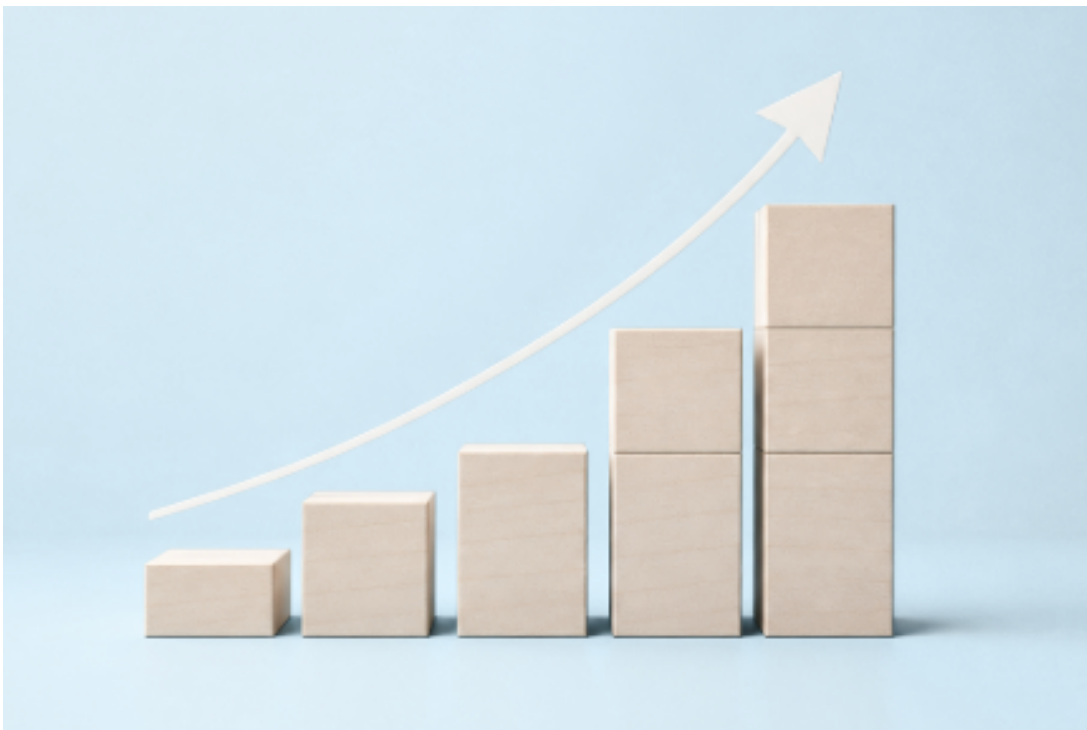


MANSFIELD CHAMBER

GROWTH GUIDES

The 90-Day Growth Plan

A practical step-by-step plan to clarify your message, increase visibility, strengthen follow-up, and create real momentum.



GROWTH & REVENUE

The Mansfield Area Chamber of Commerce

The 90-Day Growth Plan

A practical roadmap to help Mansfield businesses focus, take action, track progress, and build real momentum.

Big goals sound good.

Grow revenue.

Get more customers.

Improve marketing.

Build the team.

Fix operations.

Increase visibility.

Use AI.

Get more referrals.

Finally follow up better.

The problem is not usually the goal.

The problem is the gap between the goal and what happens on Monday morning.

That is where businesses get stuck.

The goal is big.

The calendar is full.

The inbox is loud.

Customers need help.

Employees have questions.

Marketing gets pushed back.

Follow-up gets delayed.

And growth becomes something you plan to work on “when things slow down.”

But things rarely slow down.

That is why 90 days works.

A 90-day plan is long enough to create real results and short enough to keep your attention.

It gives you a finish line you can actually see.

And in today’s business environment, that matters.

Customers are moving faster. Search is changing. AI is changing expectations. Reviews matter more. Follow-up speed matters more. Local competition is increasing. And Mansfield continues to grow, with the U.S. Census Bureau estimating the city's 2024 population at 80,803. More growth means more opportunity, but it also means more noise and more choices for customers.

