

# 2022 YEARLY REVIEW

Postpartum University®

1/2/2023

## FINANCES:

Bookkeeping:

Profitability:

## DEVELOPMENT:

MAJOR Systems/Operations/Developments:

Research/Resources:

## MARKETING / SALES:

Opportunity/Launches: (Successful)

Learned: (Not Successful)

PR/MEDIA:

Testimonials/Feedback:

## SOCIAL MEDIA + EMAIL CONVERSION INFO:

## YEARLY STATISTICS/KPI REVIEW:

## TEAM/SUPPORT:

Business:

Home:

# 2023 PPU® GOALS

## GOALS:

1. Big Goal
2. #
3. #

## KPI'S (KEY PERFORMANCE INDICATORS):

- # of Assessments Taken
- # downloads for Pro Nutrition Handouts
- # People on the PNC waitlist
- New Email Leads
- Emails Clicked
- Unsubscribes
- Total Contacts
- Time Spent in Customer Service (Hours)
- Time Spent in Tech (Hours)
- Time Spent in Billing (Hours)
- # of Website Visitors
- # of PR/Media/Collabs
- # Total Facebook Members (Postpartum Circle Group) [may be deleted...]
- # of Podcast Downloads
- # Pinterest Clicks
- # Pinterest Impressions
- # Google Search Clicks
- # IG Clicks
- # IG Followers
- # applications for PPU
- # total members for PPU
- # of Total Transactions

## CONTENT FOCUS:

### PRODUCT/FOCUS SUMMARY:

<b>JANUARY</b>	<b>FEBRUARY</b>
<ul style="list-style-type: none"> <li>• Membership and growing business</li> <li>• PPU TRAINING: PMAD's</li> <li>• BIZ TRAINING: Building your audience</li> </ul>	<ul style="list-style-type: none"> <li>• Membership and growing business</li> <li>• PPU TRAINING: Gut/Brain Axis</li> <li>• BIZ TRAINING: Ideal client ladder/buy</li> </ul>
<b>MARCH</b>	<b>APRIL</b>
<ul style="list-style-type: none"> <li>• <b>PNC Launch</b></li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>MAY</b>	<b>JUNE</b>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>JULY</b>	<b>AUGUST</b>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>SEPTEMBER</b>	<b>OCTOBER</b>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>NOVEMBER</b>	<b>DECEMBER</b>
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

Topic	Month	Notes
Why are food traumas and eating disorders becoming more prevalent in postpartum? What are the most common ways women struggle with food and body image after giving birth? How to learn and practice intuitive eating?	January	new year + health & fitness theme

## QUARTER 1 GOALS:

### MEMBERSHIP/PRODUCT SALES:

- ...

### SOCIAL/OFFLINE PRESENCE:

- ...

### FINANCES/DEVELOPMENT:

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