS ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 3/21/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 3/22/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 3/23/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of March 26, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/26/18

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|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 3/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 3/28/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 3/29/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 3/30/18

*** GOOD FRIDAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **Sunday, April 1, 2018 – Easter Sunday**

April 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|----------------------------------|-----------------------------|-----|-----|-----|-----|-----|
| 1 Easter Sunday | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 Tax Day | 17 | 18 | 19 | 20 | 21 |
| 22 Earth Day | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | | | | | |

Notes:

Goals for April, 2018

| Done | Specific Goal |
|------|---------------|
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Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of April 2, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/2/18

| | |
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| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 4/3/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 4/4/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 4/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 4/6/18

| | |
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| 1. | |
| 2. | |
| 3. | |

Notes:

Week of April 9, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 4/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 4/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 4/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 4/13/18

| | |
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| 1. | |
| 2. | |
| 3. | |

Notes:

Week of April 16, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/16/18

*** TAX DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 4/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 4/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 4/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 4/20/18

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|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **EARTH DAY, Sunday April 22, 2017**

Week of April 23, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/23/18

| | |
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| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 4/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 4/25/18 * ADMINISTRATIVE PROFESSIONALS DAY *

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 4/26/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 4/27/18 * ARBOR DAY *

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of April 30, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/30/18

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|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 5/1/18

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|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 5/2/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 5/3/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 5/5/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes: **Saturday, May 5, 2018 – CINCO DE MAYO**

May 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|------------------------------|-----|-----|-----|-----|-----|
| | | 1 | 2 | 3 | 4 | 5 |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 |
| 27 | 28 Memorial Day | 29 | 30 | 31 | | |

Notes:

Goals for May, 2018

| Done | Specific Goal |
|------|---------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of May 7, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 5/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 5/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 5/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 5/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **MOTHER'S DAY Sunday, May 13, 2018**

Week of May 14, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/14/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 5/15/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 5/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 5/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 5/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of May 21, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/21/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 5/22/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 5/23/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 5/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 5/25/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of May 28, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/28/18

*** MEMORIAL DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 5/29/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 5/30/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 5/31/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 6/1/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

June 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|--------------------------------|-----|-----|-----|-----|-----|-----|
| | | | | | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 Father's Day | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |

Notes:

Goals for June, 2018

| Done | Specific Goal |
|------|---------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of June 4, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/4/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 6/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 6/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 6/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 6/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of June 11, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 6/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 6/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 6/14/18

*** FLAG DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 6/15/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **FATHER'S DAY Sunday June 17, 2018**

Week of June 18, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 6/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 6/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 6/21/18

*** SUMMER SOLSTICE ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 6/22/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of June 25, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/25/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 6/26/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 6/27/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 6/28/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 6/29/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

July 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|--------------------------|-----|-----|-----|
| 1 | 2 | 3 | 4 Independence Day | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

Notes:

Goals for July, 2018

| Done | Specific Goal |
|------|---------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of July 2, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/2/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 7/3/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 7/4/18

*** INDEPENDENCE DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 7/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 7/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of July 9, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 7/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 7/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 7/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 7/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of July 16, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 7/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 7/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 7/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 7/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of July 23, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/23/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 7/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 7/25/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 7/26/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 7/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of July 30, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/30/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 7/31/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 8/1/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 8/2/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 8/3/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

August 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

Notes:

Goals for August, 2018

| Done | Specific Goal |
|------|---------------|
| | |
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| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of August 6, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 8/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 8/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 8/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 8/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of August 13, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 8/14/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 8/15/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 8/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 8/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of August 20, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 8/21/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 8/22/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 8/23/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 8/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of August 27, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 8/28/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 8/29/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 8/30/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 8/31/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

September 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----------------------|-----|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 Labor Day | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | | | | | | |

Notes:

Goals for September, 2018

| Done | Specific Goal |
|------|---------------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of September 3, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/3/18

*** LABOR DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 9/4/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 9/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 9/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 9/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of September 10, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/10/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 9/11/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 9/12/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 9/13/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 9/14/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of September 17, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 9/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 9/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 9/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 9/21/18

*** FALL BEGINS ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of September 24, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 9/25/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 9/26/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 9/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 9/28/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

October 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----------------------------|-----|-----|-----|-----|-----|
| | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 Columbus Day | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 31 | | | |

Notes:

Goals for October, 2018

| Done | Specific Goal |
|------|----------------------------------|
| | <i>Set annual goals for 2018</i> |
| | |
| | |
| | |
| | |
| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

2019 Goals

The **PURPOSE** of my life is:

| Category* | Specific Goal |
|-----------|---------------|
| | |
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| | |

* There are many categories of goals. A good target is to have 3-4 annual goals per category. Some suggested categories include: Personal, career, vacation / fun, financial, and social.

