



BEST YEAR YET | REFLECT, RECHARGE & RE-ENERGISE

WORKBOOK

Don't just wish for it, make it happen!
This workbook will be your trusty sidekick to
skyrocket your business over the next 12 months.

BY MADDI COOK - BOSS YOUR SALON

W E L C O M E

Howdy, Boss!

If you've ever felt like you're stuck inside an entrepreneurial Groundhog Day, then this is for you.

I know what it's like to feel like you're stuck on a treadmill, going through the motions week by week, and year by year, looking back and feeling like you've done SO much, but it seems like nothing has actually changed.

So what's the key to shifting from 'pie in the sky' goals pinned to your vision board, to making them an actual reality? It's strategy, baby!

Knowing where you're at, reflecting on where you've been, and getting clarity on what to dial up and what to ditch, will take you closer to those juicy goals in a fraction of the time.

You ready, Boss? Let's dive in...

Maddi Cook

ABOUT ME

With 12 years behind the chair, I've been there, done that and got the t-shirt. And as a coach since 2018, I've helped tens of thousands of Bosses just like you, to fall back in love with their business.



STEP #1: CLAIM YOUR WINS

It's so easy to whirlwind from week to week, and really miss what you've actually achieved...



01 What are your proudest achievements from the last 12 months?

02 What is the biggest lesson you've learned over the last 12 months?

03 Thinking about this time last year, what's improved since then?

STEP #2: DRAINS AND RADIATORS

Awareness is the first step to breaking cycles, and creating new, helpful habits.

What drained you over the last 12 months?

List anything that sapped your energy, pulled you backwards, or otherwise didn't make you feel like the Badass Boss that you are:

What warmed you up over the last 12 months?

What filled your cup, brought you joy, and gave you energy and va-va-voom? List 'em all below:

STEP #3: LESS OF THAT

Let's dive into your 'drain' list, and see what you can ditch...

List everything you want less of, that would allow you to have your 'Best Year Yet'...

STEP #4: THE 3 D'S

It's time to make a plan to banish what isn't serving you.

List your non-negotiables (if you could only drop 3 things, what would they be?)

Then, make a commitment about what you'll do with it. Ditch it forever? Delegate it to someone else (or automate it)? Or finally make a decision one way or another?

Notes:

- | | | |
|----|----------|--------------------------|
| 1. | Ditch | <input type="checkbox"/> |
| | Delegate | <input type="checkbox"/> |
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| 3. | Ditch | <input type="checkbox"/> |
| | Delegate | <input type="checkbox"/> |
| | Decide | <input type="checkbox"/> |

STEP #5: MORE OF THIS

Let's dive into your 'radiator' list, and see what you can dial up...

List everything you want more of, that will allow you to have your 'Best Year Yet'...

EXERCISE: INTRINSIC VS EXTRINSIC GOALS

How much control do you have over your goals?

Intrinsic:

Extrinsic:



STEP #6: MAKE GROWTH A PRIORITY

It's time to make a plan to ramp up what is serving you.