You do not need a 40-page strategic plan that sits in a folder.

You need a focused 90-day sprint that tells you what to do next.

Why 90 Days?

The original guide makes the case that 90-day sprints work because they create urgency, momentum, feedback loops, and focused action.

That is exactly right.

Annual goals are useful, but they are too far away to drive daily behavior.

A year gives you too much room to delay.

A 90-day sprint forces decisions.

It asks:

What matters most right now?

What can we actually accomplish?

What should we stop doing?

What should we measure?

What needs to change next week, not someday?

Growth does not usually come from doing more.

It comes from doing the right things consistently.

The 90-Day Rhythm

Plan.

Decide what matters.

Execute.

Take focused action.

Measure.

Track what is working.

Adjust.

Fix what is not.

Repeat.

Start the next sprint smarter.

That rhythm is how businesses improve without getting overwhelmed.

The Current Growth Reality

The old growth playbook was simpler.

Get referrals.

Network.

Run a few ads.

Post occasionally.

Wait for the phone to ring.

That is not enough anymore.

Customers often decide whether they trust you before they ever talk to you.

They search you.

They read reviews.

They check your website.

They look at photos.

They compare options.

They ask AI tools or search engines for recommendations.

They expect fast responses.

Google says local search results are mainly based on relevance, distance, and popularity, which means your business needs to clearly match what customers are searching for, serve the right area, and look credible enough to show up.

So your 90-day plan should not just say, "Get more customers."

It should build the system that helps customers find you, trust you, choose you, and come back.

The 90-Day Growth Framework

This plan is built around five phases:

Weeks 1–2: Clarify the Goal

Choose what growth actually means for this sprint.

Weeks 3–4: Build the Action Plan

Turn the goal into weekly activities.

Weeks 5–8: Execute and Track

Do the work and measure what happens.

Weeks 9–10: Fix the Bottlenecks

Remove friction, adjust, and improve.

Weeks 11–12: Review and Reset

Evaluate results and plan the next sprint.

The original guide follows this same basic structure, moving from goal setting to action planning, execution, challenge management, and quarterly review.

Now let's make it practical.

Weeks 1–2: Define Your Growth Goals

Growth does not happen by accident.

It starts with deciding what matters most.

That sounds simple, but this is where many businesses go wrong.

They try to grow everything at once.

More sales.

More followers.

More reviews.

More events.

More leads.

More products.

More employees.

More partnerships.

More is not a strategy.

Focus is.

For the next 90 days, choose no more than three growth goals.

Not ten.

Three.

Use SMART Goals

The original guide uses the SMART framework: specific, measurable, achievable, relevant, and time-bound.

Keep that.

A vague goal sounds like this:

Get more business.

A SMART goal sounds like this:

Generate 30 qualified leads from Mansfield-area customers and convert at least 20% into paying customers within 90 days.

That goal can be tracked.

And what gets tracked gets improved.

Examples of Strong 90-Day Goals

Increase monthly revenue by 12% by improving follow-up and closing five additional deals.

Add 25 new Google reviews and improve local search visibility.

Generate 40 qualified leads through Google Business Profile, Chamber referrals, and email marketing.

Reactivate 20 past customers with a targeted email and phone follow-up campaign.

Book 10 discovery calls with local referral partners.

Increase repeat customer purchases by 15%.

Improve website conversion by adding clearer calls to action, testimonials, and service pages.

Choose the Right Type of Goal

Not every business needs the same goal.

A startup may need visibility.

A growing business may need conversion.

A mature business may need retention.

A service business may need better follow-up.

A retail business may need more foot traffic.

A restaurant may need weekday sales.

A professional service firm may need qualified leads.

A Chamber member may need stronger local relationships.

Growth should match the stage you are in.

Action Tool: Your Top Three Goals

Write your three goals:

Goal 1:

By the end of 90 days, we will _____.

Goal 2:

By the end of 90 days, we will _____.

Goal 3:

By the end of 90 days, we will _____.

Now ask:

Do these goals directly affect revenue, visibility, retention, efficiency, or trust?

If not, rewrite them.

