



BUSINESS CORE BASICS™

90-DAY IMPLEMENTATION PLANNER

*A disciplined framework for stabilizing,
structuring, and strengthening your business.*

STRUCTURAL FOUNDATION

FINANCIAL DISCIPLINE

CAPITAL READINESS



BUSINESS CORE BASICS™

30 / 60 / 90 DAY IMPLEMENTATION PLANNER

PURPOSE OF THIS PLANNER

This implementation planner is designed to move you from informal operation to structured, capital-ready business infrastructure.

This is not about motivation.
This is not about scaling fast.

This is about building systems that withstand scrutiny.

Over the next 90 days, you will:

- Formalize structure
- Build operational discipline
- Strengthen financial visibility
- Reduce risk exposure
- Prepare for responsible growth

FOUNDATION & STRUCTURE

Replace Assumptions with Documentation


PHASE 1: DAYS 1 - 30



LEGAL & STRUCTURAL CLARITY

- Confirm Legal Structure (LLC, Corp, Sole Prop)
- Confirm registration and "good standing" status
- Create compliance checklist (licenses, permits, renewals)
- Separate personal and business finances

DOCUMENTATION & ORGANIZATION

-  Create master business folder (Legal, Finance, SOPs, Marketing, Operations)
- Draft Lean Business Plan
- Identify top 3 priority offers
- Document current sales process
- Define ideal customer



OPERATIONAL FOUNDATION

- Draft SOP #1 (most repeated task)
- Draft SOP #2 (most time-consuming task)



30-DAY MILESTONES

WEEK 1

- Legal & Compliance Checklist
- Business Folder Created

WEEK 2

- Business Plan Outline
- Top 3 Offers Defined
- 50% of SOP #1 & #2 Drafted

WEEK 3

- Sales Process Documented
- Financial Accounts Separated

WEEK 4

- Ideal Customer Profile Created
- Weekly Workflow Established

END OF 30 DAYS - SUCCESS INDICATORS



Legal
Clarity



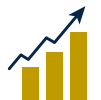
Financial
Separation



Documentation
Organized



Priority Offers
Defined



Sales Process
Documented

Pase 1: Infrastructure & Documentation

CEO Weekly Discipline Check

Week 1-4 | 10 - 15 Minutes

1 Structural Completion Tracker

- Entity formed / verified
- State registration in good standing
- Required licenses identified
- Compliance renewal dates logged
- Business bank account opened
- Personal & business finances separated
- Business document folder created (digital)
- Core offers clearly defined (top 3)
- At least 1-2 SOPs drafted

2 Risk Reduction Log

Where does structure still feel incomplete?

Where is exposure still present?

3 Documentation Shift

What risks have I reduced this week?

What still feels informal?

4

Weekly Discipline Commitment

This week I will:

- Stay legally compliant
- Maintain financial separation
- Continue documentation
- Complete one structural task

Primary structural focus this week:

5

End-of-Phase Confirmation (Used Week 4 Only)

- My business is legally structured
- My finances are separated
- My documentation is no longer informal
- Structural foundation is complete

CEO Signature: _____

Date: _____

SYSTEMS & FINANCIAL DISCIPLINE

Build what funders expect.

PHASE 2: DAYS 31 - 60



FINANCIAL VISIBILITY

- Create cost breakdown per offer
- Review pricing and margins
- Establish bookkeeping method
- Track weekly revenue and expenses
- Confirm tax obligations



OPERATIONAL SYSTEMS

- Draft SOP #3
- Document end-to-end workflow
- Establish weekly sales rhythm
- Implement order/customer tracking system



COMPLIANCE CONFIRMATION

- Confirm licenses and permits
- Document renewal calendar



30-DAY MILESTONES

WEEK 5

- Revenue tracked
- Cash position clear



WEEK 6

- Cost per offer calculated
- Profitability understood



WEEK 7

- Full workflow documented
- Customer tracking active



WEEK 8

- Weekly review conducted
- Records current

END OF 60 DAYS - SUCCESS INDICATORS



**Financial Control
Established**



**Profitability
Understood**



**Revenue Model
Confirmed**



**Financial Discipline
Operational**

Phase 2: Systems & Financial Discipline

CEO Weekly Discipline Check

Week 5-8 | 10 - 15 Minutes

1 Financial Visibility

Revenue: _____

Expenses: _____

Cash Position: _____

Reflection:

2 Revenue System Performance

Is the Lead → Sale → Delivery process functioning consistently?

- Yes
- Needs Adjustment

Where is friction occurring?

