90-DAY ACTION PLANNER

90-Day Online Income Planner

Build a business. Learn as you go.

A complete planning system for your products, traffic, revenue and profit, with a practical roadmap toward your own monthly income goal.



PLAN · CREATE · PUBLISH · TRACK · EARN

01 Choose a model and test your numbers.

02 Plan all 13 weeks and track the work.

03 Review the evidence at days 30, 60 and 90.

For digital product creators, online sellers, publishers and independent business builders.

THIS PLANNER BELONGS TO: _____

YOUR PLANNER / CONTENTS

A complete system for 90 days

Set a direction, plan the work and make decisions from your own results.

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FULL PLANNING CAPACITY

Three monthly cycles, 13 complete weekly plans, a reusable daily sheet, all trackers and all three checkpoint reviews. Two calculation pages were expanded for clear formulas and comfortable writing space.

SECTION 01 / YOUR NEXT STAGE

Set your foundation



Define your vision, your numbers and the first offer you will test.

01 Choose a clear direction

Record your vision, annual goals and the reasons this matters.

02 Test the economics

Separate revenue from profit and translate the target into sales and traffic.

03 Plan the first offer

Compare models, prepare a product and map the first-sale process.

WHAT WOULD USEFUL PROGRESS LOOK LIKE AFTER 90 DAYS?

MY NEXT ACTION

TARGET DATE

HOW TO USE / YOUR WORKING RHYTHM

Plan, create, track, review

Use the six steps below. Keep the plan specific enough to act on and flexible enough to learn from.

01 Start with the foundation

Choose your model, product, audience and financial assumptions.

02 Plan each month

Complete goals, revenue, products, traffic and reflection for each 30-day block.

03 Run your week

Set three priorities and the product, content and traffic actions you will complete.

04 Use the daily page

Choose a most-important task plus revenue, product and content tasks.

05 Keep the records

Log publications, sales, fees, expenses and relevant traffic consistently.

06 Review on schedule

At days 30, 60 and 90, assess results, uncertainty and the next useful test.

PRINT AND REUSE

US Letter, 8.5 × 11 inches. All 13 weekly plans and three monthly cycles are included. One reusable daily page is provided: copy it for each working day, up to 90 copies. Fields support handwriting or PDF annotation; they do not calculate automatically.

FOUNDATION / YOUR VISION

My online income vision

Describe the smallest useful version of the business and the change you want it to make.

THE BUSINESS I AM BUILDING / ONE SENTENCE

MONTHLY INCOME GOAL / NAME REVENUE OR PROFIT

WHAT THIS CHANGES IN MY DAILY LIFE

THE WORK I ENJOY AND WILL KEEP DOING

WHAT I WILL STOP DOING IF THIS WORKS

MY CONCRETE FIRST STEP THIS WEEK

PRIMARY PLATFORM

PRODUCT TYPE

WHO IT IS FOR

MONTHLY TARGET / SAME BASIS AS ABOVE

TARGET DATE

FOUNDATION / TWELVE MONTHS

My 12-month goal

Use a consistent revenue definition and record the costs needed to support your target.

12-MONTH REVENUE GOAL

PRODUCTS LIVE

MONTHLY VISITORS

EMAIL SUBSCRIBERS

PROFIT / SALE AFTER COSTS

HOURS / WEEK

QUARTER	REVENUE TARGET	MAIN FOCUS / MILESTONE
Q1 / months 1–3		
Q2 / months 4–6		
Q3 / months 7–9		
Q4 / months 10–12		

THE SINGLE GOAL THAT MATTERS MOST THIS YEAR

- [ ] First sale
- [ ] First $100
- [ ] First $500
- [ ] First $1,000 month
- [ ] First $5,000 month

For dollar milestones, write whether you mean revenue or profit. A revenue milestone alone does not show profitability.

FOUNDATION / YOUR REASONS

Why financial freedom matters

Write practical reasons that can guide your decisions, including when to revise an approach.

WHAT FINANCIAL FREEDOM WOULD LET ME DO

THE SPECIFIC THING I AM WORKING TOWARD

WHO ELSE BENEFITS IF THIS WORKS?

WHAT IF I CHANGE NOTHING FOR 12 MONTHS?

THE COST OF STOPPING TOO EARLY / CHANGING WISELY

THE LIFE I HOPE TO BUILD IN THREE YEARS

WHO I AM DOING THIS FOR

KEEP THE REASON; TEST THE METHOD

Early results are evidence to learn from. Decide what to continue, change or stop using your costs, capacity and customer response. There is no guaranteed point when income starts to compound.

