Atomic Agents Incubator | LET'S LAUNCH 🚀
My 90-Day Business Plan

LOOK BACK BEFORE YOU LAUNCH
1. My Incubator Reflection
My biggest win:

The biggest lesson I'm taking with me:

Something I started or changed:

Something I still need to finish:

Something I'm ready to STOP doing:

What feels easier or clearer than it did 90 days ago?

My Business Right Now
Rate each area:

Area	Strong	Growing	Needs Attention
Goals & Direction	☐	☐	☐
Client / Niche Clarity	☐	☐	☐
Lead Generation	☐	☐	☐
Marketing / Visibility	☐	☐	☐
Database / Follow-Up	☐	☐	☐
Systems & Organization	☐	☐	☐
Professional Network	☐	☐	☐
Contracts / Compliance	☐	☐	☐
Brokerage Resources	☐	☐	☐

Atomic Reminder: *Growth is easier to see when you stop long enough to measure it.*

DESIGN THE BUSINESS AROUND THE LIFE
2. What Do I Want the Next 90 Days to Look Like?
My Ideal Week
I want to work approximately: _____ hours per week
Days/times I want protected:

My ideal workday starts: _____ My ideal workday ends: _____
I want more time for:

I want less time spent on:

What Needs to Change?
☐ Delegate ☐ Automate ☐ Simplify ☐ Create a boundary ☐ Stop doing it ☐ Schedule it differently
One thing I can delegate:

One thing I can automate:

One thing I can simplify or stop:

My 90-Day Goals
PRIMARY BUSINESS GOAL
By the end of 90 days, I will:

SUPPORTING GOAL #1

SUPPORTING GOAL #2

Atomic Reminder: *Build a business that supports your life—not one that consumes it.*

KNOW YOUR NUMBERS
3. Reverse Engineer the Goal
My 90-Day Production Goal
Income goal: $_____ Closed transactions: _____
Listings: _____ Buyers: _____ Other: _____
Work Backward - To reach that goal, I estimate I need:
Active opportunities: _____ Appointments / consultations: _____ New opportunities per month: _____
Meaningful conversations per week: _____ Follow-ups per week: _____
Visibility / lead-generation activities per week: _____
My Weekly Minimums
Meaningful conversations _____ Follow-Ups _____ Appointment asks _____ Appointments held _____
New CRM contacts _____ Opportunities moved forward _____ Visibility/marketing content activity _____
What number will tell me fastest that I'm getting off track?

Atomic Reminder: *Goals become plans when the numbers have somewhere to go.*

AUDIT WHAT ALREADY WORKS
4. My Business Audit
Who Did I Work With This Year?
☐ Buyers____ ☐ Sellers____ ☐ First-time buyers____ ☐ Move-up buyers____ ☐ Downsizers____ ☐ Investors____
☐ Military / relocation____ ☐ Luxury____ ☐ Land____ ☐ New construction____ ☐ Referrals____ ☐ Other:____
The clients/transactions I enjoyed most:

The clients/transactions that were most profitable:

The ones that drained the most energy:

Where did my best business come from?

My Professional Partner Audit
People I loved working with:

Someone I need to work with more:

A relationship I may need to replace or improve:

5. MY BEST BUSINESS FIT
I'm really GOOD at:

I genuinely ENJOY:

Clients consistently appreciate this about me:

These activities create opportunities for me:

My Sweet Spot: Where skill + enjoyment + opportunity overlap:

For the next 90 days, I want MORE of:

Atomic Reminder: *Your past business leaves clues about your best future business.*

PEOPLE, VISIBILITY & RHYTHM

6. Who Needs My Attention?

My Priority People / Opportunities

1.
2.
3.
4.
5.
6.
7.
8.

Who else belongs in my database?

☐ Family / friends ☐ Former coworkers ☐ Neighbors / former neighbors ☐ School / activity connections
☐ Community groups ☐ Local businesses ☐ Vendors / service providers ☐ Past clients ☐ Professional contacts
☐ Social media connections ☐ People from previous careers ☐ People outside my market

My Visibility Plan

The people I most want to reach:

The best ways for ME to connect with them:

☐ Calls ☐ Texts ☐ Email ☐ Social media ☐ Video ☐ Open houses ☐ Community events ☐ Pop-bys ☐ Networking
☐ Classes / education ☐ Direct mail ☐ Other: _____

My Weekly Rhythm

Lead Generation:

Follow-Up:

Marketing / Visibility:

Admin / Systems:

Appointments / Client Work:

Personal / Mindset / Recharge:

Atomic Reminder: *Consistency gets easier when the strategy fits the person doing it.*

BUILD IT, PROTECT IT, LAUNCH IT

7. My Dream Team

Role	My People	Still Need
Lender	_____	☐
Title / Escrow	_____	☐
Inspector	_____	☐
Photographer	_____	☐
Contractor / Handyman	_____	☐
Cleaner / Stager	_____	☐
Transaction Support	_____	☐
Broker / Mentor	_____	☐

Specialty Agent _____ ☐

Marketing Support _____ ☐

Accountability Partner _____ ☐

Other: _____ _____ ☐

Who helps me stay in my zone of genius?

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8. Protect the Plan

The three things most likely to derail me are:

1. _____
   Safeguard: _____
2. _____
   Safeguard: _____
3. _____
   Safeguard: _____

Who can help keep me accountable?

MY 30 / 60 / 90-DAY MAP

FIRST 30 DAYS

Main priority:

Milestone:

BY DAY 60

Main priority:

Milestone:

BY DAY 90

The result I want to see:

My First Action

Within the next 48 hours I will:

MY LAUNCH COMMITMENT 🚀

Over the next 90 days, I am going to…

When I get distracted, busy, frustrated, or tempted to reinvent everything, I will remember:

My primary goal:

My weekly minimum:

My people:

My first next step:

Atomic Reflection: The Incubator wasn't the business. It was the build.

NOW LAUNCH IT. 🚀

Small Actions. Explosive Results.