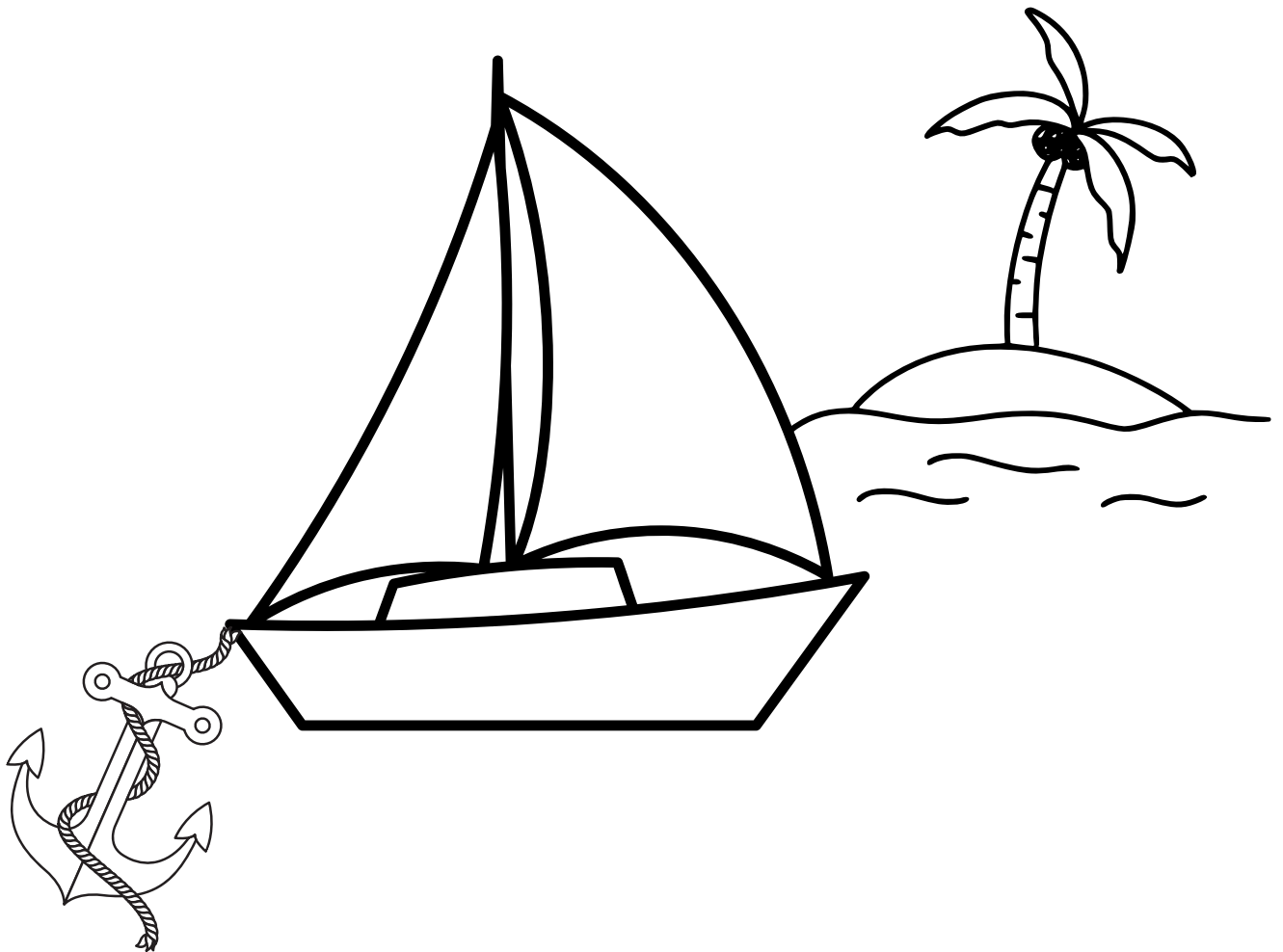
List your non-negotiables (if you can only keep 3 things, what would they be?)

Then, make a commitment about how you'll prioritise them.

	List Your 3 Non-Negotiables	How Will You Prioritise These?
1.		
2.		
3.		

EXERCISE: SAILBOAT

Goals, drivers, and barriers



STEP #7: LOOK TO THE FUTURE

Polish that crystal ball, and see what the future holds...

Compare what you've done this year, to what you'd love to do next year.

Use the two free rows to add anything else you'd like to track or measure, and add any lessons you're learning from the data.

	This Year	Next Year	Lessons
REVENUE			
PROFIT			
WORKING DAYS			

STEP #8: THE HOW

'A goal without a plan is just a wish'

Now it's time to put those plans into action!

Use the two free rows to add anything else you'd like to track or measure. Add in your milestone dates and how you'll measure success. and think about what your 'quick wins' are, which 'levers' can you pull, to get the biggest results?

	Milestones/Measurements	Pull The Lever
REVENUE		
PROFIT		
WORKING DAYS		

STEP #9: FILL YOUR CUP

'You can't pour from an empty cup'

Make a commitment to things that fill you up

These could be acts of self-care, socialising, family time, or those all important trips and adventures.

What?	Where?	Who?	How Often?

STEP #10: PROFESSIONAL GROWTH

'You didn't come this far, to only come this far'

Make a commitment to progressing professionally

Whether it's a mastermind or membership you wanted to join, an education class, trade show, or coach you want to invest in... List 'em out below.

What?	When/ Frequency?	Who?	Why?

STEP #11: PERSONAL GROWTH

'Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it'

Make a commitment to progressing personally

From yoga, to meditation, to therapy... You deserve to explore your fullest potential.

What?	When/ Frequency?	Who?	Why?

STEP #12: MAKE A COMMITMENT

‘The only limit to the height of your achievements is the reach of your dreams and your willingness to work for them’

Make time for success.

For anything to work in reality, it's gotta fit into your calendar. This is where it all comes together, list what you will do under each frequency, and then go and add them into your diary or calendar, and protect them fiercely!

	Fill Your Cup	Professional Development	Personal Development	Goal Tasks
Daily				
Weekly				
Monthly				
Quarterly				
Six-Monthly				
Yearly				



WELL DONE, BOSS!

You've just taken some huge steps to shift from the 'practitioner', to the 'CEO'.

Make sure you keep coming back to this workbook, and tracking your milestones to keep yourself on track to have your **Best Year Yet!**

Keep me in the loop with what comes of this pivotal work that you're doing, I can't wait to hear how you put it into action.

Now go get em, Boss...

Maddie Cook