

First 90 Days Business Execution Planner

A practical planner for founders who need a usable first plan - not more tools or vague coaching.

Days 1-15: Offer clarity

If the offer is fuzzy, marketing and delivery both drift.

- ☐ Write the offer in one sentence a stranger can understand
- ☐ Name the first customer type (not everyone who might pay)
- ☐ List the painful problem you solve before naming features
- ☐ Define what is in scope and what is explicitly out of scope
- ☐ Choose one proof format you can deliver honestly (process, sample, case pattern)

Days 16-45: First operating rhythm

Systems should follow the workflow, not the other way around.

- ☐ Map the steps from inquiry to delivered work on one page
- ☐ Assign an owner for each step (even if the owner is you)
- ☐ Define the weekly operating meeting (30-45 minutes max)
- ☐ Pick the minimum tools needed for intake, delivery, and invoicing
- ☐ Write the first three follow-up messages for new inquiries

Days 46-75: Demand without chaos

Generate conversations you can fulfill.

- ☐ Choose one primary acquisition channel for the next 30 days
- ☐ Publish or improve one conversion asset (page, offer sheet, or landing page)
- ☐ Set a simple lead log (source, status, next action, date)
- ☐ Run one outreach or content experiment with a clear stop date
- ☐ Review inquiry quality weekly - not vanity metrics alone

Days 76-90: Decision gates

End the quarter with clarity on what continues.

- ☐ Score: offer clarity, delivery capacity, and demand quality (1-5 each)
- ☐ Decide what to stop, continue, or start next quarter
- ☐ Confirm pricing/packaging still matches delivery cost and buyer understanding
- ☐ Identify the next bottleneck (website, ads, ops, hiring, scheduling, capital)
- ☐ Book the next planning conversation before the quarter ends

Avoid these early traps

Most early complexity is optional.

- ☐ Buying software before the workflow is written
- ☐ Building five offers before one converts
- ☐ Measuring followers or impressions instead of conversations
- ☐ Hiring before the founder can describe the job in one page
- ☐ Promising timelines the delivery path cannot support

This planner is a thinking aid. It does not guarantee revenue, funding, or product-market fit.

Next step when you want help: book a consultation at <https://cdmsuite.com/consultation> or write support@cdmsuite.com.