

Weekly Lead Log

Week Of: _____

Ask new customers where they heard about **your company**. Ask repeat customers where they found your number.

New Customers

Lead Source	Mo	Tu	We	Th	Fr	Sa	Su	Week	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	Mo	Tu	We	Th	Fr	Sa	Su	Week	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		---