



90-DAY ROLLOUT PLANNER

AI Systems for Small Business
Chapter 9 Worksheet

This planner helps you turn everything you’ve learned into a structured, phased implementation. Work through the assessment first, then map your three phases with specific deliverables and timelines.

Time estimate: 45–60 minutes to build your plan. Then you execute it over 90 days.

Step 1: Assess Your Current State

Rate where you are with each system. Be honest. This isn’t a test. It’s a map that shows you where to start.

Suggested prompt:

“Acting as a business operations consultant, I want to assess where I am across five core business systems so I can prioritize my 90-day implementation plan. The five systems are: marketing foundation, content production and distribution, sales and conversion, data and analytics, and operational workflows. Ask me about each one so you can help me identify where I’m strongest and where I have the biggest gaps.”

System	Current State (what’s in place, what’s missing)	Gap Level (1–5)
Marketing Foundation (Ch. 4)		
Content System (Ch. 5)		
Sales & Conversion (Ch. 6)		
Data & Analytics (Ch. 7)		



Operational Workflows (Ch. 8)	
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My biggest gap (where I'll start)

My strongest area (what I can build on)

Scoring guide:
 1 = System is running well, just needs refinement. 3 = Some pieces exist but no structured system. 5 = Nothing in place. Start with the highest numbers.

Step 2: Map Your Three Phases

Assign specific deliverables to each 30-day phase. The suggested defaults follow the book's recommended sequence, but adjust based on your assessment above.

Rollout Start Date: _____	Target End Date: _____
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<p>PHASE 1: FOUNDATION AND QUICK WINS <i>Days 1–30 Dates: _____ to _____</i></p>
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Default focus: Marketing Foundation Brief (Ch. 4) + first content cycle (Ch. 5) + daily AI partner habit (Ch. 8). Adjust based on your assessment.

Phase 1 focus area(s)



Milestone / Deliverable	Target Week	Complete?
1.		
2.		
3.		
4.		
5.		

Phase 1 success looks like (what's true at Day 30?)

PHASE 2: SALES AND OPERATIONS
Days 31–60 | Dates: _____ to _____

Default focus: Sales pipeline + first sequence (Ch. 6) + highest-friction operational workflow (Ch. 8). Continue content system from Phase 1.

Phase 2 focus area(s)

Milestone / Deliverable	Target Week	Complete?
1.		
2.		
3.		



4.		
5.		

Phase 2 success looks like (what's true at Day 60?)

PHASE 3: DATA INTELLIGENCE AND REFINEMENT
 Days 61–90 | Dates: _____ to _____

Default focus: First monthly business review (Ch. 7) + refine Phase 1 and 2 systems based on data + second operational SOP.

Phase 3 focus area(s)

Milestone / Deliverable	Target Week	Complete?
1.		
2.		
3.		
4.		
5.		



Phase 3 success looks like (what's true at Day 90?)

Step 3: Block Your Implementation Time

Open your calendar right now. Block your implementation sessions for at least the first 30 days. You can schedule Phases 2 and 3 later, but Phase 1 needs to be on the calendar today.

My Weekly Implementation Schedule

Session	Day / Time	Duration
Session 1		
Session 2		
Session 3 (optional)		

Protect this time:

Treat these sessions like client appointments. Morning sessions before the day's urgencies start are ideal. If you have to reschedule, reschedule. Don't cancel.

Phase Check-Ins

At the end of each phase, take 15 minutes to review your progress and adjust the next phase if needed.

End of Phase 1 (Day 30)

- Marketing Foundation Brief complete
- First content cycle published and distributed



- Daily AI partner habit established
- Phase 2 calendar sessions blocked

Phase 1 notes: what worked, what to adjust

End of Phase 2 (Day 60)

- Sales pipeline mapped
- First sales sequence active
- First operational SOP documented and tested
- Content system running consistently
- Phase 3 calendar sessions blocked

Phase 2 notes: what worked, what to adjust

End of Phase 3 (Day 90)

- First monthly business review complete
- Data-driven adjustments made to existing systems
- Second operational SOP documented and tested



- All five core systems active
- Monthly review scheduled as ongoing practice

Phase 3 notes: what worked, what's next

For more resources and tools:
fistbumpmedia.com/ai-for-business