CALCULATOR / SALES AND TRAFFIC

Turn a goal into a sales plan

Use contribution per sale before fixed costs. Then add the period's fixed costs to the profit target so they are covered once.

A / Target operating profit for the period	$	
H / Fixed costs for the same period	$	
B / Contribution per sale: revenue less variable costs	$	
C / Sales needed: round (A + H) ÷ B UP	sales	
D / Number of days in the period	days	
E / Average sales per day: C ÷ D	sales	
F / Conversion rate used in the scenario	%	
G / Visits needed: round C ÷ (F ÷ 100) UP	visits	
Average visits per day: round G ÷ D UP	visits	
WEEKLY SALES RESULT / C × 7 ÷ D, ROUND UP	sales / week	

Use C sales over D days: round C × 7 ÷ D up to whole weekly sales. A 30-day period is about 4.29 weeks. Positive contribution per sale (B) and positive conversion (F) are required. Count orders and visits on the same basis; check the actual results against the target.

CALCULATOR / WORKED EXAMPLE

Test the assumptions

Conversion rates are scenarios until supported by your own comparable data. Visitors, sessions, clicks and orders are different measures.

Example: $5,000 target profit + $0 fixed costs, at $15 contribution per sale.
Sales = round 5,000 ÷ 15 up = **334**.
At a hypothetical 2% conversion: 334 ÷ 0.02 = **16,700 visits**.
Over 30 days: about 11.13 sales / day and **557 visits / day** rounded up.

With $300 fixed costs instead, sales needed = round (5,000 + 300) ÷ 15 up = 354. These examples illustrate arithmetic, not expected sales or traffic.

PRICE / SALE	CONTRIBUTION / SALE	SALES NEEDED	VISITS NEEDED

Try up to four price points. Recalculate contribution after variable fees, fulfillment and other sale-related costs; a higher price can also change conversion.

MY PLAN: I NEED ___ SALES AT ___ CONTRIBUTION, SUPPORTED BY ___ VISITS

FOUNDATION / MODEL SELECTION

Choose the model to test

Research actual costs, requirements and customer demand. Time to a first sale varies; no model guarantees a fast result.

MODEL	STARTUP COST	FIRST-SALE PLAN	SKILLS / NEEDS	FIT 1–5
Etsy digital products				
KDP publishing				
Print on demand				
eBay selling				
Shopify store				
Own digital products				
Affiliate content				
Blog / content site				

MY PRIMARY MODEL

OPTIONAL SECONDARY MODEL

WHY THIS FITS ME

- ☐ Startup budget fits
- ☐ I can create or source the offer
- ☐ I want to learn this model
- ☐ 30-day first-sale target is a test
- ☐ Demand evidence is recorded

FOUNDATION / YOUR FIRST OFFER

My first product planner

Name the buyer, the problem and the complete launch checklist before starting.

PRODUCT NAME

BUSINESS MODEL

TARGET AUDIENCE

PROBLEM SOLVED

FORMAT / DELIVERABLE

PRICE

COST / SALE

CONTRIB. / SALE

CREATION CHECKLIST	DATE / NOTES
Research demand and competitors	
Outline the product	
Create the first version	
Check quality and functionality	
Prepare preview images / mockups	
Draft the listing and description	
Price and confirm costs / fees	
Publish and test the purchase path	

LISTING TITLE / DESCRIPTION DRAFT

FIVE KEYWORD IDEAS

MAIN IMAGE IDEA

TOOLS I WILL USE

TARGET LAUNCH DATE

FOUNDATION / FIRST SALE

My first-sale roadmap

Work through the launch process, then learn from the first purchase. Targets are planning choices, not promises.

STEP	TARGET DATE	DONE
01 / Choose model and niche		
02 / Research demand and competing offers		
03 / Create a useful first product		
04 / Prepare clear product images / e.g. five		
05 / Write an accurate title and description		
06 / Set a price with costs and fees covered		
07 / Publish and test the listing / checkout		
08 / Bring relevant visitors / e.g. first 100		
09 / Record the first sale and fulfill it		
10 / Invite honest feedback where permitted		

After the first sale: save a record, identify the traffic source if available, repeat the useful test, and consider a related product. Never offer incentives or pressure for a positive review.

MY FIRST-SALE TARGET DATE

MY REGULAR TRAFFIC ACTION

SECTION 02 / YOUR NEXT STAGE

Your 90-day system



Three monthly cycles, all 13 weekly plans and a reusable daily page.

01 Plan each 30-day block

Set goals and separate revenue, products and traffic plans.

02 Complete every week

Use twelve seven-day weeks plus six days in week 13.

03 Review and carry forward

Keep unfinished useful work and adapt the next plan to the evidence.

