



*End of year
reflections
for business
owners*

CREATED BY MAVEN MADE

What a damn year.



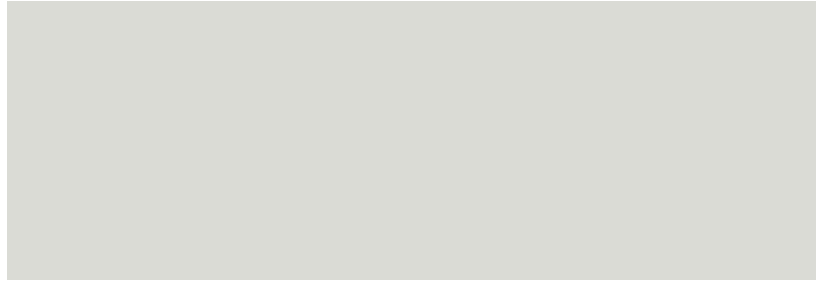
First things first (do this for real):
relax your jaw, close your eyes, and take a deep breath in.
Let out a sigh or say any word that comes to mind.

You are still here and you are resilient (but prioritize rest!). But now, let's get introspective. Clear your mind and give yourself time to ponder and answer these questions at your own pace. Use a separate journal/notebook if needed.

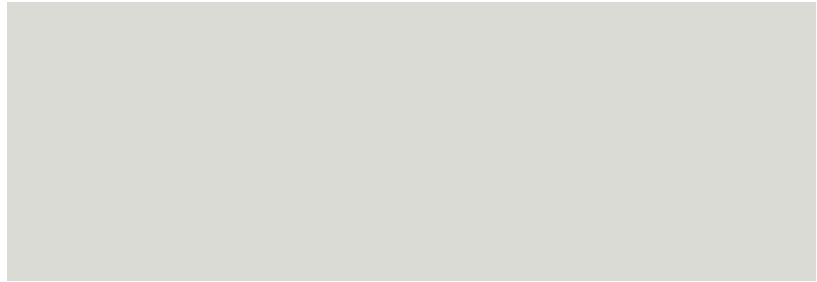
If these reflections bring up any emotions, welcome and explore them rather than find a solution to fix them.

End of Year Reflections: feelings

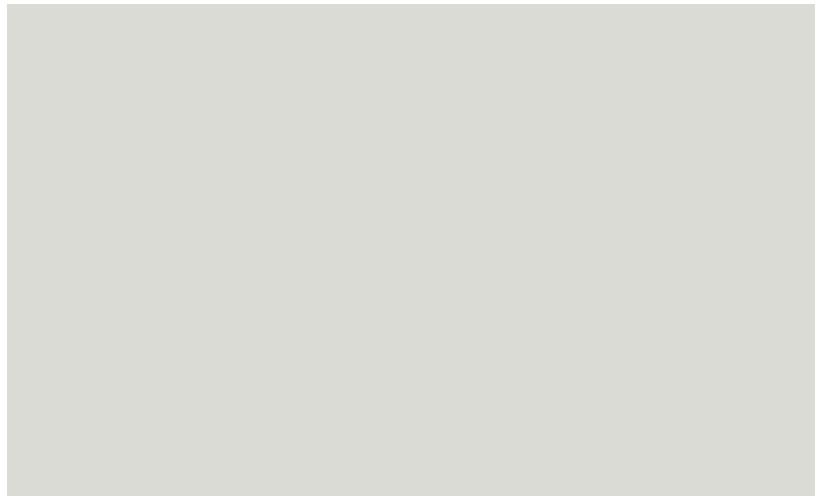
Write three words to describe feelings around your business this year.



Write three words to describe feelings around your personal life this year.

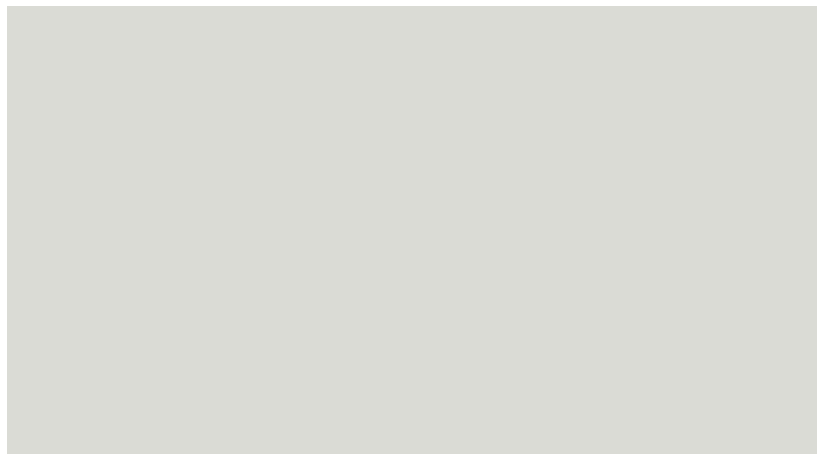


This year was tough. Let's not divert attention away from those challenges. List or free write about those hurdles.



