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90-day marketing plan · 1 of 4: Plan sheet

Fill in before choosing plays. If you cannot fill in the goal, average value, close rate and constraint, the plan is not ready: that is a direction question.

Business	Plan owner	Quarter starts	Version

Field	Your answer
12-month commercial goal (£)	
Average first-year value of a new client (£)	
Close rate (share of qualified conversations that become clients)	
Wins needed (goal ÷ average value)	
Qualified conversations needed per year (wins ÷ close rate)	
Per month (per year ÷ 12)	
This quarter's slice (per year ÷ 4)	
Biggest constraint	
Priority segment	
Core message (one sentence)	
Hours available per week	
Budget this quarter (£)	
Reserve held back (suggested 20%)	
Available for the three plays (£)	

A qualified conversation is a discovery call held with someone in your priority segment. Round the calculated rows up.

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90-day marketing plan · 2 of 4: Three plays

Three plays, no more. One owner and one decision measure each. Write the stop rule before you start.

Field	PLAY 1: BUILD reach and credibility	PLAY 2: CONVERT interest to conversation	PLAY 3: EXPERIMENT small enough to lose
Name			
Objective (what changes?)			
Audience			
Message or offer			
Channels			
Owner (one person)			
Hours per week			
Budget (£)			
Start and end (weeks)			
Decision measure (one, a count)			
Target by week 6			
Stop rule: if X by week Y, we...			

Check totals: hours below about 80% of your weekly limit, budget within the amount available for plays.

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90-day marketing plan · 3 of 4: Rhythm

Review weekly, decide monthly, reset quarterly.

Weeks	Focus	Deliverable	Done
1	Set up and baseline	Tracking working; baseline counts recorded	
2–3	Launch Play 1 and Play 2	First outputs live; first conversations logged	
4	First review	Check counts; fix blockers; decide whether to start Play 3	
5–6	Launch Play 3; iterate	Experiment running; first learning notes	
7	Mid-point review	Compare against week-6 targets; apply stop rules honestly	
8–10	Scale what works, stop what does not	Reallocate the reserve; document what is repeatable	
11	Consolidate	Write up results and lessons	
12	Reset	Re-check the frame; draft next quarter's plays	

Weekly check (20 minutes)

1. What did we ship?
2. What did we learn?
3. What is blocked?
4. Is any stop rule triggered, or any decision needed?

Monthly one-page report

Use page 4 once a month: counts against target, spend against plan, what you will start, stop or change, and dated notes.

Hold back about a fifth of budget and leave some hours free (rule of thumb, not a benchmark).

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90-day marketing plan · 4 of 4: Monthly report

Complete once a month. Counts and short notes. The aim is a decision, not a display of activity.

Month	This quarter's conversation slice, and where we are

	PLAY 1: BUILD	PLAY 2: CONVERT	PLAY 3: EXPERIMENT
Decision measure			
Target by week 6			
Actual this month (count)			
Planned budget (£)			
Spend to date (£)			
Budget remaining (£)			
Stop rule triggered? (yes / no)			

What we will start	What we will stop	What we will change

Dated notes (for example: 14 Oct, changed the enquiry form)

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