

# 30/60/90

DAY PLAN

JOURNAL

How to own your personal and professional plan



## **What's the plan all about?**

This plan is about you holding yourself accountable by using your "Growth Journal" to outline your goals, track your progress, develop plans and adjust as necessary.

# Why should you build one?

There is no time like the present! Start holding yourself accountable to achieving your dreams, goals, and aspirations. This will take change and effective marketing of your brand. Every day should be used to grow your brand!





**30**  
**DAYS**

## Set A Goal

What does success look like for your brand?

What type of customers do you want?

Where are you engaging online and in-person to connect with your target audience?

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### WHAT YOU SHOULD DO

- Identify the audience personas of your target audience
- Research your brand archetype
- Identify Influencers that you can follow online for inspiration
- Work with a Modern Créatif to establish branding for your company and market your brand.

## IDENTIFY YOUR AUDIENCE PERSONAS



**JADE**



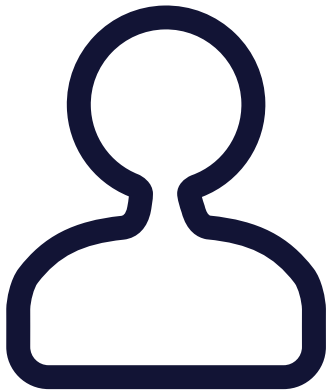
**LAURA**



**STACY**

## FILL-IN YOUR AUDIENCE PERSONAS

WHO ARE THEY? WHAT DO THEY LIKE? WHERE DO THEY HANGOUT ONLINE? CREATE A PERSONALITY PROFILE OF THE PERSONAS



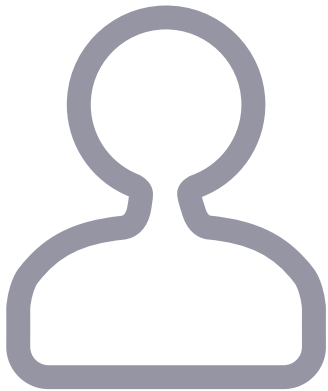
**WHO?**

**WHO?**

**WHO?**

**WHAT BRANDS INFLUENCE YOU?  
WHO DO ASPIRE TO BE LIKE?**

WHO ARE THEY? WHAT DO THEY LIKE? WHERE DO THEY HANGOUT ONLINE?



**WHO?**

**WHO?**

**WHO?**



**60**  
**DAYS**

## **Make Action Plan**

Now that you are clear on who your target audience is and you have started to align yourself with the right teams, now it is time for you to start building additional online footprints in the areas of social media as well as a landing page.

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### **WHAT YOU SHOULD DO**

- Work with Modern Créatif to develop your style guide
- Develop your brand website
- Start creating content for social sharing





**90**  
**DAYS**

## Schedule Content & Engage

Now that you have researched where you can source information for content and you have started to create content, now it is time to schedule the content. It is also time for you to start taking opportunities to present your brand in a group setting.

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### WHAT YOU SHOULD DO

- Utilize Hootsuite or Buffer to plan your content
- Book at least 1 speaking engagement per month or volunteer for at least 1 internal organization/month
- Capture Feedback from your attendees
- Engage with your audience online

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**IF YOU FAIL TO  
PLAN, YOU ARE  
PLANNING TO FAIL!**

BENJAMIN FRANKLIN

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30/60/90 DAY PLAN



## **DURING THE FIRST 30 DAYS**

What action have you taken?



## **DURING THE FIRST 30 DAYS**

What was the outcome and how will you adjust your plan?



## **DURING THE FIRST 60 DAYS**

What action have you taken?

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THINGS TO REMEMBER



## **DURING THE FIRST 60 DAYS**

What was the outcome and how will you adjust your plan?

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THINGS TO REMEMBER



## **DURING THE FIRST 90 DAYS**

What action have you taken?

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A second large, empty gray rectangular box, identical to the one above, for another response.

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THINGS TO REMEMBER



## **DURING THE FIRST 90 DAYS**

What was the outcome and how will you adjust your plan?

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THINGS TO REMEMBER



# ADDITIONAL NOTES

