

Practice Excellence!

2019 Practice Marketing Planner



Welcome to Your 2019 *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!

2019

January

S	M	T	W	T	F	S
		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		

February

S	M	T	W	T	F	S
					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		

March

S	M	T	W	T	F	S
					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

S	M	T	W	T	F	S
	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

S	M	T	W	T	F	S
			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	

June

S	M	T	W	T	F	S
						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						

2019

July

S	M	T	W	T	F	S
	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			

August

S	M	T	W	T	F	S
				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

S	M	T	W	T	F	S
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					

October

S	M	T	W	T	F	S
		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		

November

S	M	T	W	T	F	S
					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

December

S	M	T	W	T	F	S
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				

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.

2019 Goals

The **PURPOSE** of my life is:

Category*	Specific Goal

* 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 2019

January 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 M L King Day	22	23	24	25	26
27	28	29	30	31		

Notes:

Goals for January, 2019

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 December 31, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/31/19 ** 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:

Week of January 7, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/7/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 1/8/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 1/9/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 1/10/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 1/11/19

	1.	
	2.	
	3.	

Notes:

Week of January 14, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/14/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 1/15/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 1/16/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 1/17/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 1/18/19

	1.	
	2.	
	3.	

Notes:

Week of January 21, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/21/19

*** Martin Luther King Jr Day***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 1/22/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 1/23/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 1/24/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 1/25/19

	1.	
	2.	
	3.	

Notes:

Week of January 28, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 1/28/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 1/29/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 1/30/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 1/31/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 2/1/19

	1.	
	2.	
	3.	

Notes:

February 2019

February 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14 Valentine's Day	15	16
17	18 Presidents' Day	19	20	21	22	23
24	25	26	27	28		

Notes:

Goals for February, 2019

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 February 4, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/4/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 2/5/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 2/6/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 2/7/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 2/8/19

	1.	
	2.	
	3.	

Notes:

Week of February 11, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/11/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 2/12/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 2/13/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 2/14/19 * VALENTINE'S DAY *

	1.	
	2.	
	3.	

Daily Action Items Friday: 2/15/19

	1.	
	2.	
	3.	

Notes:

Week of February 18, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/18/19

*** PRESIDENT'S DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 2/19/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 2/20/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 2/21/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 2/22/19

	1.	
	2.	
	3.	

Notes:

Week of February 25, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 2/25/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 2/26/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 2/27/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 2/28/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 3/1/19

	1.	
	2.	
	3.	

Notes:

March 2019

March 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					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 March, 2019

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 March 4, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/4/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 3/5/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 3/6/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 3/7/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 3/8/19

	1.	
	2.	
	3.	

Notes:

Week of March 11, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/11/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 3/12/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 3/13/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 3/14/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 3/15/19

	1.	
	2.	
	3.	

Notes: **Sunday, March 17, 2019 - St. Patrick's Day**

Week of March 18, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/18/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 3/19/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 3/20/19

*** SPRING BEGINS ***

	1.	
	2.	
	3.	

Daily Action Items Thursday: 3/21/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 3/22/19

	1.	
	2.	
	3.	

Notes:

Week of March 25, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 3/25/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 3/26/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 3/27/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 3/28/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 3/29/19

	1.	
	2.	
	3.	

Notes:

April 2019

April 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19 Good Friday	20
21 Easter Sunday	22	23	24	25	26	27
28	29	30				

Notes:

Goals for April, 2019

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 April 1, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/1/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 4/2/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 4/3/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 4/4/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 4/5/19

	1.	
	2.	
	3.	

Notes:

Week of April 8, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/8/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 4/9/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 4/10/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 4/11/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 4/12/19

	1.	
	2.	
	3.	

Notes:

Week of April 15, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/15/19

*** TAX DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 4/16/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 4/17/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 4/18/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 4/19/19

*** GOOD FRIDAY ***

	1.	
	2.	
	3.	

Notes: **EASTER, Sunday April 21, 2019**

Week of April 22, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/22/19

*** EARTH DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 4/23/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 4/24/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 4/25/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 4/26/19

	1.	
	2.	
	3.	

Notes:

Week of April 29, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 4/29/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 4/30/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 5/1/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 5/2/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 5/3/19

	1.	
	2.	
	3.	

Notes: **Sunday, May 5, 2019 – CINCO DE MAYO**

May 2019

May 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12 Mother's Day	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 Memorial Day	28	29	30	31	

Notes:

Goals for May, 2019

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 6, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/6/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 5/7/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 5/8/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 5/9/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 5/10/19

	1.	
	2.	
	3.	

Notes: **MOTHER'S DAY Sunday, May 12, 2019**

Week of May 13, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/13/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 5/14/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 5/15/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 5/16/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 5/17/19

	1.	
	2.	
	3.	

Notes:

Week of May 20, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/20/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 5/21/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 5/22/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 5/23/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 5/24/19

	1.	
	2.	
	3.	

Notes:

Week of May 27, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 5/27/19

*** MEMORIAL DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 5/28/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 5/29/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 5/30/10

	1.	
	2.	
	3.	