WHAT WILL I MAKE TIME FOR CONSISTENTLY?

MY NEXT ACTION

TARGET DATE

MONTH 1 / DAYS 1–30

Monthly goals

Date this 30-day block. Keep targets measurable and record what completing the plan means.

DATE RANGE / MAIN FOCUS

REVENUE TARGET

PRODUCT GOAL

LISTINGS / PINS GOAL

TRAFFIC TARGET

MY TOP THREE GOALS

HABITS I WILL PRACTICE

WHAT “DONE” LOOKS LIKE

BIGGEST OPPORTUNITY

RISK / HOW I WILL HANDLE IT

MONTH 1 / DAYS 1–30

Monthly revenue plan

Record earned revenue consistently. For royalties and affiliate commissions, use the amount earned by you, not the customer's retail purchase value.

MONTHLY REVENUE GOAL	WEEKLY AVERAGE / GOAL × 7 ÷ DAYS	DAILY AVERAGE / GOAL ÷ DAYS

INCOME STREAM	TARGET REVENUE	ACTUAL REVENUE
Etsy		
KDP royalties		
Print on demand		
eBay		
Shopify		
Own digital products		
Affiliate earnings		
Other		
TOTAL		

STRETCH TARGET	LIKELY SCENARIO	MINIMUM TARGET

THE ONE CHANGE MOST LIKELY TO IMPROVE MY RESULT

MONTH 1 / DAYS 1–30

Monthly product plan

Plan complete products and publications. Mark the actual completion date when each item is ready.

PRODUCT GOAL

BATCHING DAYS

#	PRODUCT / TITLE	TYPE	PLATFORM	DATE	DONE
1					
2					
3					
4					
5					
6					
7					
8					

HIGHEST-POTENTIAL PRODUCT / MAKE IT FIRST

MY BATCH-PRODUCTION PLAN

MONTH 1 / DAYS 1–30

Monthly traffic plan

Set target and actual COUNTS for each traffic action (pins, listings, posts, emails).
Track outcomes like visits and clicks separately; unlike metrics should not be added.

MONTHLY VISITOR / SESSION GOAL

DAILY AVERAGE / MONTHLY GOAL ÷ DAYS

CHANNEL / ACTION	TARGET	ACTUAL
Pinterest pins published		
Etsy SEO listings improved		
Blog posts / SEO content		
Short videos published		
Email sends		
Other traffic action		

MY PRIMARY TRAFFIC CHANNEL

THE REPEATABLE TRAFFIC HABIT I WILL TEST

MONTH 1 / DAYS 1–30

Monthly reflection

Compare the result with your plan. Keep uncertainties visible so you can test them next.

REVENUE

PRODUCTS CREATED

NEW CUSTOMERS

HOURS WORKED

WHAT WORKED

WHAT DID NOT / REMAINS UNCERTAIN

BEST PRODUCT / BEST TRAFFIC SOURCE

WHAT I WILL REPEAT

WHAT I WILL CUT OR CHANGE

WHAT I WILL CARRY FORWARD

MONTH 2 / DAYS 31–60

Monthly goals

Date this 30-day block. Keep targets measurable and record what completing the plan means.

DATE RANGE / MAIN FOCUS

REVENUE TARGET

PRODUCT GOAL

LISTINGS / PINS GOAL

TRAFFIC TARGET

MY TOP THREE GOALS

HABITS I WILL PRACTICE

WHAT “DONE” LOOKS LIKE

BIGGEST OPPORTUNITY

RISK / HOW I WILL HANDLE IT

MONTH 2 / DAYS 31–60

Monthly revenue plan

Record earned revenue consistently. For royalties and affiliate commissions, use the amount earned by you, not the customer's retail purchase value.

MONTHLY REVENUE GOAL

WEEKLY AVERAGE / GOAL × 7 ÷ DAYS

DAILY AVERAGE / GOAL ÷ DAYS

INCOME STREAM	TARGET REVENUE	ACTUAL REVENUE
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KDP royalties		
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eBay		
Shopify		
Own digital products		
Affiliate earnings		
Other		
TOTAL		

STRETCH TARGET

LIKELY SCENARIO

MINIMUM TARGET

THE ONE CHANGE MOST LIKELY TO IMPROVE MY RESULT

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Plan complete products and publications. Mark the actual completion date when each item is ready.

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BATCHING DAYS

#	PRODUCT / TITLE	TYPE	PLATFORM	DATE	DONE
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2					
3					
4					
5					
6					
7					
8					

HIGHEST-POTENTIAL PRODUCT / MAKE IT FIRST

MY BATCH-PRODUCTION PLAN

MONTH 2 / DAYS 31–60

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Set target and actual COUNTS for each traffic action (pins, listings, posts, emails).
Track outcomes like visits and clicks separately; unlike metrics should not be added.

