The 30-Day Micro-Product Sprint Planner

A week-by-week accountability planner for the 30-Day Action Plan.

Print it, check it off, ship it.

Map the 30-Day Action Plan onto your real calendar. One page per week: goals, daily checkboxes, and a shipped review.

How To Use This Planner

Week 1 = signal gathering and demand validation. Week 2 = outcome design and format choice. Week 3 = AI-assisted build. Week 4 = test, revise, deploy. Check off each day as you complete it; carry unfinished items forward explicitly rather than silently dropping them.

Week 1: Find the Signal (Days 1-7)

Goal: collect 10+ raw audience signals and pick ONE problem.

[ ] Day 1: Review your last month of messages, DMs, and emails for repeated questions

[ ] Day 2: Log every question in a signal list - capture exact wording

[ ] Day 3: Ask your audience directly: 'what's slowing you down right now?'

[ ] Day 4: Score signals with the Idea Validator (Bonus 1)

[ ] Day 5: Pick ONE problem; write it in one sentence

[ ] Day 6: Rest / let the choice sit overnight

[ ] Day 7: Commit: problem statement + chosen format

Week 2: Design the Outcome (Days 8-14)

Goal: a locked Outcome Statement and product skeleton.

[ ] Day 8: Draft the Outcome Statement with observable verbs

[ ] Day 9: Write the before/after pair - what belongs, what doesn't

[ ] Day 10: Set your four constraints (time box, input limit, quality bar, definition of done)

[ ] Day 11: Choose your proof point - how will you know it worked?

[ ] Day 12: Build the skeleton: section headings only, no content

[ ] Day 13: Review skeleton against the Outcome Statement; cut ruthlessly

[ ] Day 14: Rest

Week 3: Build With AI (Days 15-21)

Goal: complete first draft via the four-layer prompt sequence.

[ ] Day 15: Brief the AI - structure layer only

[ ] Day 16: Content layer, section by section

[ ] Day 17: Tone pass - align to your five-line voice system

[ ] Day 18: Constraint check - does every part serve the outcome?

[ ] Day 19: Compare 2 AI passes with the rubric; keep the best of each

[ ] Day 20: Write your traceability log (one paragraph per major decision)

[ ] Day 21: Rest

Week 4: Test, Revise, Deploy (Days 22-30)

Goal: tested, revised, deployed asset + next signal.

[ ] Day 22: Run a first-use test - hand it over, stay silent, observe

[ ] Day 23: Fix confusion first, cosmetics last (revision round 1)

[ ] Day 24: Line-by-line clarity review

[ ] Day 25: Accessibility pass (no color-only cues, readable type)

[ ] Day 26: Deploy - publish, deliver, announce

[ ] Day 27: Capture feedback systematically (3 questions max)

[ ] Day 28: Write the changelog entry

[ ] Day 29: Identify the adjacent next product (next-asset logic)

[ ] Day 30: SHIPPED review - what worked, what to reuse, what to change

Shipped Review (fill in on Day 30)

What shipped: _____

What I will reuse next time: _____

What I will change: _____

Next product signal spotted: _____