

Monthly Lead Log

Month: _____

Transfer weekly lead log tallies to the monthly log.

New Customers

Lead Source	Week 1	Week 2	Week 3	Week 4	Week 5	Month	Mktg Cost	Cost/Lead
Billboard						0		---
Customer						0		---
Door Hanger						0		---
Email						0		---
Employee						0		---
Mail						0		---
Newspaper Ad						0		---
Radio Advertising						0		---
Trucks						0		---
TV Advertising						0		---
Website						0		---
Yellow Pages						0		---
Other						0		---

Repeat Customers

Number Source	Week 1	Week 2	Week 3	Week 4	Week 5	Month	Mktg Cost	Cost/Lead
Business Card						0		---
Email						0		---
Invoice						0		---
Mail						0		---
Newsletter						0		---
Refrigerator Magnet						0		---
Sticker						0		---
Website						0		---
White Pages						0		---
Yellow Pages						0		---
Other						0		---