MONTHLY VISITOR / SESSION GOAL

DAILY AVERAGE / MONTHLY GOAL ÷ DAYS

CHANNEL / ACTION	TARGET	ACTUAL
Pinterest pins published		
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Email sends		
Other traffic action		

MY PRIMARY TRAFFIC CHANNEL

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Monthly reflection

Compare the result with your plan. Keep uncertainties visible so you can test them next.

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HOURS WORKED

WHAT WORKED

WHAT DID NOT / REMAINS UNCERTAIN

BEST PRODUCT / BEST TRAFFIC SOURCE

WHAT I WILL REPEAT

WHAT I WILL CUT OR CHANGE

WHAT I WILL CARRY FORWARD

MONTH 3 / DAYS 61–90

Monthly goals

Date this 30-day block. Keep targets measurable and record what completing the plan means.

DATE RANGE / MAIN FOCUS

REVENUE TARGET

PRODUCT GOAL

LISTINGS / PINS GOAL

TRAFFIC TARGET

MY TOP THREE GOALS

HABITS I WILL PRACTICE

WHAT “DONE” LOOKS LIKE

BIGGEST OPPORTUNITY

RISK / HOW I WILL HANDLE IT

MONTH 3 / DAYS 61–90

Monthly revenue plan

Record earned revenue consistently. For royalties and affiliate commissions, use the amount earned by you, not the customer's retail purchase value.

MONTHLY REVENUE GOAL	WEEKLY AVERAGE / GOAL × 7 ÷ DAYS	DAILY AVERAGE / GOAL ÷ DAYS

INCOME STREAM	TARGET REVENUE	ACTUAL REVENUE
Etsy		
KDP royalties		
Print on demand		
eBay		
Shopify		
Own digital products		
Affiliate earnings		
Other		
TOTAL		

STRETCH TARGET	LIKELY SCENARIO	MINIMUM TARGET

THE ONE CHANGE MOST LIKELY TO IMPROVE MY RESULT

MONTH 3 / DAYS 61–90

Monthly product plan

Plan complete products and publications. Mark the actual completion date when each item is ready.

PRODUCT GOAL

BATCHING DAYS

#	PRODUCT / TITLE	TYPE	PLATFORM	DATE	DONE
1					
2					
3					
4					
5					
6					
7					
8					

HIGHEST-POTENTIAL PRODUCT / MAKE IT FIRST

MY BATCH-PRODUCTION PLAN

MONTH 3 / DAYS 61–90

Monthly traffic plan

Set target and actual COUNTS for each traffic action (pins, listings, posts, emails).
Track outcomes like visits and clicks separately; unlike metrics should not be added.

MONTHLY VISITOR / SESSION GOAL

DAILY AVERAGE / MONTHLY GOAL ÷ DAYS

CHANNEL / ACTION	TARGET	ACTUAL
Pinterest pins published		
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Email sends		
Other traffic action		

MY PRIMARY TRAFFIC CHANNEL

THE REPEATABLE TRAFFIC HABIT I WILL TEST

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Compare the result with your plan. Keep uncertainties visible so you can test them next.

REVENUE

PRODUCTS CREATED

NEW CUSTOMERS

HOURS WORKED

WHAT WORKED

WHAT DID NOT / REMAINS UNCERTAIN

BEST PRODUCT / BEST TRAFFIC SOURCE

WHAT I WILL REPEAT

WHAT I WILL CUT OR CHANGE

WHAT I WILL CARRY FORWARD

WEEK 01 OF 13 / DAYS 1–7

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

TRAFFIC ACTIONS

NEXT WEEK'S FOCUS / CARRY FORWARD

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

WINS

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 02 OF 13 / DAYS 8–14

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 03 OF 13 / DAYS 15–21

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

TRAFFIC ACTIONS

NEXT WEEK'S FOCUS / CARRY FORWARD

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

WINS

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 04 OF 13 / DAYS 22–28

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 05 OF 13 / DAYS 29–35

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

TRAFFIC ACTIONS

NEXT WEEK'S FOCUS / CARRY FORWARD

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

WINS

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 06 OF 13 / DAYS 36–42

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 07 OF 13 / DAYS 43–49

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 08 OF 13 / DAYS 50–56

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 09 OF 13 / DAYS 57–63

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 10 OF 13 / DAYS 64–70

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 11 OF 13 / DAYS 71–77

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 12 OF 13 / DAYS 78–84

Weekly action plan

Dates: _____

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

WEEK 13 OF 13 / DAYS 85–90

Weekly action plan

Dates: _____ Use six days only; mark the extra day outside this plan.

