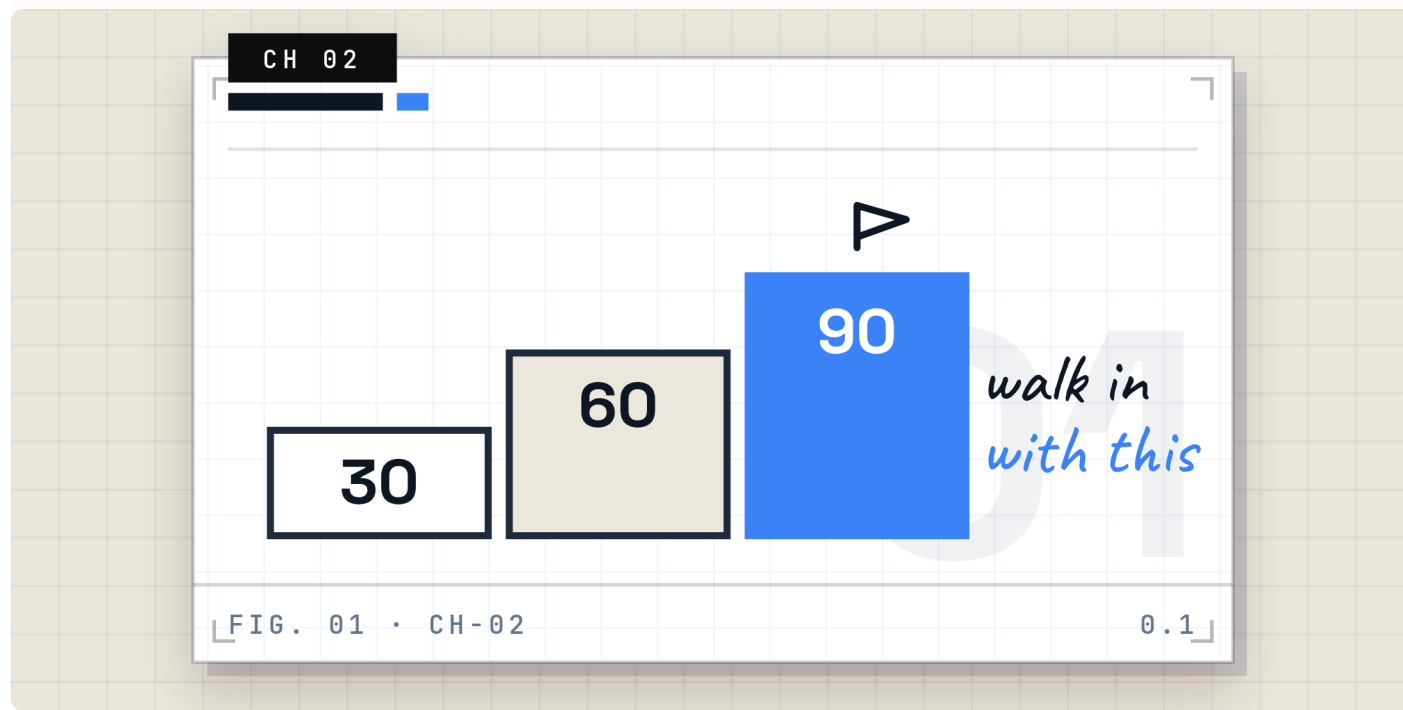


How do I build a 30 60 90 day plan that actually gets me hired?

By **Chris Baldwin** · Founder, Baldwin Blueprint · Updated July 2026



SHORT ANSWER

Build your 30 60 90 day plan by mapping the actual duties in the job posting to concrete milestones for your first three months. Focus on learning first, then executing, and finally optimizing. This shows the hiring manager you are already thinking like an owner.

You are staring at a blank page, terrified of looking presumptuous or missing the mark. Learning how to write a 30 60 90 day plan for an interview does not require psychic powers, just a deep reading of their actual job posting. If you want to skip the blank page, Baldwin Blueprint turns a real job posting plus your resume into a 12 page strategic Blueprint you walk in with. It includes an Impact Memo, an

Account Map, Strategic Signals, an Experience Accelerator, and a 30/60/90 day plan. It is built from the actual posting. The first draft is free, no card required.

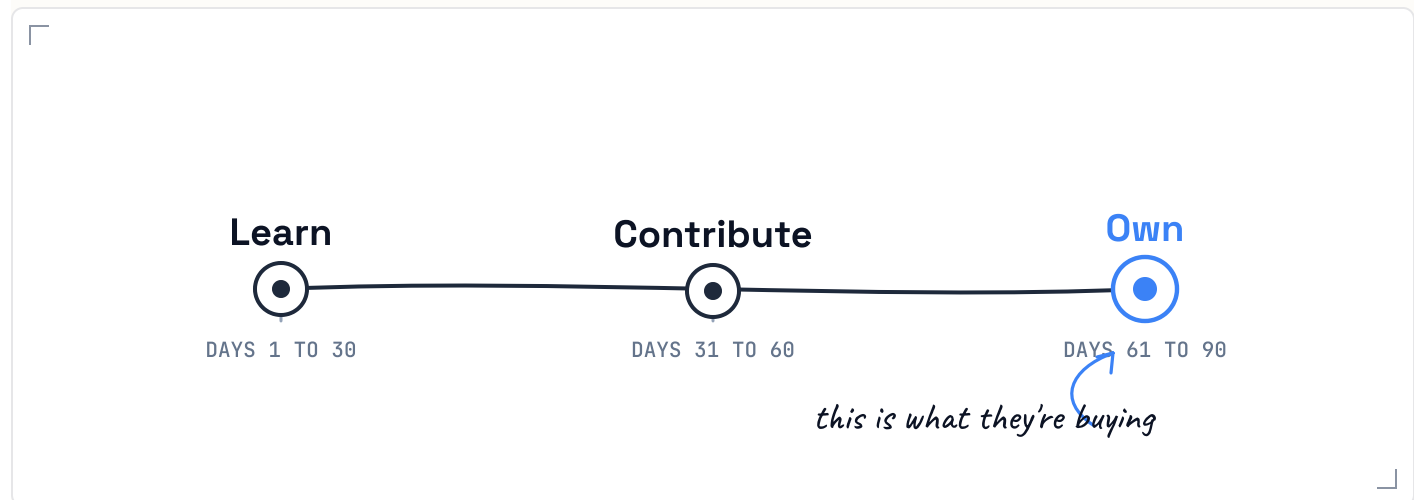


FIG. 02 A good first 90 days has a shape. You learn the lay of the land, then you start contributing, and by day 90 you own a piece of it outright. That last stretch is what a hiring manager is really buying.

§ 01

Where do I find the information to write this?

Start by extracting the core problems hidden inside the job posting itself rather than guessing what the company needs. Every bullet point in that description is a clue about a pain point they are desperate to solve right now. Focus your plan entirely on addressing those specific challenges.

I see too many candidates write generic plans about meeting stakeholders and learning the culture. That is table stakes. If the job description mentions clean data three times, your 30 day goal must involve auditing their current data pipeline.

Look at the verbs they use. If they say coordinate, your plan should focus on alignment. If they say build, you need to list the exact frameworks you will use to stand up their new systems.

§ 02

What should I actually commit to in the first 30 days?

Commit to absorbing information, mapping existing workflows, and building relationships with the key stakeholders you will support. Do not promise to change processes or launch major initiatives during this initial phase because you do not yet have the context to do so safely.

Your first month is about listening. You want to show the hiring manager that you respect their current team and their existing processes.

For example, a marketing coordinator applying to an ops role might dedicate day 1 to 15 to shadowing the sales team. They would spend day 16 to 30 identifying where leads get stuck in the funnel. You are proving you know how to learn before you try to fix.

