

# The 90-Day Business Reset

A guided action plan covering customer clarity, pricing, sales, systems and growth.

## DAYS 1–30: GET CLEAR

- ☐ Define your most valuable customer
- ☐ Identify your flagship offer
- ☐ Know your numbers (break-even, margin, overheads, cash runway)
- ☐ Review where your time goes — automate, delegate or stop

**30-Day Test:** Can you explain what you sell, who it is for, why it matters and what it costs in under 30 seconds?

## DAYS 31–60: BUILD THE PIPELINE

- ☐ Choose one primary audience
- ☐ Choose one core message
- ☐ Choose one main route to reach them
- ☐ Choose one clear next action
- ☐ Track: prospects approached, conversations, proposals, sales, average value

**Diagnose:** No conversations = targeting problem. No proposals = offer problem. No sales = trust, value or follow-up problem.

## DAYS 61–90: CREATE LEVERAGE

- ☐ Document how important tasks are completed
- ☐ Create templates for common communications
- ☐ Automate reminders and routine follow-ups
- ☐ Delegate outcomes rather than isolated chores
- ☐ Review which products/customers generate the strongest margins

**Before Hiring, Ask:** Is this genuinely a new role, or is it disorganisation wearing a job description?

**Clarity first. Customers next. Systems that scale.**