

90-DAY GROWTH PLAN

Grow Your Business Planner

Audit what works, choose one growth lever, improve your offers, build a simple pipeline, and run three small experiments in 13 weeks.

US Letter · Free sample

Business

My 90-day goal

Start date

Choose Your Growth Lever

Revenue grows through only a few levers. Pick ONE as your main focus for the next 90 days. Do the math with your own numbers to see which lever is the most promising and realistic.

Lever	Question to ask	My numbers now	A realistic change
1 • More customers	Can I reach more of the right people?		
2 • Higher price	Am I charging enough for the value?		
3 • Bigger sale	Can I add something at checkout or a premium option?		
4 • More repeat sales	Do customers come back or renew?		
5 • Lower costs / time	Where do I lose money or hours?		

Do the math (use your own numbers)

Revenue now = customers × average sale × purchases per year

If customers grew by (your choice) ...

If average sale grew by (your choice) ...

If repeat purchases grew by (your choice) ...

Seeing the result of a small change in each lever shows where a modest effort has the biggest effect. These are your estimates, not predictions.

My ONE main lever for these 90 days

Why this one

Focus: Choose the lever where you have the most control and evidence. If you are unsure, pick the one that needs the least new spending.

Three Experiments (1 of 2)

An experiment is a small, time-limited test. Change ONE thing, define success in advance, run it for long enough to learn, then decide. Examples: a new price on a new offer, a referral ask to every customer, a different headline, a weekly email.

Experiment 1

Hypothesis: "If I ... then ... because ..." _____

What exactly I will do _____

The ONE metric I will watch _____

Start / end dates _____

Success looks like (number, written now) _____

Result (numbers)

Decision: keep / change / drop, and why

Experiment 2

Hypothesis: "If I ... then ... because ..." _____

What exactly I will do _____

The ONE metric I will watch _____

Start / end dates _____

Success looks like (number, written now) _____

Result (numbers)

Decision: keep / change / drop, and why
