

Reflect & Reset Week 2025

Day 2: What has the year taught you?

What's not worked so well this year and what has that taught you?

What didn't work as expected, what flopped, what drained you, what took too much time / energy or didn't feel quite right this year? What is that helping you to realise about how you want to work next year and the things you want to do or have?

This isn't about beating yourself up for goals you haven't achieved, or areas where you think you've fallen short.

Being objective, resilient and showing yourself compassion are critically important in business (I tell my clients all the time that your mindset is as important to your marketing as the tactics you choose).

So when you look back at the moments from this year that stretched you, tested you or didn't go to plan, you're asking, **why was that and what did I learn?** Because part of becoming more focused, more confident and more effective in your marketing isn't just about doing more of what works. It's also about letting go of what doesn't (and letting go of the "should's").

Your mission for today is to listen to what those moments are trying to tell you and learn from that.

Journal Prompts

Start by listing out all the things you've found difficult, draining, challenging or just haven't worked out for your business this year. It could be unexpected situations you found yourself in, the marketing activity itself, the results, your approach, a particular client, or it could be personal habits, beliefs or behaviours getting in your way. Don't filter, and don't judge!

1. What was the biggest challenge or most difficult moment you faced in your business this year? How did you handle it and how did it shape you?

What really tested you this year (not just practically, but emotionally or energetically)? What impact did it have? How did you respond? What did it teach you about your energy, capacity, limits, skills, boundaries, approach or the kind of support you need in place?

2. What marketing did you try this year that didn't work as planned? What did that teach you about your marketing, your message, your clients or your offers?

What didn't work for you - was it the format, the messaging, the timing, the delivery, the audience? Was there a gap between expectation and actual result? What would you do differently next time?

3. What felt most difficult or draining about your marketing this year and how do you want it to feel instead?

What drained your time, energy or confidence? Was it creating content, staying visible, selling? Be honest - was it the activity itself or the systems, processes and boundaries you have (or don't have) in place around it? How do you want to feel instead?

4. What habits, beliefs or fears made things harder than they needed to be this year? Start to notice the patterns, thoughts and behaviours that shape your days and weeks.

Look back at the things you did, said or thought on repeat that held you back or just made things feel harder than they needed to be. Was it overthinking? Procrastinating? Second-guessing yourself? Avoiding something? Comparing yourself to others? People-pleasing?

What belief or fear was driving that habit? e.g. "I have to be consistent." "I don't want to seem pushy." "[insert name] is doing so much better than me." "I'm scared what people will think."

How could you challenge this in 2026?

5. What's something you initially struggled with but now feel proud of how you handled or grew through it? What strengths or qualities did this bring out in you?

Sometimes we find something difficult because it's out of our comfort zone, but it actually leads us to personal growth or business progression. Notice where you faced resistance at first, pushed through and came through the other side feeling proud of yourself.

And finally

- **What's one lesson from this year that you'll carry into 2026?**

What became crystal clear this year? What are you no longer going to tolerate or pretend is working or supporting you?