ADD-ON TO THE FOUNDER BRANDING PLAYBOOK

The 90-Day Execution Planner

Turn the playbook into a habit. A weekly rhythm, thirteen planned weeks and a monthly review, so your founder brand keeps going after the first burst of energy.

WHY THIS PLANNER EXISTS

Knowing what to say is not the hard part.

By the end of the playbook you have a positioning statement, pillars and a content plan. Most founders still stop within a month.

Not because the plan was wrong. Because the business got busy, one week was missed, then two, and starting again felt like starting from zero. A founder brand is built by showing up in the same place, for the same people, for long enough that they start to recognise you.

This planner gives you that consistency without needing motivation. A fixed weekly rhythm of about three hours, one clear job each week for thirteen weeks, and a review at the end of each month that shows whether it is bringing business, not just likes.

Use the printed pages if you like writing things down. Use the Google Sheet tracker if you prefer your phone. Use both if you can. What matters is that you do not have to decide what to do next. It is already here.

Vaishali Venkatraman

Founder, Reputé Origin

THE WEEKLY RHYTHM

About three hours a week.

Put these slots in your calendar now, on the same days every week. A slot in the calendar survives a busy week. An intention does not.

Monday	**Plan, 30 minutes.** Open this week's page. Choose the three posts from your plan and fill in the pillar, angle and proof for each.	30 MIN
Three post days	**Write and publish, 30 minutes each.** Speak your idea into your phone, then use Prompt 18 to turn it into a post in your voice. Check every fact, then post.	90 MIN
Four days	**Engage, 15 minutes.** Comment usefully on posts from people in your engagement list. Reply to everyone who commented on yours.	60 MIN
Friday	**Check, 10 minutes.** Tick what you did, note what got a real response, and decide one thing to change next week.	10 MIN

STRATEGIST'S NOTE

Three posts a week is the pace the playbook's 30-day plan is built on. If that is too much right now, do two, but keep the same days. Consistency matters more than volume.

BEFORE WEEK 1

Your 90-day setup

Fill this in once. Copy each answer from your playbook work, so every week starts from the decisions you have already made.

Business goal for these 90 days
From Playbook Prompt 02

Primary audience
From Prompt 03

Positioning statement
From Prompt 08

Main platform
From The Platform Picker

Content pillars
From Prompt 16

My post days and times
Write them in your calendar too

My engagement slot
Four days, 15 minutes

Start date
Week 1 begins on this Monday

Who will check on me
A colleague, partner or friend

If I miss a week, I will
Write your restart rule now, while it is easy

THE 90-DAY MAP

Three months, three jobs

Each month builds on the last. Do not skip ahead. Proof without visibility goes unseen, and reach without proof goes nowhere.

01

Show up

Get visible and build the habit. Your profile goes live and your first twelve posts go out.

- **Wk 1** Profile and bio live, 12 posts planned
- **Wk 2** First three posts out
- **Wk 3** Start your engagement list
- **Wk 4** Month 1 review

02

Prove it

Move from opinions to evidence. Client stories, proof and a one-pager people can forward.

- **Wk 5** Refresh your proof bank
- **Wk 6** First client story post
- **Wk 7** Founder one-pager sent
- **Wk 8** Month 2 review

03

Reach further

Use what is working to reach new people, and turn attention into conversations.

- **Wk 9** Repurpose your best post
- **Wk 10** One podcast or panel pitch
- **Wk 11** One partner outreach
- **Wk 12** Conversations into calls
- **Wk 13** 90-day review

Week

01

Week of _____

THIS WEEK: PUT YOUR PROFILE LIVE AND PLAN THE MONTH.

Publish your rebuilt LinkedIn profile (Prompt 14) and your new bio everywhere you appear (Prompt 13). Then run Prompt 17 to plan your first 12 posts and copy them into the post slots for weeks 1 to 4.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

02

Week of _____

THIS WEEK: YOUR FIRST THREE POSTS.

Use Prompt 18: speak each post into your phone for two minutes, then turn the notes into a post. Done is better than perfect this week.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

03

Week of _____

THIS WEEK: KEEP THE RHYTHM AND START ENGAGING.

Run Prompt 23 to build your engagement list. Spend 15 minutes on four days this week leaving useful comments where your audience already is.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

04

Week of _____

THIS WEEK: FINISH THE MONTH AND REVIEW IT.