Daily Action Items Friday: 5/31/19

	1.	
	2.	
	3.	

Notes:

June 2019

June 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16 Father's Day	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

Notes:

Goals for June, 2019

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 3, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/3/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 6/4/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 6/5/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 6/6/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 6/7/19

	1.	
	2.	
	3.	

Notes:

Week of June 10, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/10/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 6/11/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 6/12/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 6/13/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 6/14/19

	1.	
	2.	
	3.	

Notes: **FATHER'S DAY Sunday June 16, 2019**

Week of June 17, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/17/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 6/18/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 6/19/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 6/20/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 6/21/19

*** SUMMER SOLSTICE ***

	1.	
	2.	
	3.	

Notes:

Week of June 24, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 6/24/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 6/25/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 6/26/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 6/27/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 6/28/19

	1.	
	2.	
	3.	

Notes:

July 2019

July 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	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, 2019

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 1, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/1/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 7/2/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 7/3/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 7/4/19

*** INDEPENDENCE DAY ***

	1.	
	2.	
	3.	

Daily Action Items Friday: 7/5/19

	1.	
	2.	
	3.	

Notes:

Week of July 8, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/8/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 7/9/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 7/10/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 7/11/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 7/12/19

	1.	
	2.	
	3.	

Notes:

Week of July 15, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/15/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 7/16/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 7/17/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 7/18/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 7/19/19

	1.	
	2.	
	3.	

Notes:

Week of July 22, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/22/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 7/23/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 7/24/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 7/25/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 7/26/19

	1.	
	2.	
	3.	

Notes:

Week of July 29, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 7/29/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 7/30/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 7/31/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 8/1/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 8/2/19

	1.	
	2.	
	3.	

Notes:

August 2019

August 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				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, 2019

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 August 5, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/5/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 8/6/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 8/7/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 8/8/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 8/9/19

	1.	
	2.	
	3.	

Notes:

Week of August 12, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/12/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 8/13/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 8/14/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 8/15/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 8/16/19

	1.	
	2.	
	3.	

Notes:

Week of August 19, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/19/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 8/20/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 8/21/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 8/22/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 8/23/19

	1.	
	2.	
	3.	

Notes:

Week of August 26, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 8/26/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 8/27/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 8/28/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 8/29/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 8/30/19

	1.	
	2.	
	3.	

Notes:

September 2019

September 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Labor Day	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					

Notes:

Goals for September, 2019

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 2, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/2/19

*** LABOR DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 9/3/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 9/4/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 9/5/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 9/6/19

	1.	
	2.	
	3.	

Notes:

Week of September 9, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/9/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 9/10/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 9/11/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 9/12/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 9/13/19

	1.	
	2.	
	3.	

Notes:

Week of September 16, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/16/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 9/17/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 9/18/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 9/19/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 9/20/19

	1.	
	2.	
	3.	

Notes: * FALL BEGINS *

Week of September 23, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/23/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 9/24/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 9/25/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 9/26/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 9/27/19

	1.	
	2.	
	3.	

Notes:

Week of September 30, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 9/30/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 10/1/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 10/2/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 10/3/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 10/4/19

	1.	
	2.	
	3.	

Notes:

October 2019

October 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 Columbus Day	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31 Halloween		

Notes:

Goals for October, 2019

Done	Specific Goal
	<i>Set annual goals for 2019</i>

Scheduled **INTERNAL** Community Connections:

- 1.
- 2.

Scheduled **EXTERNAL** Community Connections:

- 1.
- 2.

Scheduled **SOCIAL MEDIA** Marketing:

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

2020 Goals

The **PURPOSE** of my life is:

Category*	Specific Goal

* 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 7, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/7/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 10/8/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 10/9/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 10/10/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 10/11/19

	1.	
	2.	
	3.	

Notes:

Week of October 14, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/14/19

*** COLUMBUS DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 10/15/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 10/16/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 10/17/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 10/18/19

	1.	
	2.	
	3.	

Notes:

Week of October 21, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/21/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 10/22/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 10/23/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 10/24/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 10/25/19

	1.	
	2.	
	3.	

Notes:

Week of October 28, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 10/28/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 10/29/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 10/30/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 10/31/19

*** HALLOWEEN ***

	1.	
	2.	
	3.	

Daily Action Items Friday: 11/1/19

	1.	
	2.	
	3.	

Notes:

Week of November 4, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/4/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 11/5/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 11/6/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 11/7/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 11/8/19

	1.	
	2.	
	3.	

Notes:

November 2019

November 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11 Veterans Day	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Thanksgiving Day	29	30

Notes:

Goals for November, 2019

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 November 11, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/11/19

*** VETERAN'S DAY ***

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 11/12/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 11/13/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 11/14/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 11/15/19

	1.	
	2.	
	3.	

Notes:

Week of November 18, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/18/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 11/19/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 11/20/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 11/21/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 11/22/19

	1.	
	2.	
	3.	

