

90-DAY CLIENT-CREATION JOURNAL

DATE / /

01 WHAT I PUBLISHED

What did I publish today? Record the topic, format and platform.

02 WHAT THE MARKET SAID

What were the strongest comments, replies or exact phrases people used? Capture their words, not your interpretation.

03 WHAT I LEARNED

Which part of the message created the strongest recognition, response or conversation?

04 WHAT I AVOIDED

Which important action did I feel resistance toward today? Was I avoiding publishing, messaging, following up, inviting or making an offer?

05 WHAT CREATED MOVEMENT

Which action created attention, conversation, opportunity or revenue?

06 TOMORROW'S CONTENT IDEA

What should I publish tomorrow based on something a real coach said today?

07 CONVERSATIONS

How many genuine conversations did I start or advance today?

New conversations: _____

Conversations advanced: _____

08 FOLLOW-UP

Who needs a follow-up tomorrow, and what is the next message?

Name: _____

Next message: _____

Name: _____

Next message: _____

09 COMMERCIAL MOVEMENT

Did I make an invitation, offer, book a call or create revenue today?

Invitations made: _____

Offers made: _____

Calls booked: _____

Clients created: _____

Revenue created: \$ _____

10 OWNED-AUDIENCE GROWTH

Did anyone move from social media into an audience I can reliably reach?

New email subscribers: _____

New Skool members or leads: _____

Workshop or application registrations: _____

DAILY SCOREBOARD

Published: Yes / No _____ Meaningful conversations: _____ Follow-ups completed: _____

Owned-traffic invitations: _____ Offers made: _____ Revenue: \$ _____

TOMORROW'S MOST IMPORTANT ACTION

What is the simplest action I can take tomorrow that is most likely to create or advance a client conversation?

