

90

DAY BUSINESS GOALS
JOURNAL



Goals are powerful. They are inspiring. They keep you focused and motivated. They allow you to reach greater heights in life. Goals help you determine the exact steps you need to take in to expand your business, reach more customers and sell more products. They help clarify areas of weakness so you can work to improve them. They show you your business strengths so you can take full advantage of those. They ensure you are working towards realistic desires instead of impossible dreams.

If you don't set goals, you will never know just how much you can achieve.

The 90-Day Approach

Although for this planner, we're working on a 90-day stretch, we encourage you to set long-term goals. Consider where you want to be in 3 years, 5 years, 10 years. Then break those big goals into realistic milestones. Then further into steps that can be accomplished within 90 days.

The reason we've chosen 90 days is because most people need to keep the end in sight in order to stay motivated. 90 days gives you enough time to make real progress towards the goal. It's also short enough that you won't lose focus. But even better, with the 90-day approach, you have no time to procrastinate. You are on a short schedule and have to focus to get stuff done.

Setting S.M.A.R.T. Goals

S.M.A.R.T. goals are simply a way of increasing the chances of you achieving the goals you set. These goals are:

- **S**pecific - who, what, when, where, why, how.
- **M**easurable - as you track your progress, this will be the specific criteria in which you need to meet so you know you've reached your goal.
- **A**chievable - while you want your goals to be challenging, you also want them to be realistic.
- **R**elevant - make sure your goals are relevant to your overall life plan. There's no sense in working on something that doesn't get you closer to what you want to achieve in life.
- **T**ime-bound - Be specific in when you will reach the goal so it creates a sense of urgency.

90-DAY GOAL PLANNER



Business goal for the next 90 days: _____

Actions Necessary to Achieve This Goal

Action:	Person Responsible:	Due Date:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

DAYS 1-30



Things That Must Be Completed During the First 30 Days

Task:

Assigned To:

Due Date:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Weekly Progress Checkpoints

[On Track / Ahead of Schedule / Behind Schedule]

	Status	Things that need attention and/or other notes
Week 1:	_____	_____
Week 2:	_____	_____
Week 3:	_____	_____
Week 4:	_____	_____

Reflecting on the First 30 Days

15-Day Checkpoint

What has been accomplished so far: _____

Ideas that have been scrapped & why: _____

Obstacles I have faced and/or need attention: _____

What I anticipate accomplishing in the next 15 days: _____

30-Day Checkpoint

Did this month's goals get accomplished? If not, why? _____

Changes necessary in order to stay on track to reach goal within 90 days:

DAYS 31-60

Things That Must Be Completed This 30-Day Period

Task:	Assigned To:	Due Date:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Weekly Progress Checkpoints

[On Track / Ahead of Schedule / Behind Schedule]

	Status	Things that need attention and/or other notes
Week 5:	_____	_____
Week 6:	_____	_____
Week 7:	_____	_____
Week 8:	_____	_____

Reflecting on this 30-Day Period

45-Day Checkpoint

Things that have been accomplished in the past 15 days: _____

Ideas that have been scrapped & why: _____

Obstacles I have faced and/or need attention: _____

What I anticipate accomplishing in the next 15 days: _____

60-Day Checkpoint

Did this month's goals get accomplished? If not, why? _____

Changes necessary in order to stay on track to reach goal within 90 days:

DAYS 61-90

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Things That Must Be Completed Within the Next 30 Days

Task:	Assigned To:	Due Date:
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Weekly Progress Checkpoints

[On Track / Ahead of Schedule / Behind Schedule]

	Status	Things that need attention and/or other notes
Week 9:	_____	_____
Week 10:	_____	_____
Week 11:	_____	_____
Week 12:	_____	_____

Reflecting on this Month

75-Day Checkpoint

Things that have been accomplished in the past 15 days: _____

Ideas that were scrapped in the past 15 days & why: _____

Obstacles I have faced and/or need attention: _____

What I anticipate accomplishing in the final 15 days: _____

90-Day Checkpoint

Did the goal get accomplished? If not, why? _____

Things I will do differently next time:

What I learned over the past 90 days:

Lessons Learned over the past 90 days:
