

30-Day Career or Business Action Plan

A structured four-week plan for turning training into consistent action and measurable progress.

Select one track: Career Track or Business Track. Complete the daily actions, document results, and adjust the next week based on what you learn.

Name: _____

Selected track: _____

Primary 30-day goal: _____

Week 1 — Prepare

Build a professional foundation.

Day	Action	Completed	Result / Next Step
Day 1	Define your target role or business model.	☐	
Day 2	Update your resume or business overview.	☐	
Day 3	Create a professional email, voicemail, and online presence.	☐	
Day 4	Organize certificates, documents, templates, and references.	☐	
Day 5	Create a list of 25 employers, shippers, or carriers.	☐	
Day 6	Practice your introduction and common questions.	☐	
Day 7	Review results and schedule Week 2 actions.	☐	

Week 2 — Reach Out

Begin consistent, targeted outreach.

Day	Action	Completed	Result / Next Step
Day 8	Submit or send five targeted applications/outreach messages.	☐	
Day 9	Make five professional calls and document outcomes.	☐	
Day 10	Follow up with prior contacts.	☐	
Day 11	Research five new prospects and decision-makers.	☐	
Day 12	Complete five additional applications/outreach attempts.	☐	
Day 13	Attend one networking, webinar, or industry-learning activity.	☐	
Day 14	Review response rates and improve your message.	☐	

Week 3 — Demonstrate Value

Show skills and strengthen credibility.

Day	Action	Completed	Result / Next Step
Day 15	Complete a mock interview, sales call, or load scenario.	☐	
Day 16	Create a one-page work sample, capability summary, or service sheet.	☐	
Day 17	Request feedback from a trusted professional.	☐	
Day 18	Follow up with every warm lead.	☐	
Day 19	Complete five new targeted applications/outreach attempts.	☐	
Day 20	Study one weak skill area for at least 45 minutes.	☐	
Day 21	Review progress and identify the strongest opportunity.	☐	

Week 4 — Convert & Continue

Turn activity into interviews, meetings, clients, or a stronger pipeline.

Day	Action	Completed	Result / Next Step
Day 22	Prepare for upcoming interviews or discovery calls.	☐	
Day 23	Send five follow-ups with a clear next-step request.	☐	
Day 24	Contact five new prospects.	☐	
Day 25	Update your tracker and remove unqualified leads.	☐	
Day 26	Ask for one referral or introduction.	☐	
Day 27	Review finances, tools, schedule, and availability.	☐	
Day 28	Create a 60-day continuation plan.	☐	
Day 29	Measure results against your starting goal.	☐	
Day 30	Celebrate progress and commit to next month's targets.	☐	

30-Day Results

Applications/outreach attempts completed:

Calls made: _____

Follow-ups sent: _____

Interviews/meetings scheduled: _____

Offers/clients obtained: _____

Most effective action: _____

Next 30-day goal: _____