EVERYDAY TOOL 03 · BUSINESS OWNERS

# 30-Day Growth Planner

Turn one business goal into weekly actions you can track.

## Choose one clear goal

BUSINESS / OWNER

30-DAY PERIOD

MY GOAL (SPECIFIC AND MEASURABLE)

HOW I WILL KNOW IT WORKED

## Pick a simple weekly rhythm

### WEEK 1 · GET READY

Clarify the offer, audience, and next step.

MY ACTION:

### WEEK 2 · SHOW UP

Publish, introduce, or share the offer.

MY ACTION:

### WEEK 3 · FOLLOW UP

Reconnect with people who asked or showed interest.

MY ACTION:

### WEEK 4 · REVIEW

Count responses, note lessons, and choose what to repeat.

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MY ACTION:

### NEXT STEP

Use the follow-up tracker on page 2 to record conversations and results.

EVERYDAY TOOL 03 · CONTINUED

# Lead Follow-Up Tracker

Record permission-based conversations and the next step you agreed on.

## Business offer / campaign

BUSINESS

OFFER OR CAMPAIGN

Only record contact information you are allowed to use. Respect opt-outs and your privacy obligations.

| CONTACT / SOURCE | NEED / OFFER | LAST CONTACT | NEXT FOLLOW-UP | STATUS | AGREED NEXT STEP |
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## Quick review

WHAT GOT THE BEST RESPONSE?

WHAT SHOULD I CHANGE NEXT?

This planning tool does not guarantee leads, sales, or business growth. Advertising costs, service fees, and third-party costs are separate unless a written proposal says otherwise.