TOP THREE PRIORITIES

PRODUCTS TO CREATE / IMPROVE

PINS / LISTINGS / TARGET COUNT: ___

DAY / DATE	REVENUE	DAILY NOTES
Mon		
Tue		
Wed		
Thu		
Fri		
Sat		
Sun		
TOTAL		

TRAFFIC ACTIONS

WINS

NEXT WEEK'S FOCUS / CARRY FORWARD

LESSONS

OPERATING PROFIT

NEW SUBSCRIBERS

BEST TRAFFIC SOURCE

HOURS WORKED

REUSABLE / ONE PAGE PER WORKING DAY

Daily income planner

Date: _____ Day: ___ / 90

MOST-IMPORTANT TASK

REVENUE TASKS

CONTENT TASKS

PRODUCT TASKS

NOTES

TO-DO LIST

THREE TIME BLOCKS

WHAT WORKED

TODAY'S WINS

☐ Yes — a revenue task completed

☐ No — carry it forward

TOMORROW'S #1 TASK

HOURS / ENERGY / REVENUE

SECTION 03 / YOUR NEXT STAGE

Keep useful records



Track the work, the money and the results with consistent definitions.

01 Record products and publications

Keep product, listing, book, Pin and website records together.

02 Separate money categories

Earned revenue minus sale-related costs, fees and overhead gives operating profit before tax.

03 Review trends

Use the monthly, habit and goal trackers to connect actions with outcomes.

WHICH RECORDS WILL I UPDATE EACH WEEK?

MY NEXT ACTION

TARGET DATE

TRACKER / REUSABLE RECORDS

Product creation tracker

Keep every product’s status and dates in one place. Copy this page when you need more capacity.

PRODUCT	TYPE	PLATFORM	STARTED	PUBLISHED	PRICE	STATUS

TRACKER / REUSABLE RECORDS

Etsy listing tracker

Use a consistent reporting period for views, favorites and sales. Renew means the renewal date or action.

LISTING	PRICE	LISTED	VIEWS	FAVES	SALES	RENEW

TRACKER / REUSABLE RECORDS

KDP book tracker

Track each edition separately. Record royalties actually reported; KENP counts eligible ebook subscription pages read, not printed book pages.

TITLE	FORMAT	NICHE	PUBLISHED	PRICE	ROYALTY	SALES	KENP

Use N/A where a format is not eligible. Recent royalties and KENP reports can be estimates; final payments may differ. KDP Select terms apply only if you enroll an eligible ebook.

TRACKER / REUSABLE RECORDS

Pinterest Pin tracker

Record the reporting window alongside the Pin date. Clicks here means outbound clicks; these do not equal website sessions or sales.

PIN TITLE	LINK / ID	BOARD	DATE	IMPR.	SAVES	CLICKS

TRACKER / REUSABLE RECORDS

Website content tracker

Keep the target search phrase, publication date and monetization method with each article.

POST TITLE	KEYWORD	WORDS	PUBLISHED	MONETIZED BY	NOTES

TRACKER / REUSABLE RECORDS

Income tracker

Amount = earned revenue before separately recorded fees. After fees is not profit: deduct product costs and operating expenses too.

DATE	SOURCE / PLATFORM	PRODUCT	AMOUNT	FEES	AFTER FEES
TOTAL					

TRACKER / REUSABLE RECORDS

Expense tracker

Record costs once. Exclude fees already logged in the income tracker; use the same accounting period and basis across your records.

DATE	ITEM / TOOL	CATEGORY	AMOUNT	RECURRING?
TOTAL				

TRACKER / PROFIT

Profit across the year

Track operating profit before income tax and owner draws. Royalties and commissions use your earned revenue.

MONTH	REVENUE	EXPENSES	FEES	OP. PROFIT	MARGIN %
Month 1					
Month 2					
Month 3					
Month 4					
Month 5					
Month 6					
Month 7					
Month 8					
Month 9					
Month 10					
Month 11					
Month 12					
Days 1–90					
YEAR TOTAL					

Operating profit = revenue − expenses − separately recorded fees.
Margin = operating profit ÷ revenue × 100; zero revenue → N/A.

Expenses include product costs and overhead, excluding the separate Fees column. Do not deduct a fee again if revenue is already net of it. Days 1–90 subtotal uses only the first three 30-day blocks; the year total includes all 12 months. Sum amounts, then calculate the margin from totals.

TRACKER / REUSABLE RECORDS

Monthly review tracker

Keep a full 12-month comparison. Use the same reporting window and metric definitions each month.

