

Promotional Planning Worksheet

MONTH	GOALS	SET PROMOS	REVENUE GOALS	POTENTIAL PROMOTIONS
1 JAN.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
2 FEB.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
3 MAR.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
4 APR.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
5 MAY			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
6 JUNE			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
7 JULY			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
8 AUG.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
9 SEPT.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
10 OCT.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
11 NOV.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	
12 DEC.			TARGET: \$ _____ EXPECTED: \$ _____ REMAINING: \$ _____	