Choose Your KPIs

Growth without measurement is guessing.

The original guide recommends tracking KPIs such as sales conversions, customer acquisition cost, website traffic, engagement, and social media growth.

That is still useful, but do not track everything.

Track the numbers tied to your goals.

KPIs Worth Tracking

Revenue.

Gross profit.

Number of leads.

Lead source.

Conversion rate.

Average transaction value.

Repeat customers.

Customer retention.

Google Business Profile calls, clicks, and direction requests.

Website visits.

Contact form submissions.

Email open and click rates.

Reviews earned.

Referral conversations.

Appointments booked.

Sales cycle length.

Follow-up completion.

If you track too much, you will ignore all of it.

Choose three to five numbers.

Action Tool: KPI Selection

For each goal, choose the number that proves progress.

Goal: Increase qualified leads.

KPI: Number of leads by source.

Goal: Improve follow-up.

KPI: Percentage of leads contacted within 24 hours.

Goal: Increase local visibility.

KPI: Google profile actions, reviews, and website clicks.

Goal: Improve sales.

KPI: Conversion rate from estimate to closed deal.

Study the Market Before You Act

The original guide recommends analyzing three to five competitors and studying their marketing, pricing, customer engagement, websites, and social media.

Do this.

But do not copy blindly.

The goal is not to become a cheaper version of someone else.

The goal is to understand the market.

Simple Competitor Review

Choose three competitors and look at:

Their Google reviews.

Their website clarity.

Their offers.

Their photos.

Their social media activity.

Their pricing signals.

Their calls to action.

Their strongest customer complaints.

Their strongest customer compliments.

Their Chamber or community involvement.

Then ask:

What do they do well?

What do customers praise?

What frustrates customers?

What are they not saying?

Where can we be clearer, faster, more helpful, more local, or more trusted?

Action Tool

List three competitors:

1. _____
2. _____
3. _____

What can we learn?

What they do well: _____

What they miss: _____

Our opportunity: _____

Weeks 3–4: Build the Action Plan

A goal without a plan is just a wish.

The original guide builds the action plan around marketing, sales process, operational efficiency, and customer retention.

That is the right structure.

Every 90-day growth plan should answer four questions:

How will we get attention?

How will we turn attention into trust?

How will we follow up and close?

How will we keep customers coming back?

1. Marketing Plan: Attract, Engage, Convert

The original guide uses a three-part marketing system: attract, engage, and convert.

Keep it simple.

Attract

How will new people find you?

Google Business Profile.

Local SEO.

Chamber directory.

Social media.

Community events.

Referral partners.

Email list.

Paid ads.

Local media.

Workshops.

Sponsorships.

Engage

How will people begin to trust you?

Customer stories.

Reviews.

Helpful content.

Short videos.

Educational emails.

Photos.

Testimonials.

Before-and-after examples.

Clear service descriptions.

Convert

How will they take action?

Call now.

Book appointment.

Request quote.

Visit location.

Download guide.

Register for event.

Schedule consultation.

Join membership.

Your marketing should not just create awareness.

It should move people somewhere.

Action Tool: 30-Day Marketing Calendar

For the first 30 days, choose:

One primary platform: _____

One email topic: _____

One customer story: _____

One offer or call to action: _____

One local visibility move: _____

Examples:

Update Google profile with five photos.

Send one helpful email to past customers.

Post one customer story.

Attend one Chamber event.

Create one short FAQ video.

2. Sales Process: Stop Letting Leads Leak

Most businesses do not have a lead problem first.

They have a follow-up problem.

The original guide says businesses often struggle with sales because they do not have a structured sales system, then outlines lead generation, lead nurturing, closing, and retention.

That still applies.

In today's market, speed matters.

Customers often contact multiple businesses.

The business that responds clearly and quickly has the advantage.

Your Sales Process Should Answer

Where do our best leads come from?

How quickly do we respond?

Who owns follow-up?

How many follow-up attempts do we make?

What is our offer?

What proof do we share?

How do we close?

What happens after the sale?

If the answer is "it depends," you do not have a process yet.

You have a habit.

