

# Juxtaposed Tides | 90-Day Operating Plan Template

From intent to execution — a simple, fillable template for clarity, cadence, and growth.

## 1. Plan Overview

|                                                        |  |
|--------------------------------------------------------|--|
| Positioning (Who + Outcome)                            |  |
| Offer (What's Included / Who It's For)                 |  |
| Two-Click Path (Customer Journey)                      |  |
| Primary Channel (Where You'll Show Up)                 |  |
| Backstage Systems (Forms → CRM, Automations, Bookings) |  |
| 90-Day Goal (One Measurable Outcome)                   |  |

## 2. Weekly Cadence

|                                    |  |
|------------------------------------|--|
| Monday (Improvements)              |  |
| Tuesday (Delivery + Proof Capture) |  |
| Wednesday (Outreach)               |  |
| Thursday (Follow-Ups)              |  |
| Friday (Signal Review + Notes)     |  |

## 3. Key Signals to Track

|                                                 |  |
|-------------------------------------------------|--|
| Inquiry Signal (Form Submit / Booking Start)    |  |
| Commit Signal (Payment / Signed Proposal)       |  |
| Value Signal (Avg. Order Value / Total Revenue) |  |

## 4. Automations + Systems Setup

|                               |  |
|-------------------------------|--|
| Acknowledgement Message       |  |
| Follow-Up Reminder            |  |
| Review Request                |  |
| Other Automations / Workflows |  |

## 5. Guardrails (Boundaries & Capacity)

|                                 |  |
|---------------------------------|--|
| Max Projects / Clients Per Week |  |
| Time Buffers / Prep Blocks      |  |

|                                               |  |
|-----------------------------------------------|--|
| No-Go Work (What You'll Decline This Quarter) |  |
|-----------------------------------------------|--|

## 6. Weekly Reflection Log

|                                          |  |
|------------------------------------------|--|
| Changed (What You Adjusted)              |  |
| Because (Reason / Signal)                |  |
| Check Next (What You'll Watch Next Week) |  |

Keep this as your living document—review weekly, update intentionally, and let clarity compound.