

# Reflect & Reset Week 2025

## Day 3: What to keep and what to let go of?

### What are you going to *stop*, what are you going to *start* and what are you going to *continue with* in 2026?

You've spent the last two days gathering insight on what's working well, what you enjoy and what feels right about your marketing, as well as what's not working so well and what drains your time, energy or confidence. Now it's time to decide what you want to leave behind in 2025 or take into the new year and what else you might want to start.

For today's exercise, look back at your notes from the last two days. What has really stood out for you?

Consider all aspects of your marketing – your strategy, your offers and ideal clients; your messaging, branding and how you position yourself; how you connect and communicate with your audience and the various tactics and channels you use; how you plan, organise and manage your marketing; how you deliver your products or services.

Also consider how you think, feel, act and behave when it comes to marketing. What is your mindset like? What habits, systems and processes do you have in place to support you?

**Don't feel like you have to have a long list of things. Maybe start with 2-3 things that will have the most impact FOR YOU and go from there. Focus on quality over quantity.**

### Continue

*What's worked well in 2025 that you're going to continue with? How can you incorporate more of this into your life and business? What's been fun, what's felt good, what's felt aligned, what's brought the best results, what do you want to build on?*

### Stop

*What are you going to stop doing in 2026 that no longer serves you or your business? How you think, feel and the things you do - list anything that drains you, doesn't feel like the real you or isn't effective.*

### Start

*What do you want to start doing in 2026 that excites you or will have a positive impact on you and your business? What ideas have you been sitting on? What new habits or skills could you develop? What opportunities are out there for you? Big, bold moves, or small tiny steps - it all counts! Note – this isn't what you think you SHOULD do!*

Now you've reflected on the year so far, ask yourself the questions below and note down your answers. What small changes can you start to incorporate into your business?

Stop	Start	Continue
<i>What am I doing that's no longer working for me, annoys me or no longer serves my best interests?</i>	<i>What things do I WANT to start doing that would improve my situation? (NOT what you think you SHOULD do)</i>	<i>What am I doing well that I want to continue? How could I incorporate more of this in my life?</i>

### And finally

- **Choose a guiding word, principle or theme that will guide and shape your decisions, actions and choices in 2026.**

*Choose something that grounds you and will help shape your choices and actions next year and keep you on track. The right word or phrase usually gives a small spark of calm, excitement, or recognition. If you feel nothing, it's not the one.*