And habits break under pressure.

Action Tool: Follow-Up System

Create a simple five-touch follow-up process:

Touch 1: Respond within 24 hours, ideally much faster.

Touch 2: Send helpful information or answer the main question.

Touch 3: Share proof, such as review, testimonial, or example.

Touch 4: Invite a clear next step.

Touch 5: Close the loop politely.

The original guide includes follow-up scripts and emphasizes that consistent follow-up helps convert more leads.

Use that idea, but keep it human.

People do not want to be chased.

They want to be helped.

3. Operations: Remove Friction

Growth creates pressure.

If your systems are weak, growth exposes the cracks.

The original guide recommends batching work, automating routine tasks, and delegating low-value tasks.

That is exactly what small businesses need right now.

Not every growth move is marketing.

Sometimes the fastest way to grow is to remove the bottleneck that keeps slowing everything down.

Common Bottlenecks

Slow estimates.

Missed calls.

Manual scheduling.

Late invoices.

Unclear handoffs.

No CRM.

No review request process.

No email templates.

Too much owner dependency.

Repeated customer questions.

Team confusion.

Action Tool: Friction Audit

Ask:

What task do we repeat every week?

Where do customers wait too long?

Where do leads fall through?

What still lives only in the owner's head?

What could be automated, delegated, documented, or eliminated?

Pick three tasks.

Automate: _____

Delegate: _____

Document: _____

AI can help here. The SBA says AI can help small businesses streamline processes, limit human error, and help employees complete everyday tasks faster.

Use AI to save time.

Then use that time to serve customers better.

4. Retention: Grow With the Customers You Already Have

New customers matter.

But existing customers are usually easier to serve, easier to sell to, and more likely to refer.

The original guide includes loyalty programs, upselling, cross-selling, and follow-up strategies as retention tools.

That should stay.

But make it more personal.

Retention is not just a program.

It is a relationship.

Retention Ideas

Thank-you messages.

Review requests.

Referral rewards.

VIP customer list.

Seasonal reminders.

Maintenance plans.

Repeat purchase incentives.

Customer appreciation events.

Educational emails.

Loyalty offers.

Upsell or cross-sell based on real need.

Action Tool

Choose one retention strategy for this sprint:

We will keep customers engaged by:

We will contact past customers through:

We will ask for referrals by:

Weeks 5–8: Execute and Track Progress

This is where the plan either becomes real or becomes another document.

The original guide says execution without tracking is like driving blindfolded, then recommends time blocking, weekly reviews, and tools like Google Sheets, Trello, Asana, CRMs, and email platforms.

That is still the right idea.

You need a rhythm.

Not motivation.

A rhythm.

Time Block Growth Work

If growth work is not on the calendar, it gets pushed aside.

Schedule it like a client meeting.

Suggested Weekly Growth Blocks

Sales follow-up: 30–60 minutes daily.

Marketing creation: 90 minutes twice per week.

Customer engagement: 30 minutes weekly.

Review requests: 15 minutes twice per week.

Partnership outreach: 60 minutes weekly.

KPI review: 30 minutes every Friday.

This may sound rigid.

Good.

Growth needs structure.

A business owner's calendar is where strategy becomes honest.

Weekly Growth Review

Every Friday, take 30 minutes.

Ask:

What worked this week?

What did not work?

What did we learn?

What numbers changed?

Where did leads come from?

What follow-up is still open?

What should we adjust next week?

What are the top three priorities?

The original guide recommends this type of weekly review to identify wins, lagging areas, adjustments, and priorities.

Do not skip it.

The weekly review is the steering wheel.

Without it, you are just hoping the car stays on the road.

Use a Simple Growth Tracker

You do not need a complicated dashboard.

A spreadsheet is enough to start.

Track:

Revenue.

Leads.

Lead source.

Conversion rate.

Follow-up completed.

Reviews requested.

Reviews received.

Website visits.

Google Business Profile actions.

Email sent.

Email results.

Referral conversations.

Weekly wins.

Weekly problems.

The original guide includes a growth tracker template for revenue, leads, conversion rates, retention, and marketing engagement.

