

# 2023 QUARTER 2 CEO REVIEW

Postpartum University®

7/1/2023

## FINANCES

Bookkeeping: (see attachments)

Profitability:

- **Conversion Target Goal:**
- **Conversion Actual:**
- **CPL (Cost Per Lead):**
- **EPL (Earnings Per Lead):**

[Statement/Paragraph with details about anything financially related]

## CLIENT FULFILLMENT/JOURNEY

Onboarding:

	April	May	June
<b>Holistic Training</b>			
<b>Nutrition Plan</b>			
<b>Certification</b>			
<b>Licensing + Books</b>			
<b>Other Trainings</b>			
<b>Member Payments</b>			

Testimonials:

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Constructive Feedback:

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## MARKETING/SALES:

Systems/Operations/Developments:

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Launches:

- **April:**

- **May:**
- **June:**

Opportunity Areas:

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PR/MEDIA:

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## SOCIAL MEDIA CONVERSION INFO

(see attachments)

## QUARTER STATISTICS/KPI REVIEW

(see attachments)

## TEAM/SUPPORT:

Business:

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Home:

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## MOVING FORWARD:

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