MONTH	REVENUE	PRODUCTS LIVE	NEW BUYERS	BEST SELLER	TOP TRAFFIC

TRACKER / HABITS

A month of useful habits

Month: _____ Mark completed actions; cross out non-working or nonexistent dates. Copy for the next month.

HABIT / DAYS 1–16	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Show up for planned work																
Create / improve a product																
Publish useful content																
Drive relevant traffic																
Log income and expenses																
Engage with my audience																

HABIT / DAYS 17–31	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Show up for planned work															
Create / improve a product															
Publish useful content															
Drive relevant traffic															
Log income and expenses															
Engage with my audience															

Six suggested habits and four spaces for your own. Choose a routine that supports the business, then adjust it using your results.

TRACKER / REUSABLE RECORDS

Goal tracker

Connect every goal to a reason, a date and a concrete next milestone.

GOAL	WHY IT MATTERS	TARGET DATE	NEXT MILESTONE	STATUS	DONE

MY #1 GOAL FOR THESE 90 DAYS

THE NEXT ACTION THAT MOVES IT FORWARD

SECTION 04 / YOUR NEXT STAGE

Make the next decision



Turn ideas and research into a costed offer and an actionable growth plan.

01 Research the opportunity

Generate ideas, examine demand and compare public competing offers.

02 Price with care

Account for fixed and percentage fees without circular arithmetic.

03 Plan the milestones

Project revenue and test the steps toward 100 sales, $1,000 and $5,000.

WHICH ASSUMPTION MOST NEEDS EVIDENCE?

MY NEXT ACTION

TARGET DATE

WORKSHEET / IDEAS

Build a bank of product ideas

Look for audience problems, things you buy, useful improvements, recurring questions and seasonal needs. Create original work rather than copying a bestseller.

IDEAS 01–08

IDEAS 09–16

Score your top five: demand, ease of making and profit potential, each 1–5. Total range: 3–15. These scores organize judgment; they are not sales forecasts.

IDEA	DEMAND	EASE	PROFIT	TOTAL

WORKSHEET / DEMAND

Market research

Use dated evidence to decide what to test. Public signals are clues; they do not reveal a competitor's full sales or profitability.

WHO EXACTLY IS THE BUYER?

SEARCH VOLUME / TREND / SOURCE AND DATE

WHAT DO THEY TYPE INTO SEARCH?

BESTSELLER OR CATEGORY SIGNALS

WHERE DO THEY ALREADY SPEND TIME?

RECENT SOLD LISTINGS / EVIDENCE SOURCE

WHAT DO THEY CURRENTLY PAY?

REVIEWS / UNMET NEEDS ON COMPETING PRODUCTS

SEASONALITY / TIMING

THE GAP I CAN FILL

A green light means enough evidence for a measured test—not guaranteed demand. Record what would change your decision.

WORKSHEET / COMPETITION

Competitor research

Study five public offers. Record observations and their source; use them to define your own product and positioning.

SELLER	TOP PRODUCT	PRICE	SALES / REVIEWS	STRENGTH	GAP

PATTERNS I NOTICED

HOW I WILL DIFFERENTIATE

MY POSITIONING: I AM THE OPTION FOR BUYERS WHO WANT...

WORKSHEET / PRICING ARITHMETIC

Build a sustainable price

Separate one-time creation costs, per-sale costs, fixed fees and percentage fees. Use your platform's actual fee bases.

One-time creation cost	$
Expected sales used to allocate creation cost	sales
Allocated creation cost per sale: cost ÷ expected sales	$
Other per-sale costs, including fulfillment	$
Fixed transaction / listing fees per sale	$
Desired profit per sale after these allocated costs	$
Percentage fee rate on the same selling-price base	%

Price = (allocated cost + other per-sale costs + fixed fees + desired profit) ÷ (1 – rate as a decimal).

MY CALCULATED PRICE / ROUND UP TO CENTS

FEE SCHEDULE CHECKED / DATE

Use this shortcut only when percentage fees share the same price base. Rates must be below 100%; expected sales must be positive. Shipping, tax, refunds and differing fee bases need separate lines in your calculation. Do not count allocated creation cost again as a period expense in the same planning model.

WORKSHEET / PRICING DECISIONS

Position the offer

Check the result against the market and the value delivered. A low price is not useful if it cannot cover the costs.

Illustrative example: $2 allocated creation cost + $1 variable cost + $0.30 fixed fee + $10 desired profit, with a hypothetical 10% fee.
Price = $13.30 ÷ 0.90 = $14.777... → round UP to **$14.78**.
After the assumed fee and costs: $14.78 × 0.90 − $3.30 = $10.002.