Keep it simple enough that you will actually use it.

Weeks 9–10: Fix the Bottlenecks

By now, you will see what is working.

You will also see what is slowing you down.

This is where many businesses quit.

Do not quit.

Adjust.

Growth is not a straight line.

It is a series of small corrections.

The original guide includes a challenge-solving section focused on time management, financial management, and mindset.

Those three still matter.

Bottleneck 1: Time

If you are too busy to grow, something has to change.

Ask:

What am I doing that someone else could do?

What am I doing manually that could be automated?

What meetings are unnecessary?

What tasks do not produce value?

What should be batched?

What should be stopped?

Action

Identify three time-wasters and mark each one:

Delegate.

Automate.

Eliminate.

Batch.

Document.

Bottleneck 2: Money

Revenue is not the same as profit.

If sales are increasing but cash is still tight, look under the hood.

Ask:

Which expenses are not producing results?

Which offers are least profitable?

Are we underpricing?

Are we discounting too quickly?

Are unpaid invoices hurting cash flow?

Are ads producing qualified leads?

Are we spending on tools we do not use?

Action

Cut or renegotiate one expense this week.

Review one price.

Check one offer for profitability.

Bottleneck 3: Focus

A lot of businesses do not fail because they did nothing.

They fail because they did too many disconnected things.

Focus requires saying no.

No to random campaigns.

No to social platforms that do not reach your audience.

No to events with no follow-up plan.

No to offers that confuse customers.

No to busywork disguised as productivity.

Action

Choose one thing to stop this month.

Write it down:

We will stop: _____

Bottleneck 4: Follow-Up

This one deserves its own section because it is where so much money leaks out.

If someone raises their hand and your business responds slowly, vaguely, or once, you are giving competitors an opening.

Action

Every lead should have:

A response owner.

A next step.

A follow-up date.

A status.

A close-the-loop message.

No lead should live only in someone's memory.

Use AI During the 90 Days

The original guide includes a bonus section on using AI and ChatGPT during each step of the 90-day plan: goal setting, market research, action planning, execution, tracking, problem-solving, and evaluation.

This is still useful, but it needs one important caution:

AI is an assistant, not the CEO.

Use AI to speed up thinking, writing, organizing, and analysis.

Do not use it to replace judgment.

AI Prompts for Each Phase

Goal Setting

Prompt:

Act as a practical business strategist. Help me create three SMART goals for a Mansfield-area [business type] that wants to grow over the next 90 days. Ask me questions first about revenue, customers, capacity, and current challenges.

Marketing Plan

Prompt:

Act as a local marketing strategist. Create a 30-day content and visibility plan for a [business type] in Mansfield, Texas. Include Google Business Profile updates, social posts, email ideas, customer stories, and Chamber involvement.

Sales Follow-Up

Prompt:

Act as a sales coach. Create a five-touch follow-up sequence for someone who requested information about [service/product] but has not made a decision. Keep it helpful, specific, and not pushy.

Operations

Prompt:

Act as an operations advisor. Identify five ways a small business can automate or document repetitive tasks related to scheduling, invoicing, follow-up, customer questions, and review requests.

Weekly Review

Prompt:

Act as a business analyst. Review these weekly numbers: [insert KPIs]. Identify what is working, what needs attention, and the top three priorities for next week.

Quarterly Review

Prompt:

Act as a strategic advisor. Based on these 90-day results [insert results], summarize our wins, challenges, lessons learned, and recommend three goals for the next 90-day sprint.

Weeks 11–12: Review and Plan the Next Sprint

The final phase is not about stopping.

It is about learning.

The original guide's final step is to evaluate results, measure what mattered, identify lessons learned, and set the next 90-day goals.

This is where businesses get better.

Not by pretending everything worked.

By being honest.

Review These Numbers

Revenue growth.

New customers.

Leads generated.

Conversion rate.

Customer retention.

Repeat purchases.

Marketing performance.

Google Business Profile actions.

Website conversions.

Email performance.

Reviews earned.

Referral partners contacted.

Follow-up completion.

Time spent on growth activities.

