

After Your 30 Days

You picked one thing and put it on the calendar. That was the right number of things. Here is the order for everything else — and why it is that order.

Days 1–30

THE ONE YOU CHOSE

Build it. Do not add to it.

One change, one behaviour, on the calendar. The test at the end of the month is not whether it is elegant — it is whether it happened four weeks running. If it did not, the problem is almost never the system. It is that the slot competed with paying work and lost.

Move the slot earlier in the day and run the same thirty days again. That is not a setback; it is the actual lesson.

Days 31–60

THE SECOND MOTION

Go back to your scores and take the next lowest.

Not the most exciting one — the next lowest. By now you have evidence you did not have on day one, so re-score all five before you choose. Businesses move faster than owners expect, and the answer often changes.

One warning worth taking seriously: do not drop the first system when you start the second. Most people trade rather than add. The first one is only thirty days old and has no roots yet.

Days 61–90

THE SYSTEM
UNDERNEATH

Write down what only you know.

Most owner-run businesses score well on the four motions and badly on the layer beneath them — not because the owner is disorganised, but because they are the only place any of it is written down. That is a different problem from being weak at marketing, and it is the one that decides whether the business can ever be handed to anyone.

Pick the single process a new person would need on their first week and write it as it actually happens, not as it should. One page. Then the next one.

Then it becomes a rhythm

Twenty minutes weekly on the pipeline. One hour quarterly on price. Re-score the five motions twice a year. That is the whole operating cadence, and it is smaller than anyone expects.

Signs you have earned the next tool

The spreadsheet costs you more than an hour a week. A second person needs to see it. You are re-typing the same thing into two places. Any one of those — climb. None of them — stay.

What ninety days does not fix

Pricing that was set from fear years ago. A channel that has quietly stopped working. A business that is profitable on paper and exhausting in practice. Those are structural, and no thirty-day habit reaches them — they need someone to sit down with the whole engine at once. If that is where you are, that is what office hours are for.