

## Marketing GOAL SETTING WORKSHEET

<b>New Patient Goals:</b> 30-35 New patients a month Total: 12-15 Online Patients 6-10 Flyer Patients 5-10 Referrals 5-10 Ground Marketing	<b>Type of Treatment:</b> <b>Implants 5-7 Implants Per month</b> <b>Cosmetic Case: 1-2 per Month</b> <b>Family Dentistry: Majority</b>
<b>Online Projections:</b> - If we need 15 new patients online	
<b>Production Number Goals:</b> <b>80k A month -&gt; 960k A year</b> <b>Daily Production Goal: 5k a Day</b> <b>Hygiene: Production Goal: 1-1.2k a day</b> <b>Dr Goal: 4k a Day</b> <b>Hourly Production Goal: 700 Per Hour</b>	