

HOW TO SET YOUR NEW YEAR GOALS LIKE YOUR FUTURE DEPENDS ON IT!

By Marie Drever



The new year's looming large. Are you ready for it? Have you set your goals? Got all your ducks in a row ready to create an amazing year for you, your team and your clients?

If you're not feeling organised and ready to take control of the new year from day one, you're setting yourself up to fail.

Did you ever make a new year resolution and give-up before January ended? I can see most of you nodding. If you're not planning for next year now, then you're effectively surrendering before the year even begins.

So, let's do this – create a cracker of a plan to ensure your new year goes off with a bang. This time next year, when December comes crawling around, you'll already be way ahead of the game and have less to worry about and more time to party.

To get started, think about what you REALLY want from your business. I mean what you

REALLY, REALLY want. Think BIG ROCKS. The truly amazing future you hope for. Just empty the contents of your head onto a page.

This is where entrepreneurs begin – with a BIG ROCKS game plan focused on the next 12 months.

Next, you break it down into steps and actions. This is my favourite part of the entrepreneur journey for hair and beauty businesses. Why? Because although your journey is very specific to your own salon, clinic or spa, there are common areas to focus on to get your planning robust and workable.

And these common areas are learnable. Let me share them with you.

1. KNOW YOUR NUMBERS

You can stare at your salon numbers for hours and learn nothing. But when you know what to look for, the magic starts to happen. It's all around knowing what questions you need your numbers to answer.

Do I know my cash flow like the back of my hand? Yes, it's boring ... but it's where healthy profits are lurking waiting to be unlocked.

How often do you look at your figures? You should know intimately what money is coming in and what money is going out of your business. When you know your salon breakeven budget, you can schedule next year's actions around it.

Do you read and understand your profit and loss reports? Do you compare this month to same month last year? Review what's different and what's not. Look for patterns and troubleshoot