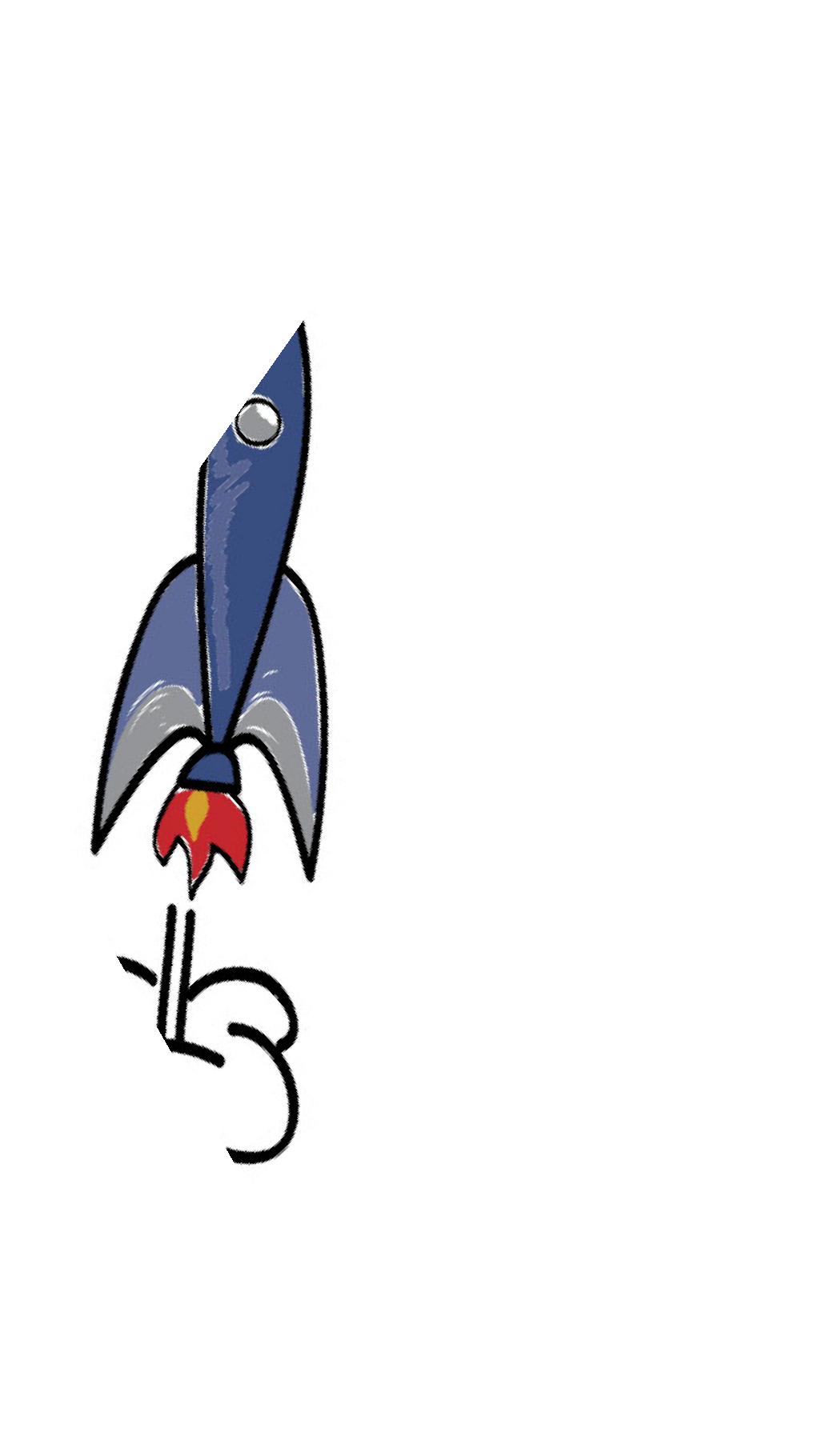


# The Four Magical Pillars of The 90-Day Plan

The Powerful 90-Day Plan

Business plans are, by and large, not worth the paper they’re written on.

They’re fantastical dream-documents designed to make outlandish promises to investors and banks and business partners.

They contain “5-year projections” … which is madness!

Who knows what will really be happening six months from now, let alone five years!

What’s worse - most small businesses who don’t apply the *Book Yourself Solid* system fail at the end of the first couple of years.

Here are the four pillars of the 90-day plan that I work to, and that my clients work to. Feel free to swipe it for your own purposes … or better yet, join forces with me through the [*Book Yourself Solid* Mentoring Program](http://www.claimyourspotlight.com/services) and get my input every step of the way.

# The Powerful 90-Day Plan explained:

**Pillar 1: Your Business Model** is how much revenue your company will generate over the next 90 days, with specifics about the sources of revenue.

Pillar 1:

Your Business Model

For example:

*Over the next 90 days I will sell the following products or services: Product 1: $49 (75 units)*

*Product 2: $5000 (5 units)*

*Service 3: $15,000 (2 units)*

*Total: 82 individual sales for a gross revenue of $58,675*

**Pillar 2: Your Marketing Plan** is a day-by-day account of what marketing activity you need to perform in order to achieve your sales goals from the previous steps and is typically focused on lead generation and conversion activity.

Pillar 2:

Your Marketing Plan

For example:

*In order to sell 82 units of the above products and services, I estimate that I will need to generate around 500 new leads over the next 90 days, or an average of just under 6 new leads a day.*

*I will do this through a combination of paid Facebook advertising (100 leads) and 2 joint-venture webinars with promotional partners (300 leads) and one speaking event (100 leads).*

Pillar 3:

Your Systems Design

**Pillar 3: Your Systems Design** is a quarterly focus on *removing yourself* from your business, documenting operating procedures, and getting rid of repetitive work and the potential for human error in your business.

For example:

*I will entirely systematize my customer-service operating procedures, implement a customer-helpdesk tracking tool, and recruit and train a virtual assistant to take control of all incoming customer enquiries.*

**Pillar 4: Your Project Plan** ties the first three steps together into a diarized schedule with start-dates and end-dates, so that you always know what you should be working on at any one time. It can be made up of a number of smaller projects, with each one broken down into milestones and tasks

Pillar 4:

Your Project Plan

… each one with a deadline.

This “to-do-list-on-steroids” becomes the backbone of your business growth. Over time you’ll get better at putting realistic, achievable, and ever-more-ambitious projects, systems, and sales results into place.

* You will eliminate overwhelm (it’s impossible to be overwhelmed when you know exactly what you need to do next.)
* You will be able to measure what’s working and what needs improvement.
* You will get crystal clear on how you are spending your time in your business.

You will achieve results that you never thought possible.