PLAN THE NEXT 90 DAYS

Quarterly Planning Workbook For Solopreneurs

Human VA • Fill this in at your own pace

Name: _____

Quarter: _____ Date: _____

Reflect on the Quarter Behind You

Look back before you plan forward. Be honest, even when it stings.

What worked?

What you actually finished and what moved the needle: your best emails, posts, or offers.

What didn't?

What took more energy than it was worth, or what you avoided, and why?

What surprised you?

An unexpected win you didn't see coming.

One highlight: what's the first thing that comes to mind? Jot it down before you move on.

No list from last quarter? Pull up your business financials and your calendar instead. They show where your money and hours really went, which is often different from where you thought they went. And notice what you keep avoiding: the thing you've dodged for a few quarters running is usually your real constraint.

Pick Your 3 Things

You have limited hours. Plan like it: everything else waits until next quarter.

One Big Thing

A goal, offer, project, or skill you want to make real progress on. Doesn't have to be a launch.

One Maintaining Thing

A key client relationship, a weekly habit, or a revenue stream. Anything already working that you don't want to lose.

One Growth Thing

A habit that grows your audience, pipeline, or reach this quarter.

Not This Quarter list

Jot down anything tempting that you're consciously setting aside.

Before You Begin

A few things to settle before you map the quarter.

What's your real capacity?

Day job? No weekends? Write your honest hours per week. Everything you plan next should fit inside that number.

Planning through the holidays: if your quarter ends Dec 31, don't count Thanksgiving week or the last week of December as working weeks. If your Big Thing is seasonal, work backward from your real launch date, not New Year's Eve, and aim to finish by mid-December so the last two weeks are wrap-up, not a sprint. Also block out any conferences, events, or workshops you're already teaching or attending. Those are work too, and they'll compete with this plan for the same hours.

Dates I'm blocking out

Holidays, time off, events, workshops, anything already on your calendar.

Tip: Buffer Week is planned empty time, not a task. Most business owners skip it anyway, and that's the most common cause of a last-minute scramble, launch or not. Block it on purpose.

However you block it, just block it

- Ask an AI chatbot (like ChatGPT): describe your week and have it draft a schedule for you.
- Theme days: one focus per weekday, like content Mondays or admin Fridays. A visual wall calendar: print or draw the 12 weeks and tape it up.
- A 15-minute Sunday preview: look at the week ahead before Monday hits. Hand it off: a virtual assistant can build and protect these time blocks for you.

Map the Quarter Backwards

Start at your target date. Work backward, one block at a time.

Whatever it is(a launch, a deadline, a milestone, a finished project), it has a date.

Target Date	Final Prep	The Work	Buffer Week

12-Week Map: mark what happens each week

Week	Week of	What happens
Wk 1		
Wk 2		
Wk 3		
Wk 4		
Wk 5		
Wk 6		
Wk 7		
Wk 8		
Wk 9		
Wk 10		
Wk 11		
Wk 12		

Minimum Viable Marketing Plan

Keep it simple enough to actually keep up. Pick one platform, then rotate through the 4 content types below.

My one core platform this quarter:

Weekly content rotation

1. **Behind the Scenes**
2. **How It's Done**
3. **The Offer**
4. **Customer Testimonial**

Repurpose every post into another format: a LinkedIn post → an email; a webinar recap → a blog post. Don't create twice.

Capacity & Energy Audit

Sort your quarter's tasks by energy cost, not just time cost.

Loves it, low effort

Do more of this.

Loves it, high effort

Protect time for this.

Drains, low effort

Batch, template, or automate.

Drains, high effort

First to delegate (to a VA, a tool, or a teammate) or drop.

AFTER YOU FINISH

Keep It Alive After Day One

Most quarterly plans die in week two because nothing reminds you they exist. Fix that mechanically, not motivationally.

1

Put it somewhere unavoidable

Your 3 things on a sticky note, your phone lock screen, or the top of your task list.

2

Set one recurring reminder

A weekly Sunday phone alert that just says “re-read your 3 things.” Boring, and it works.

3

Keep it to one page

3 goals, 1 number you're moving, nothing else. Short enough to tape above your desk, so a quiet afternoon's glance reminds you what mattered.

4

Track one number, save your winners

Pick the one stat that tells you it's working, like sales or email list size. Then jot down your top performers: best email, best post, best campaign. Two minutes a week beats guessing.

Your move: where will you post your 3 things, what day/time will your reminder fire, and which number will you track?

Pick your number: one result, one input

Choose what you can pull up in two minutes.

Result numbers

- Sales or revenue
- Email list size
- Saves and shares
- Link clicks or inquiries

Input numbers

- Hours worked
- Posts published
- Emails sent
- Offers or listings published

“A plan you'll never reopen isn't a plan. It's a journal entry.”

Commit + Next Steps

My Big Thing: _____

My Maintaining Thing: _____

My Growth Thing: _____

First task this week: _____

Mid-quarter check-in date: _____

You don't need a perfect quarter.
You need a quarter you can actually finish.