Moments of humbleness, strength, learning opportunities or resilience gained from the above challenges? Write yourself in a love letter style how you moved through it.

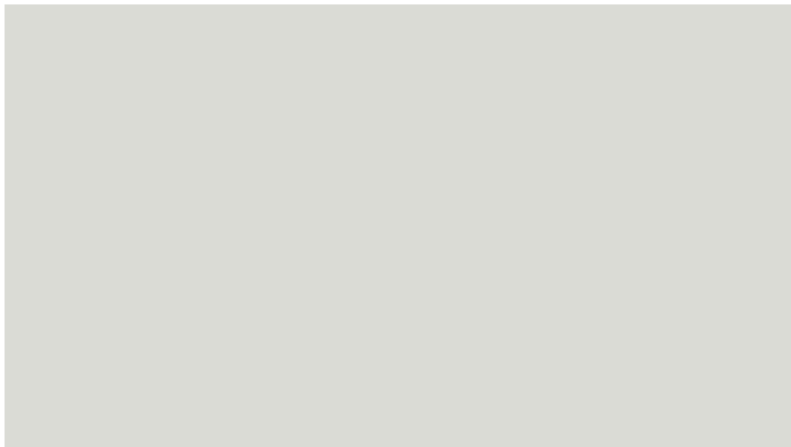
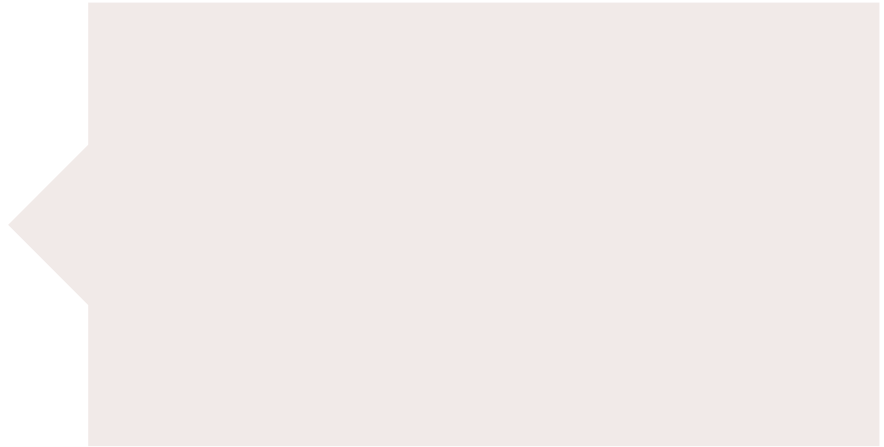
(Give yourself grace, no "I wish I would've")



List three bright spots this year

Have these visible in your workspace to remind yourself of this year's joy.

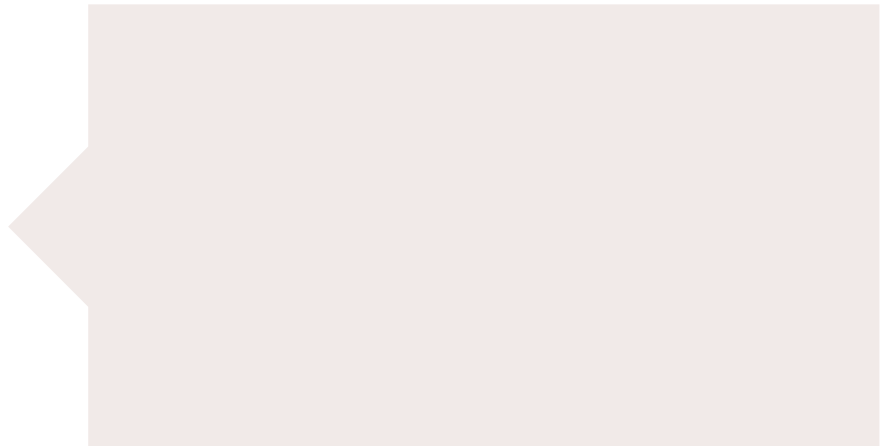
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End of Year Reflections: taking inventory

A large, solid gray rectangular box intended for handwritten or typed reflections.

What changed in my business this year?
What did I learn from them?

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Where can I be more open for change or maybe what else needs to shift?

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What business decisions this year felt right, and that I'd do again?

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What things didn't feel right, and I wouldn't do again?

End of Year Reflections: community

Maybe you stretched yourself thin this year or said yes when you should've said no (those things are totally normal). With whom, where and how can I set firmer boundaries? Be specific.

Did I ask for help or support this year? How did that feel?
If not, is there something getting in the way of me asking for help or support?

Who has inspired me this year? Who has challenged me this year?
(reach out and share your appreciation or "hey you really got me to think deeper" with them. It'll mean more than you know, seriously.)