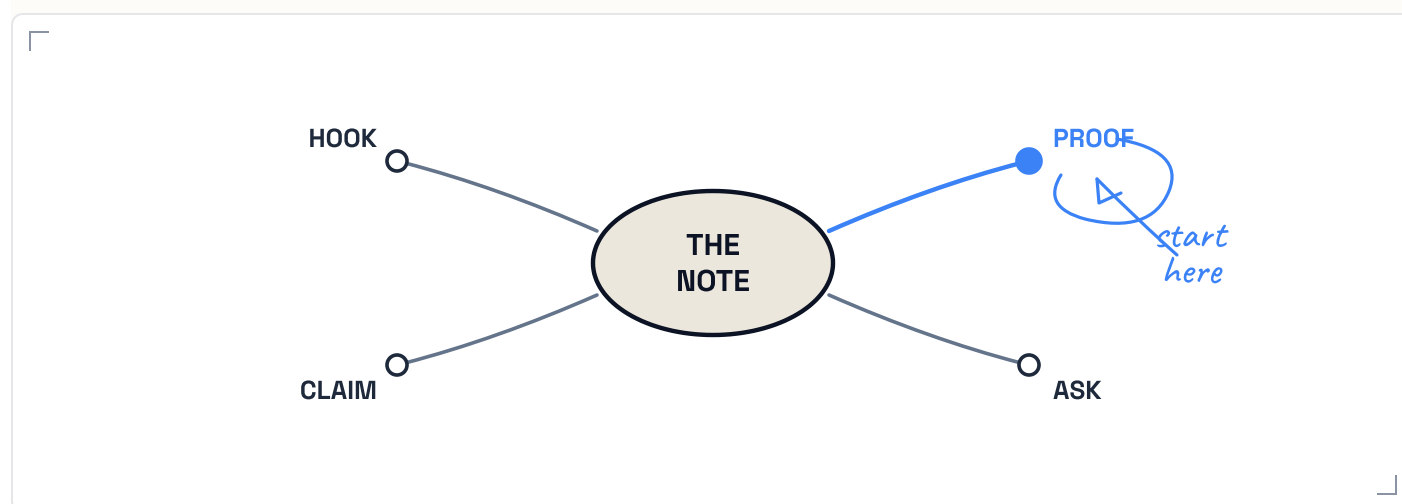


FIG. 03 One central idea with four short branches, an at a glance map of how a sheet is built. The proof branch is the one to start from.

Build this for your role.

Paste a real posting, get the 12 page plan. First draft free.

[Start free](#)

§ 03

Will the hiring manager actually hold me to this plan?

No, they will almost certainly change your priorities on your very first day because internal realities shift constantly. The plan is not a binding contract, but rather a test of your critical thinking, your preparation, and your ability to structure vague problems under pressure.

I will be honest with you. Half of what you write in this plan might be wrong because you do not have internal data yet. That is completely fine.

What the manager wants to see is your methodology. They want to know if you can take a vague goal, break it down into logical steps, and execute without constant hand holding. They are buying your thinking process, not a perfect prophecy.

§ 04

How do I present the plan without sounding arrogant?

Frame the entire document as a collaborative proposal rather than a rigid set of demands that you plan to enforce. Use humble, consultative language that invites their feedback and positions them as the expert guide who will help you refine these initial ideas.

Instead of saying, I will overhaul your onboarding process, try saying, I would like to review the onboarding metrics to see where we can save time.

This shift in tone changes the dynamic of the interview. You stop being a nervous candidate defending a test. You become a consultant collaborating on a shared project. It takes the pressure off both of you.

WORKED EXAMPLE • 30/60/90 LINE

BEFORE

Day 30 to 60: Improve our social media presence and get more followers on our main channels.

AFTER

Day 30 to 60: Audit our top three social channels, identify the two highest performing post formats, and establish a weekly publishing cadence to increase engagement.



What most people do	What actually works
Write generic goals like learn the product.	Write specific actions like shadow three customer success calls.
Promise massive changes in the first week.	Focus on listening and mapping workflows first.
Present the plan as a rigid, final document.	Present it as a draft open to their feedback.

The takeaways

- 01 Read the job posting to find their actual pain points.
- 02 Focus on listening and learning during your first month.
- 03 Present your plan as a draft open to feedback.
- 04 Keep the document short, clean, and highly scannable.

Questions people ask

How long should a 30 60 90 day plan be for an interview?

Keep it to one or two pages at most. Hiring managers are busy and will not read a novel. You want a clean, scannable format with clear headings for each thirty day block so they can grasp your strategy in thirty seconds.

Is this plan just a fancy cover letter?

No, it is an operational roadmap, but it does have limits. It cannot guarantee you get the job if your experience does not match. It is a tool to show how you think, not a magic trick to bypass the actual job requirements.

Should I bring copies of the plan to the interview?

Yes, bring printed copies for everyone in the room or share your screen if it is virtual. Handing over a physical document immediately shifts the conversation from a standard Q and A to a collaborative working session about your actual plan.

BUILD SHEET

This is the plan a Blueprint drafts for your exact role.

Paste in a real job posting and your resume. Get a tailored 12 page Blueprint in minutes.
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Free, no card. No account needed to draft.

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The Hiring Field Manual by Chris Baldwin, founder of Baldwin Blueprint. [About](#) · [All chapters](#) · [The tool](#)