3 Margin & Sustainability

Are my top offers profitable?

- Yes
- No
- Unsure

What is impacting margin?

4

Financial Discipline

Did I review numbers this week?

Yes

No

What financial habit must remain consistent?

5

End-of-Phase Confirmation (Used Week 12 Only)

- I understand my numbers.
- My pricing supports sustainability.
- My revenue process is predictable.
- My financial discipline is consistent.

CEO Signature: _____

Date: _____

IMPLEMENTATION & READINESS

Operate with discipline. Prepare for growth.

PHASE 3: DAYS 61 - 90



STRUCTURAL COMPLETION

- Finalize all SOPs
- Complete full Business Plan draft
- Organize all compliance documents
- Create document repository (capital-ready file set)



REVENUE ALIGNMENT

- Define 90-day revenue target
- Identify revenue drivers
- Identify expense controls



READINESS ASSESSMENT

- Identify funding readiness gaps
- Evaluate scalability
- Define next growth phase



30-DAY MILESTONES

WEEK 9

- Core SOPs finalized
- Business plan refined
- Compliance documents organized



WEEK 10

- 90-day revenue target defined
- Revenue drivers identified
- Expense controls clarified



WEEK 11

- Operational bottlenecks identified
- Capacity limits understood
- Systems adjusted for efficiency



WEEK 12

- Funding readiness gaps identified
- Documentation package completed
- Next growth phase defined

END OF 90 DAYS - SUCCESS INDICATORS



**Structural Foundation
Complete**



**Operational
Systems Solidified**



**Revenue
Strategy Aligned**



**Capital Readiness
Confirmed**

Phase 3: Capital Readiness & Responsible Growth

CEO Weekly Discipline Check

Week 9-12 | 10 - 15 Minutes

1

Revenue Alignment

What is my 90-day revenue target? _____

Which offer currently generates the most consistent income?

Expense Discipline Check

What prevents unnecessary spending in my business right now?

What financial habits must remain non-negotiable?

2

Operational Strength Test

Are my systems strong enough to support expansion?

- Consistent lead generation process
- Sales process documented
- Client delivery repeatable
- Financial tracking reliable
- Capacity understood (time/team)

Where would expansion break my system?

3

Capital Readiness Snapshot

If I applied for funding today:

- Financials are organized
- Documentation is accessible
- Compliance is current
- Business model is clear
- Growth strategy is articulated

What still needs strengthening before seeking capital?

4

Responsible Growth Filter

What opportunity am I now qualified to pursue?

What opportunity is still premature?

What discipline must remain consistent as revenue grows?

5

End-of-Phase Confirmation (Used Week 8 Only)

- Growth decisions are strategic, not reactive
- Systems have been tested under pressure
- Revenue supports expansion
- I am capital-ready (or know exactly what remains)

CEO Signature: _____

Date: _____

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90-DAY IMPLEMENTATION REVIEW

Executive Close

You have completed the 90-Day Implementation Process.

This page is not a celebration.

It is a confirmation of structural maturity.

Pause. Assess. Decide.

1. Structural Status

Before this process, my business operated:

- Informally
- Reactively
- Without clear financial visibility
- Without documented systems
- Without growth discipline

Now my business operates:

- With legal and compliance clarity
- With financial visibility and control
- With documented operational systems
- With structured revenue review
- With disciplined decision-making

2. Structural Scorecard

Legal & Compliance Integrity	<input type="checkbox"/> Weak	<input type="checkbox"/> Stable	<input type="checkbox"/> Strong
Financial Visibility & Control	<input type="checkbox"/> Weak	<input type="checkbox"/> Stable	<input type="checkbox"/> Strong
Operational Systems	<input type="checkbox"/> Weak	<input type="checkbox"/> Stable	<input type="checkbox"/> Strong
Revenue Strategy Alignment	<input type="checkbox"/> Weak	<input type="checkbox"/> Stable	<input type="checkbox"/> Strong
Capital Readiness	<input type="checkbox"/> Weak	<input type="checkbox"/> Stable	<input type="checkbox"/> Strong

3. Strategic Clarity

What is now clear that was uncertain 90 days ago?

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What structural gap still requires strengthening?

4. Discipline Commitments

1. _____
2. _____
3. _____

5. Next 90-Day Strategic Focus

Primary Focus: _____

Secondary Focus: _____

Growth Boundaries (What I will not rush):

CEO Signature: _____

Date: _____

Closing Note

Structure creates optionality.

You now operate with documented clarity, financial visibility, and disciplined systems.

The next phase is not about urgency.

It is about intentional growth.