COMPETITOR LOW PRICE

COMPETITOR HIGH PRICE

WHERE I WILL SIT / WHY

BUNDLE OR UPSELL IDEA

TIER	PRICE	WHAT IS INCLUDED
Starter / single		
Core / bundle		
Premium / bulk		

MY LAUNCH PRICE

MY REGULAR PRICE

Use truthful sale comparisons and discount dates. Check the actual fee schedule before launch; the example rate is not an Etsy, Shopify or other platform rate.

WORKSHEET / FORECAST

A 12-month income projection

Build a scenario from explicit assumptions and revisit it at each review. Revenue growth is not automatic.

MONTH	PRODUCTS LIVE	SALES	AVG. EARNED / SALE	REVENUE	CUMULATIVE
01					
02					
03					
04					
05					
06					
07					
08					
09					
10					
11					
12					

Revenue = sales × average earned revenue per sale.
Cumulative revenue = previous cumulative total + current revenue.

For direct sales, use the chosen gross/net revenue basis consistently. For royalties and affiliate commissions, use your earned amount per sale. This is a revenue forecast, not a profit forecast; costs and timing still matter.

WORKSHEET / FIRST 100 SALES

Plan the first 100 sales

Sales show customer activity. They do not, by themselves, prove profitability or that the model will scale.

WEEKS TO THE TARGET

AVERAGE SALES / WEEK

AVERAGE SALES / DAY

Weekly average = 100 ÷ planned weeks. Daily average = 100 ÷ actual days in the plan; use days you intend to sell or state that calendar days are the basis.

- [ ] Test a useful product / listing range
- [ ] Invite honest feedback where allowed
- [ ] Improve weak listings using evidence
- [ ] Publish relevant content on a schedule
- [ ] Test a profitable bundle
- [ ] Make more of whatever sells first

DATES / NOTES FOR THESE SIX TACTICS

PROGRESS / ONE CHECK FOR EACH TEN SALES

- [ ] 10
- [ ] 20
- [ ] 30
- [ ] 40
- [ ] 50
- [ ] 60
- [ ] 70
- [ ] 80
- [ ] 90
- [ ] 100

THE SINGLE ACTION CONTRIBUTING MOST TO SALES / EVIDENCE

HIGHEST-EARNING PRODUCT TO MAKE MORE OF FIRST / BASED ON VERIFIED CONTRIBUTION

WORKSHEET / FIRST $1,000

Plan the first $1,000 profit

Use a defined period. Add its fixed costs to the target and divide by positive contribution per sale, then round sales up.

CONTRIBUTION / SALE

FIXED COSTS / PERIOD

SALES NEEDED / ROUND UP

TARGET DATE

Sales needed = ($1,000 target operating profit + fixed costs) ÷ contribution per sale, rounded up.

MORE USEFUL PRODUCTS

MORE RELEVANT TRAFFIC

HIGHER PRICE / PROFITABLE BUNDLES

BETTER CONVERSION / TEST ONE CHANGE

- [ ] Extend the best-selling line if profitable
- [ ] Test one bundle or upsell
- [ ] Invite honest feedback where permitted
- [ ] Set a useful traffic action target
- [ ] Improve three listing titles / images
- [ ] Cut or revise one ineffective activity

MY 30-DAY ACTION DATES / NOTES

WORKSHEET / FIRST $5,000

Build a monthly profit plan

Choose distinct revenue streams. Allocate fixed costs once; target contributions must total $5,000 plus those costs.

MONTHLY OPERATING-PROFIT TARGET / $5,000

MONTHLY FIXED COSTS

INCOME STREAM	CONTRIBUTION / SALE	CONTRIBUTION TARGET	SALES NEEDED
Primary product line			
Second product line			
Bundles / upsells			
Affiliate earnings			
Other			
TOTAL			

For each row: sales = round contribution target ÷ positive contribution per sale up. Do not count a bundled sale again in another product row. Affiliate income requires active work and can vary.

- ☐ Batch product creation
- ☐ Schedule useful content
- ☐ Template repeatable listing work
- ☐ Track the numbers weekly

WHAT I WILL OUTSOURCE / AUTOMATE

WHAT I WILL REPEAT / SUPPORTING EVIDENCE

SECTION 05 / YOUR NEXT STAGE

Review the evidence



Three checkpoints help turn effort into a better plan.

01 Measure the same period

Record revenue, products, customers and hours on a consistent basis.

02 Keep uncertainty visible

A small sample may not establish a repeatable pattern yet.

03 Decide the next action

Keep useful work, revise weak assumptions and carry forward unfinished priorities.