Ask These Questions

What worked?

What did not work?

What surprised us?

What created the best leads?

What created the best customers?

What took too much time?

What should we repeat?

What should we stop?

What should we improve?

What should we test next?

Action Tool: Quarterly Review

Top 3 Wins:

1. _____
2. _____
3. _____

Top 3 Challenges:

1. _____
2. _____
3. _____

Top 3 Lessons:

1. _____
2. _____
3. _____

Next 90-Day Goals:

1. _____
2. _____
3. _____

The goal is not perfection.

The goal is progress with evidence.

The Mansfield Chamber Growth Layer

This guide should not just be about generic business growth.

It should connect directly to how a business can grow inside the Mansfield business community.

The Chamber can help turn the plan into action.

Use the Chamber During Your 90 Days

Attend one event each month.

Introduce yourself to three new members per event.

Follow up within 48 hours.

Update your member profile.

Use the Chamber directory to identify referral partners.

Attend a workshop.

Share another member's business.

Ask for strategic introductions.

Invite a member to coffee.

Track referrals given and received.

Offer value before asking for leads.

The Chamber is not a vending machine.

It is a relationship engine.

You have to put the relationship fuel in.

The 90-Day Growth Scorecard

Rate your business from 1 to 5.

1 means weak.

5 means strong.

Goal clarity

Do we know the top three outcomes for this sprint?

KPI tracking

Are we measuring the numbers that matter?

Marketing consistency

Are we showing up with useful content and clear offers?

Digital visibility

Can people find and trust us online?

Sales follow-up

Do leads receive timely, consistent follow-up?

Customer retention

Are we staying connected after the sale?

Operational efficiency

Are we removing bottlenecks and documenting processes?

AI use

Are we using AI to save time and improve quality?

Chamber engagement

Are we using local relationships strategically?

Weekly review

Are we reviewing and adjusting every week?

Score

40–50: Strong growth rhythm. Keep refining.

30–39: Good momentum, but tighten the leaks.

20–29: Focus on clarity, follow-up, and tracking.

Under 20: Stop chasing new tactics and build the foundation.

Your 90-Day Plan on One Page

Use this as the working version.

Top Three Goals

1. _____
2. _____
3. _____

Key Metrics

1. _____
2. _____
3. _____
4. _____
5. _____

Weekly Growth Activities

Marketing: _____

Sales Follow-Up: _____

Customer Retention: _____

Operations: _____

Partnerships: _____

Chamber Actions

Event to attend: _____

Members to meet: _____

Follow-up plan: _____

Resource or workshop to use: _____

Review Rhythm

Weekly review day/time: _____

Monthly review day/time: _____

Final review date: _____

What to Stop Doing

Stop setting vague goals.

Stop tracking numbers you do not use.

Stop posting without a purpose.

Stop letting leads sit.

Stop relying only on referrals.

Stop attending events without follow-up.

Stop ignoring past customers.
Stop using AI without editing.
Stop doing everything manually.
Stop confusing busy with productive.
Growth does not reward motion.
It rewards focused action.

What to Start Doing

Start choosing three priorities.
Start tracking weekly.
Start responding faster.
Start asking for reviews.
Start telling customer stories.
Start using your Google Business Profile.
Start building referral partnerships.
Start sending useful emails.
Start automating repetitive tasks.
Start reviewing what worked every Friday.
Small actions, repeated consistently, create momentum.

Final Word

The next 90 days will pass either way.
The question is whether they pass with intention.
You can keep reacting.
Or you can choose a focused sprint.
You can keep guessing.

Or you can track what matters.

You can keep letting leads slip through.

Or you can build a follow-up system.

You can keep waiting for growth.

Or you can engineer it one week at a time.

Mansfield is growing.

Customers are searching.

Competition is moving.

Technology is changing.

The opportunity is there.

But opportunity does not become growth by accident.

Pick the goals.

Build the plan.

Do the work.

Track the numbers.

Fix the leaks.

Use the Chamber.

Review the results.

Start again smarter.

That is how growth becomes more than a wish.

That is how it becomes a system.