

Your 90 Days

Three priorities. One number. One thing to stop. That's a quarter. Simple, actionable, repeatable – every 90 days.

BEFORE YOU START

Most business owners either have no plan or a plan with too much on it. Both lead to the same place: reacting to whatever's loudest that week. **Your 90 Days is a ruthless selection** – the three to five things that, if you do them this quarter and nothing else, move the business meaningfully forward. Done Beats Perfect applies most of all here.

QUARTER & YEAR

DATE WRITTEN

BEFORE YOU SET PRIORITIES – ANCHOR TO YOUR LONG GAME

Your 90-day priorities should move you toward your 3-year direction. Without that anchor, your priorities are just a to-do list with a deadline. In one sentence: **what does your Long Game look like?**

MY LONG GAME (WHERE I'M COMMITTING TO BE IN 3 YEARS)

YOUR NEXT 90 – THREE TO FIVE PRIORITIES, RUTHLESSLY SELECTED

SARAH'S Q3 – HOW IT WORKS IN PRACTICE

(1) Have repricing conversations with all 8 clients still on hourly rates. (2) Build and test the monthly accounts checklist. (3) Send proposals to 3 referral-source accountants about a white-label arrangement. (4) Review and update Signature definition. Four things. Nothing else makes the list.

1 PRIORITY

OWNER DONE LOOKS LIKE

2 PRIORITY

OWNER DONE LOOKS LIKE

3 PRIORITY

OWNER DONE LOOKS LIKE

4 PRIORITY

OWNER DONE LOOKS LIKE

ONE THING TO STOP

Every quarter has something that should end — an activity, a habit, a client type, a way of working that no longer serves where you're going. What is the one thing you are committing to stop this quarter?

Your number for this quarter

One metric that tells you at a glance whether the quarter is on track. Not a dashboard — a single number you commit to moving. Your Signature count, Your One Number, a LAPS target. Pick one.

TARGET FOR THIS QUARTER

(e.g. 40 clients)

HOW TO MAKE THIS STICK — THE RHYTHM THAT KEEPS IT ALIVE

The Briefing

Daily — 15 minutes

One win, one blocker, one number. Keeps the team on the same page every morning.

The Week That Was

Weekly — 30 minutes

Metrics checked. Next 90 priorities reviewed. Decisions made before they become crises.

The Beat

Quarterly — 3 hours

Close the last 90 days honestly. Open the next with a fresh set of priorities. Repeat.

A committed list of **three priorities** beats a polished list of twelve that nobody follows.

Miss The Beat and the business drifts. Run it every quarter and it compounds — a little better, a little more profitable, every 90 days.