SPARK GROWTH

Goal Crusher

Turn one big goal into 90 days of obvious next steps.

A 90-day workbook for founders, freelancers and anyone with a goal that keeps slipping to next quarter.

Contents

- Part 1 — Define the goal
- Part 2 — The 90-day map
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PART 1

Define the goal

Ninety days is long enough to make real progress and short enough to stay urgent. Before you plan anything, you need one goal and a definition of done that someone else could verify.

THE GOAL I AM CHASING

I KNOW THIS GOAL MATTERS BECAUSE

NINETY DAYS FROM NOW, “DONE” MEANS

“DONE” MEANS I CAN SAY YES TO THESE

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

Obstacles and if-then plans

Write the obstacles you can already see. Anything you can predict, you can plan for while you are calm.

OBSTACLE 1

IF THIS HAPPENS, I WILL…

OBSTACLE 2

IF THIS HAPPENS, I WILL…

OBSTACLE 3

IF THIS HAPPENS, I WILL…

The one repeatable action that moves this goal forward, most days:

PART 2

The 90-day map

Work backwards. Three monthly milestones, then weekly targets underneath them. Each milestone should be visible from the outside — something you could show someone.

MONTH 1 MILESTONE

WEEKLY TARGETS

- Week 1: _____
- Week 2: _____
- Week 3: _____
- Week 4: _____

MONTH 2 MILESTONE

WEEKLY TARGETS

- Week 5: _____
- Week 6: _____
- Week 7: _____
- Week 8: _____

MONTH 3 MILESTONE

WEEKLY TARGETS

- Week 9: _____
- Week 10: _____
- Week 11: _____
- Week 12: _____

90-day timeline

Mark where each milestone lands and shade the weeks as you complete them.

W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13

PART 3

Thirteen weekly spreads

One spread per week. Fill the target and top three actions on Monday morning; complete the review on Sunday before you plan the next week.

WEEK 1

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 2

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 3

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 4

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 5

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 6

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 7

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 8

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 9

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 10

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 11

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 12

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

WEEK 13

Dates: _____ to _____

THIS WEEK'S TARGET

TOP 3 ACTIONS

☐ 1. _____

☐ 2. _____

☐ 3. _____

OBSTACLE I MIGHT HIT / IF-THEN PLAN

DAILY CHECK-INS — ONE THING DONE

Mon		☐
Tue		☐
Wed		☐
Thu		☐
Fri		☐
Sat		☐
Sun		☐

SUNDAY REVIEW

WHAT MOVED?

WHAT STALLED?

WHAT CHANGES NEXT WEEK?

PART 4

Progress dashboard

Update this once a week, straight after the Sunday review. Trends matter; single weeks do not.

WEEKLY TRACKER

Week	Target hit?	Actions done	Confidence (1–10)
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			

MILESTONE LOG

MONTH 1 MILESTONE — HIT / MISSED, AND WHY:

MONTH 2 MILESTONE — HIT / MISSED, AND WHY:

MONTH 3 MILESTONE — HIT / MISSED, AND WHY:

PART 5

Final review

DID I REACH “DONE”? WHAT EXACTLY DID I FINISH?

WHAT WORKED BETTER THAN EXPECTED?

WHAT WOULD I DO DIFFERENTLY?

WHAT IS MY NEXT 90-DAY GOAL?

Ninety days from now you will wish you had started this page today. Date it, sign it, and begin.