

30-Day Startup Action Plan

Use this tool to translate big goals into clear, weekly actions – prioritizing tasks aligned with revenue, retention, and validation.

Step 1: Define Your Monthly Goal

What core outcome do you want to achieve by the end of the next 30 days?

Example: "Secure 5 beta users and gather feedback."

MONTH:

Step 2: Break It Down -- Weekly Action Planner

Capture 3 Actions / Targets for each week and Note resulting Milestones or Key Performance Metrics

WEEK 1	ACTION		ACTION		ACTION	
	KPI OR MILESTONE		KPI OR MILESTONE		KPI OR MILESTONE	
WEEK 2	ACTION		ACTION		ACTION	
	KPI OR MILESTONE		KPI OR MILESTONE		KPI OR MILESTONE	
WEEK 3	ACTION		ACTION		ACTION	
	KPI OR MILESTONE		KPI OR MILESTONE		KPI OR MILESTONE	
WEEK 4	ACTION		ACTION		ACTION	
	KPI OR MILESTONE		KPI OR MILESTONE		KPI OR MILESTONE	

Step 3: Weekly Check-ins -- At the start of each week:

- ☐ Review last week's progress
- ☐ Reconfirm or adjust your Top 3 Actions for the coming week.
- ☐ Use the **Founder Focus Grid** to triage tasks.

Pro Tip: Block time on your calendar for your Top 3 Weekly actions before adding or accepting anything else.

Step 4: End-of-Month Reflection (Founders who reflect improve faster):

- ☐ What worked? _____
- ☐ What didn't? _____
- ☐ What surprised you? _____
- ☐ What will you double down on or change for the next sprint? _____