Post your last three planned posts, then complete the Month 1 review page. Run Prompt 17 again to plan the next 12 posts.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE	
Post 1					☐
Post 2					☐
Post 3					☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

END OF MONTH 01

Month 1 review

Fill in your numbers, then paste them into Prompt 29, The monthly review. Judge the month by conversations and opportunities, not likes.

Posts published out of 12	
Conversations with the right people	
Connection requests or follows from your audience	
Inbound messages or enquiries	
Calls booked	
Opportunities created	

Top three posts and why they worked

What I will stop doing

Next month's focus

Week

05

Week of _____

THIS WEEK: REFRESH YOUR PROOF.

Add this month's results to your proof bank (Prompt 09). Ask one happy client if you may share their story, with or without their name.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

06

Week of _____

THIS WEEK: PUBLISH YOUR FIRST CLIENT STORY.

Use Prompt 19. Lead with the problem in the client's words and end with a result that has a number.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

07

Week of _____

THIS WEEK: MAKE YOURSELF EASY TO RECOMMEND.

Build your founder one-pager (Prompt 21). Send it to three warm contacts who could introduce you to the right people.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

08

Week of _____

THIS WEEK: FINISH THE MONTH AND REVIEW IT.

Complete the Month 2 review page. Note which pillar brought real conversations, and plan month 3 with more of it.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

END OF MONTH 02

Month 2 review

Fill in your numbers, then paste them into Prompt 29, The monthly review. Judge the month by conversations and opportunities, not likes.

Posts published out of 12	
Conversations with the right people	
Connection requests or follows from your audience	
Inbound messages or enquiries	
Calls booked	
Opportunities created	

Top three posts and why they worked

What I will stop doing

Next month's focus

Week

09

Week of _____

THIS WEEK: GET MORE FROM WHAT WORKED.

Take your best post so far and run Prompt 22 to turn it into five formats. Publish at least two of them this week.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE	
Post 1					☐
Post 2					☐
Post 3					☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

10

Week of _____

THIS WEEK: BORROW SOMEONE ELSE'S STAGE.

Use Prompt 24 to pitch one podcast, panel or industry event whose audience is the one you chose in Prompt 03.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

11

Week of _____

THIS WEEK: START ONE PARTNERSHIP.

Use Prompt 26 to reach out to one partner who already serves your audience. One good message beats ten generic ones.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

12

Week of _____

THIS WEEK: TURN ATTENTION INTO CONVERSATIONS.

Use Prompt 27 to reply to every thoughtful comment and message this week. Aim to move at least two into a call.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

Week

13

Week of _____

THIS WEEK: REVIEW YOUR 90 DAYS.

Complete the 90-day review page. Decide what to keep, what to stop and what the next 90 days are for.

THREE POSTS

	PILLAR	ANGLE	PROOF USED	DATE
Post 1				☐
Post 2				☐
Post 3				☐

15 MINUTES OF ENGAGEMENT

☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri

CONVERSATIONS STARTED WITH THE RIGHT PEOPLE

NAME	WHERE IT STARTED	NEXT STEP

FRIDAY CHECK, 10 MINUTES

What got a real response?

What will I change next week?

END OF MONTH 03

Your 90-day review

Fill in your numbers, then paste them into Prompt 29, The monthly review. Judge the month by conversations and opportunities, not likes.

Posts published out of 12	
Conversations with the right people	
Connection requests or follows from your audience	
Inbound messages or enquiries	
Calls booked	
Opportunities created	

Top three posts and why they worked

What I will stop doing

What the next 90 days are for

WHEN YOU FALL OFF

You will miss a week. Here is what to do.

01 **Do not catch up.** Skip the missed week entirely. Start the current week as if nothing happened.

02 **Post one thing within 48 hours.** Anything from your plan. The longer the gap, the harder the restart.

03 **Shrink, do not stop.** If three posts is too much, do one post and one engagement slot. Keep the days the same.

04 **Tell the person checking on you.** Saying it out loud is usually enough to restart.

05 **Look at your last review.** Remind yourself which conversations the work has already started.

After 90 days, look at what you have: thirteen weeks of posts, a list of real conversations and three honest reviews. If the brand question has become bigger than a weekly plan can answer, such as a rebrand, a new market or a business that has outgrown how it is seen, that is the work I do at Reputé Origin, starting with a one-to-one clarity call.

Book a clarity call / reputeorigin.com

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