WHAT DECISION WILL THIS REVIEW HELP ME MAKE?

MY NEXT ACTION

TARGET DATE

DAY 30 / CHECKPOINT

30-day review

Record this review period, then compare it with the matching plan.

PERIOD COVERED / COMPARISON PERIOD

REVENUE

HOURS INVESTED

PRODUCTS CREATED

NEW CUSTOMERS

WHAT WORKED

REPEAT / DO MORE OF THIS

WHAT FAILED / REMAINS UNCERTAIN

REMOVE / CHANGE THIS

WHAT GENERATED REVENUE

GOALS FOR THE NEXT 30 DAYS

DAY 60 / CHECKPOINT

60-day review

Two-thirds through the 90-day plan. Record this review period, then compare it with the matching plan.

PERIOD COVERED / COMPARISON PERIOD

REVENUE

HOURS INVESTED

PRODUCTS CREATED

NEW CUSTOMERS

WHAT WORKED

REPEAT / DO MORE OF THIS

WHAT FAILED / REMAINS UNCERTAIN

REMOVE / CHANGE THIS

WHAT GENERATED REVENUE

GOALS FOR THE NEXT 30 DAYS

DAY 90 / CHECKPOINT

90-day review

Record this review period, then compare it with the matching plan.

PERIOD COVERED / COMPARISON PERIOD

REVENUE

HOURS INVESTED

PRODUCTS CREATED

NEW CUSTOMERS

WHAT WORKED

REPEAT / DO MORE OF THIS

WHAT FAILED / REMAINS UNCERTAIN

REMOVE / CHANGE THIS

WHAT GENERATED REVENUE

GOALS FOR THE NEXT 90 DAYS

SECTION 06 / YOUR NEXT STAGE

Your next milestone



Keep the long-term goal connected to practical action and sound economics.

01 Map the revenue ladder

Name what each milestone means to you, with a date and a next step.

02 Plan the supporting work

Connect traffic, products and customer value to the target.

03 Celebrate and continue

Record what you learned and choose the next useful goal.

WHAT PROGRESS AM I PROUD OF, AND WHAT COMES NEXT?

MY NEXT ACTION

TARGET DATE

ROADMAP / MONTHLY REVENUE

My $5,000 monthly roadmap

This ladder uses monthly revenue. Check the profit tracker separately to understand how much remains after costs.

REVENUE	WHAT IT MEANS TO ME	TARGET DATE	HOW I WILL GET THERE
$100			
$500			
$1,000			
$2,500			
$5,000			

DAILY VISITORS / SESSIONS TARGET

PRODUCTS LIVE TARGET

PRIMARY TRAFFIC CHANNEL

BEST-SELLING PRODUCT LINE

EMAIL SUBSCRIBER TARGET

NEW PRODUCTS PER MONTH

USE THE MILESTONES AS CHOICES

$5,000 is a four-figure monthly revenue goal. Reaching an arbitrary amount does not by itself establish profitability, a repeatable system or a legal business classification.

MILESTONES / WHAT YOU HAVE BUILT

Celebrate meaningful progress

For dollar milestones, record whether you mean revenue or profit. Name a celebration that fits the achievement.

FIRST SALE / DATE AND HOW I WILL CELEBRATE

FIRST $100 / DATE AND HOW I WILL CELEBRATE

FIRST 100 SALES / DATE AND HOW I WILL CELEBRATE

FIRST $500 MONTH / DATE AND HOW I WILL CELEBRATE

FIRST $1,000 MONTH / DATE AND HOW I WILL CELEBRATE

FIRST $5,000 MONTH / DATE AND HOW I WILL CELEBRATE

WHAT THIS JOURNEY TAUGHT ME

MY NEXT GOAL BEYOND $5,000

NEXT CYCLE / KEEP THE USEFUL PARTS

Carry your learning forward



Plan. Create. Publish. Track. Earn. Reuse these pages for your own business and build the next cycle from what you learned.

THE SYSTEM I WILL CARRY INTO THE NEXT 90 DAYS

NEXT CYCLE BEGINS

FIRST REVIEW DATE

OFFICIAL GUIDANCE / CHECKED 13 NOVEMBER 2026

Etsy fees / country-specific charges and fee bases

Etsy review integrity / shilling policy

KDP / eligible ebook subscription pages and royalties

KDP Select / ebook enrollment and exclusivity

Shopify reports / sessions and conversion definitions

Pinterest Analytics / metric definitions

MAKE THE NUMBERS YOUR OWN

This planner uses manual fields and illustrative calculations. Check current account-specific fees and terms before pricing or enrolling in a program. Income goals and scenarios are not forecasts or guarantees.