

Weekly Status / WIP Report

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a weekly work-in-progress/status report structure for an account or project — tasks, status, owners, blockers and next steps — for internal and client use. Use it to run accounts. For client-facing updates use the Client Update / Status Email.

Purpose of this tool & output

Keep projects and clients on track internally

How the output is used

Use it to keep projects and clients on track internally — a weekly status/WIP report across tasks, owners and blockers.

Important cautions

Keep it current; a stale WIP misleads everyone.

Companion documents

- Client Onboarding Kit
- Client Account Growth Plan
- Quarterly Business Review Deck
- Client Update / Status Email
- Upsell / Cross-sell Plan
- Client Feedback / NPS Survey

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.