Notes:

Week of November 25, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 11/25/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 11/26/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 11/27/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 11/28/19

*** THANKSGIVING DAY ***

	1.	
	2.	
	3.	

Daily Action Items Friday: 11/29/19

	1.	
	2.	
	3.	

Notes:

December 2019

December 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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	26	27	28
29	30	31				

Notes:

Goals for December, 2019

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 December 2, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/2/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 12/3/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 12/4/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 12/5/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 12/6/19

	1.	
	2.	
	3.	

Notes:

Week of December 9, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/9/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 12/10/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 12/11/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 12/12/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 12/13/19

	1.	
	2.	
	3.	

Notes:

Week of December 16, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/16/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 12/17/19

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 12/18/19

	1.	
	2.	
	3.	

Daily Action Items Thursday: 12/19/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 12/20/19

	1.	
	2.	
	3.	

*** WINTER SOLSTICE***

Notes:

Week of December 23, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/23/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 12/24/19

*** CHRISTMAS EVE ***

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 12/25/19

*** CHRISTMAS DAY ***

	1.	
	2.	
	3.	

Daily Action Items Thursday: 12/26/19

	1.	
	2.	
	3.	

Daily Action Items Friday: 12/27/19

	1.	
	2.	
	3.	

Notes:

Week of December 30, 2019

Weekly Goals:

- 1.
- 2.
- 3.

Daily Action Items Monday: 12/30/19

	1.	
	2.	
	3.	

Daily Action Items Tuesday: 12/31/19

*** NEW YEAR'S EVE ***

	1.	
	2.	
	3.	

Daily Action Items Wednesday: 1/1/20

*** NEW YEAR'S DAY ***

	1.	
	2.	
	3.	

Daily Action Items Thursday: 1/2/20

	1.	
	2.	
	3.	

Daily Action Items Friday: 1/3/20

	1.	
	2.	
	3.	

Notes:

2019 CEU Log

Seminar Dates	Course Title / Source Name	CEU Approval # & Accrediting College	Hours

The information contained in this report is true and correct to the best of my knowledge.

Signature: _____

Date: _____

Print Name: _____

License Number #: _____

2019 Project List

Project	Priority Number	Completion Date

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 2019

Professional

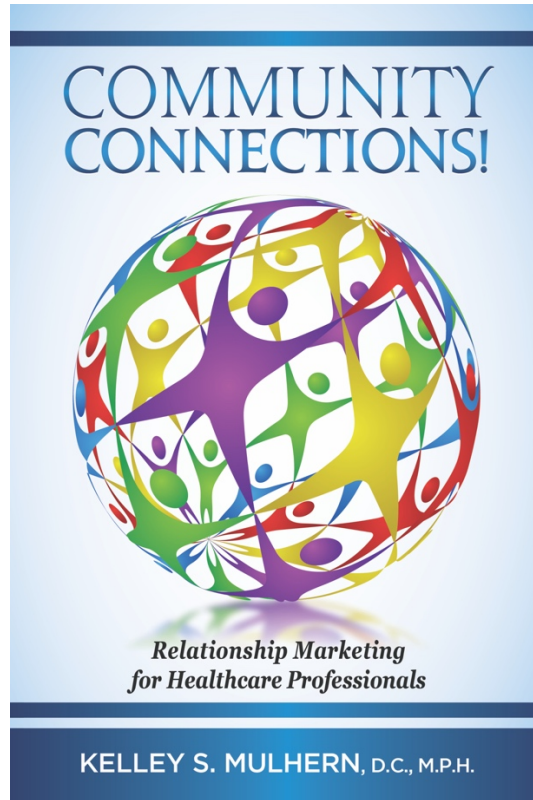
- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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:

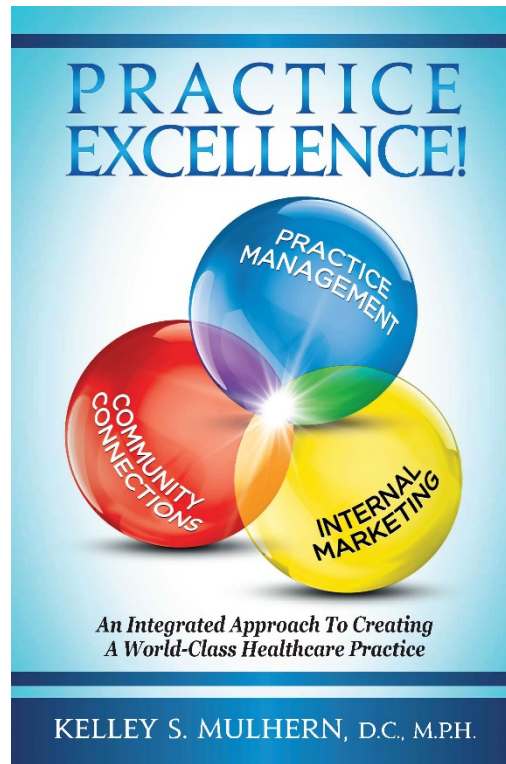


Community Connections!
Relationship Marketing for Healthcare Professionals

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.