MODULE 12: PAID ADS, MEASUREMENT AND THE MARKETING PLAN

My 90-day marketing plan

Lesson: Module 12 workshop: your 90-day marketing plan · about 20 minutes

Complete the one-page plan for your next quarter.

Your business (name, service, main city):

1. **Write your 90-day goal as one number and one date, and show how it connects to your annual plan.**

2. **Fill in the bottleneck table from inquiries to bookings, with last year's figures, this quarter's needs and the gap.**

3. **List every idea that could close the gap, then choose up to three priorities and their expected contribution.**

4. **Build your 13-week schedule with one column per priority and the routines underneath.**

5. **Set your checkpoints and decision rules for days 30, 60 and 90.**

6. **Write your not-this-quarter list and the compliance checks your priorities touch.**

Check: can you now

- Set one 90-day goal and identify the bottleneck that most limits it
- Choose no more than three priorities and break them into a 13-week schedule with owners
- Define checkpoints, decision rules and a compliance check for the quarter

One change you will make this week