Week of October 1, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/1/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 10/2/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 10/3/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 10/4/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 10/5/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of October 8, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/8/18

*** COLUMBUS DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 10/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 10/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 10/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 10/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of October 15, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/15/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 10/16/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 10/17/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 10/18/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 10/19/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of October 22, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/22/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 10/23/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 10/24/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 10/25/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 10/26/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of October 29, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/29/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 10/30/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 10/31/18

*** HALLOWEEN ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 11/1/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 11/2/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

November 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------------------------------|-----|-----|-----|---------------------------|-----|-----|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 Veterans' Day | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 Thanksgiving | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Notes:

Goals for November, 2018

| Done | Specific Goal |
|------|---------------|
| | |
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| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of November 5, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/5/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 11/6/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 11/7/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 11/8/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 11/9/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **VETERAN'S DAY** Sunday, November 11, 2018

Week of November 12, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 11/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 11/14/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 11/15/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 11/16/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of November 19, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/19/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 11/20/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 11/21/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 11/22/18

*** THANKSGIVING DAY ***

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 11/23/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of November 26, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/26/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 11/27/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 11/28/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 11/29/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 11/30/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

December 2018

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-------------------------------|-----|-----|-----|-----|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 Christmas Day | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

Notes:

Goals for December, 2018

| Done | Specific Goal |
|------|---------------|
| | |
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| | |
| | |

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

- 1.
- 2.
- 3.
- 4.

Week of December 3, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/3/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Tuesday: 12/4/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Wednesday: 12/5/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Thursday: 12/6/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Daily Action Items Friday: 12/7/18

| | | |
|--|----|--|
| | 1. | |
| | 2. | |
| | 3. | |

Notes:

Week of December 10, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/10/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 12/11/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 12/12/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 12/13/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 12/14/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of December 17, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/17/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 12/18/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 12/19/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 12/20/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 12/21/18

*** WINTER SOLSTICE***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

Week of December 24, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/24/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 12/25/18

*** CHRISTMAS DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 12/26/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 12/27/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 12/28/18

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes: **NEW YEAR'S EVE Sunday, December 31, 2017**

Week of December 31, 2018

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/31/18

*** NEW YEAR'S EVE ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Tuesday: 1/1/19

*** NEW YEAR'S DAY ***

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Wednesday: 1/2/19

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Thursday: 1/3/19

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Daily Action Items Friday: 1/4/19

| | |
|----|--|
| 1. | |
| 2. | |
| 3. | |

Notes:

2018 CEU Log

| Seminar Dates | Course Title / Source Name | CEU Approval # & Accrediting College | Hours |
|----------------------|-----------------------------------|---|--------------|
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The information contained in this report is true and correct to the best of my knowledge.

Signature: _____

Date: _____

Print Name: _____

License Number #: _____

2018 Project List

| Project | Priority Number | Completion Date |
|----------------|------------------------|------------------------|
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Seminar – Top Ten Action List

Professional

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Personal:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Seminar – Top Ten Action List

Professional

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Personal:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Seminar – Top Ten Action List

Professional

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Personal:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Top Ten Achievements of 2018

Professional

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Personal:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

I hope this *Community Connections!* Practice Marketing Planner has enhanced your productivity and launched your practice to new levels. If there were items you added to your workbook to make it more useful, please email me at DrKelley@Dr-Kelley.com so I can add it to future editions. If you have questions, comments, or would just like to share your story, I'd love to hear from you!

If you haven't already, please check out my books or submit a review, through major online retailers:

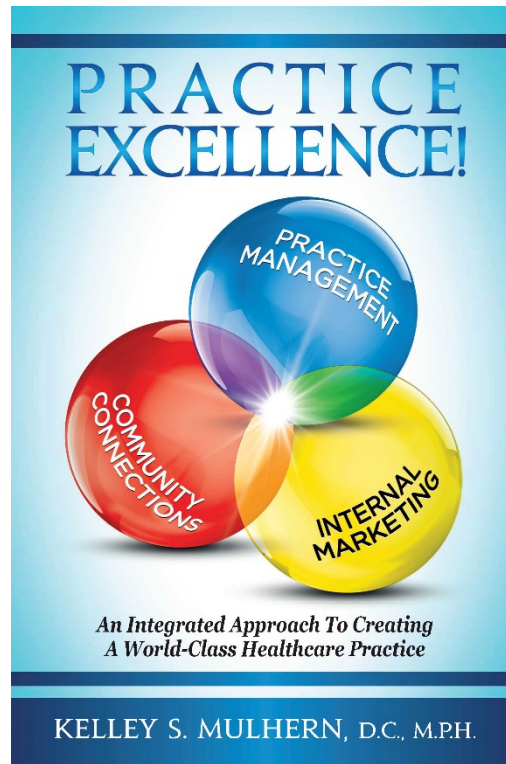


[Community Connections!](#) [Relationship Marketing for Healthcare Professionals](#)

Whether you're a chiropractor, medical doctor, massage therapist, veterinarian, acupuncturist, or any other provider of a healing art, the healthcare industry is rapidly changing. If you want to connect with your community and achieve greater success, marketing is a must—a fact that has unfortunately been overlooked in many health-related fields of study.

But why don't many independent healthcare professionals tend to actively market their services? And how can self-awareness help you forge a genuine relationship with potential clients?

These questions and more are addressed in *Community Connections!*, a valuable guide full of ideas for marketing your independent healthcare practice effectively and easily.



Practice Excellence!
An Integrated Approach to Creating a World-Class Healthcare Practice

In our current healthcare climate, more providers are choosing to run their own *independent* practices instead of being affiliated with a larger group or hospital. As the second book in a series, [Practice Excellence!](#) picks up where [Community Connections!](#) left off – helping healthcare practices of all disciplines to market smarter, not harder.

What is *Practice Excellence*? How do you build a professional team and your “A-Team?” What statistics must you track to take the “pulse” of your practice? And what critical marketing can you do while you’re within the four walls of your practice?

These questions and more are addressed in *Practice Excellence!*, a valuable guide full of tips and ideas for building and marketing your independent healthcare practice effectively and easily.