

# Reflect & Reset Week 2025

## Day 1: Let's celebrate YOU!

### What's worked for you this year and how does that make you feel?

What parts of your business felt natural, what felt good, felt fun, felt in flow and what really connected with the right people. Where did you get results?

Don't just think about the what, but also the **why** behind it? Was it because of what you did, how you did it, your mindset at the time or the people you worked with?

Before we start setting goals, refining our offers or messaging or building marketing plans, we're looking for clues. For evidence of what's working in our business and what lifts us up instead of draining us. Think about this through two lenses:

- **What the *numbers* say** - revenue you've generated, number of clients, audience growth on email or socials etc - the hard facts and stats that tell a story
- **What your *gut* is telling you** - how has this year felt? How have you handled it? If things have worked well, why is that?

Because when those two line up - when something *feels* good *and* gets results - that's what you'll want to do more of next year.

## Journal Prompts

Start by listing out all the things you've achieved this year - big or small, everything counts! If you hit a blank, look back through your calendar to see what else stands out.

### 1. What are 3 things you achieved this year that make you feel most proud and *why* do they matter to you?

*Think about income and growth as well as clients you've worked with, decisions you've made, shifts in your mindset, or moments you stepped out of your comfort zone. What do these say about how you're growing or shifting in your business?*

### 2. What kind of marketing felt most natural, easy or energising and what made it work for you?

*What did you enjoy? What lit you up and why? Was it the format? The message? The mindset you were in at the time? What could you replicate?*

### 3. Where did your most aligned clients come from and what does that tell you about where to focus your energy?

*If possible, go deeper than just "Instagram" or "email" or "networking" - what was the turning point that moved them from knowing and liking you to trusting you enough to work with you?*

### 4. What offers, services, or programmes were most popular this year? Why do you think they resonated?

*Was it clarity of message? Your delivery? The energy behind it? What can you learn from those moments?*

**5. What feedback has stuck with you and what does that tell you about your unique strengths?**

*Take a look through testimonials or feedback – formal or anecdotal. What are people really getting when they work with you? What are you consistently being praised or thanked for?*

**6. What common themes are you starting to notice?**

*Look for patterns and themes in your musings. What stands out to you as something you want to take into 2025?*

**And finally**

- **Who has supported YOU in your business this year?**

*Is there someone in your network you're especially grateful for? (Why not drop them a note to let them know!)*

- **If you could celebrate just one thing about you as a business owner this year, what would it be?**

*Let's build on this for 2026!*