Additional review for businesses providing goods or services

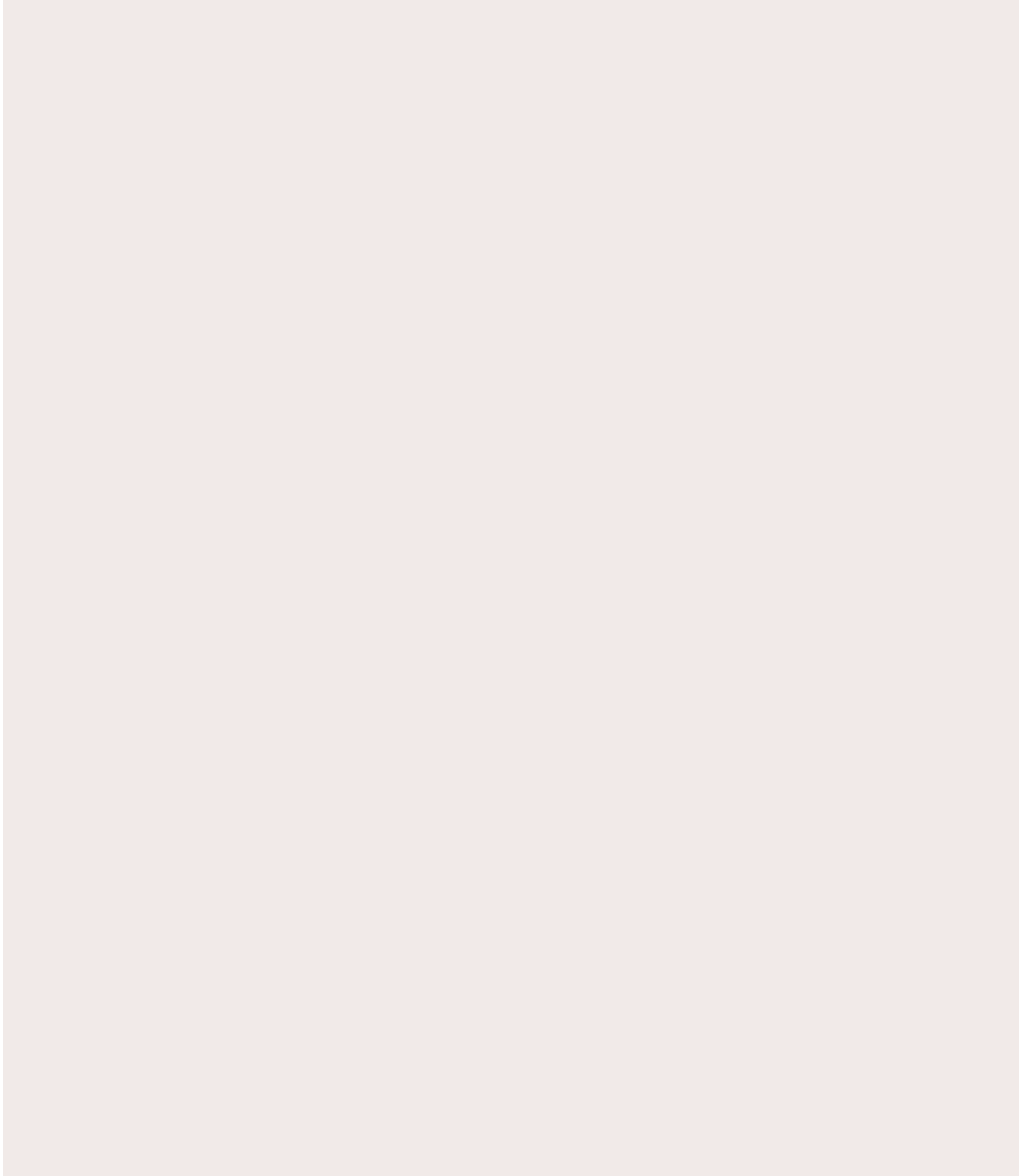
- current product offerings
- product price point
- wholesale stockist relationships
- wholesale ordering processes
- product packaging
- customer experience
(website checkout, order presentation, emails)
- in-person events or pop-ups
- outsourcing or hiring needs
- office/space/studio set-up
- visual representation on social media
- voice/tone on social media
- What stores, events, or collaborations would be on my dream list? How can I make this more of a reality?

(Reflect on this list to make adjustments or come up with something new.)

Invest time in each by brainstorming on a full blank page dedicated to each item, plus anything else that comes to mind.)

While the holiday season is still fresh in your mind...

Write down things you'd like to remember when the time comes to plan for next year's season.



Last Reflections: taking action

Write down goals, ideas, or desires for each quarter.

Stop doing things that no longer make sense, feel outdated or don't provide value. This goes for who you follow on social, too.

Find ways to connect, honor or listen to your customers more.

Review your top performing posts or emails

harness the mindframe of creating more content like this

Review, log and organize customer feedback/testimonials

utilize them for your website, product pages, marketing, emails, ads or social media posts

Review your entire website's content and images

it might be time to remove outdated language, update photos, adjust tone, add new customer feedback, and check grammar/punctuation (I recommend Grammarly)

Check your website speed and SEO rankings for better visibility. Google your own business to see what the search results look like, edit and make changes where needed.