

HOW TO:



PREPARE FOR EXPANSION IN YOUR BUSINESS 2021

BY KIRIGO KABUGA

HOW TO:

**PREPARE FOR
EXPANSION IN
YOUR SALON
BUSINESS IN 2021
26 PAGE
GUIDEBOOK**

BY KIRIGO KABUGA

LOOKING BACK



***IN ORDER TO MOVE FORWARD,
WE FIRST HAVE TO LOOK BACK
AT THE LAST YEAR,***

LOOKING BACK

What worked last year in my business?



What didn't work this last year in my business?



LOOKING BACK

Biggest mistakes:



Biggest Successes:



LOOKING BACK

Biggest areas of learning and growth:

A large, empty rectangular box with a thick red border, intended for writing about the biggest areas of learning and growth.

**WHAT WAS MY BIGGEST FEAR LAST
YEAR:**

A large, empty rectangular box with a thick red border, intended for writing about the biggest fear last year.

LOOKING BACK - NUMBERS

INSTAGRAM FOLLOWERS

Start	End

FACEBOOK FOLLOWERS

Start	End

INCOME

Last year	This year

NEW CLIENTS

Last year	This year

REFERRALS

Last year	This year

OTHER: _____

Start	End

***WHAT WERE MY TOP SERVICES (BY VOLUME) THIS YEAR?**

***WHAT WERE MY MOST PROFITABLE SERVICES THIS PAST YEAR?**

***HOW WERE MY RETAIL SALES THIS YEAR?**

***WHAT COULD I IMPROVE OR CHANGE TO MAKE THESE NUMBERS BETTER NEXT YEAR?**

LOOKING BACK

WHAT GOALS DID I ACHIEVE THIS PAST YEAR:



WHAT GOALS DID I NOT HIT OR GOALS THAT CHANGED THIS PAST YEAR?



INTENTIONAL PLANNING

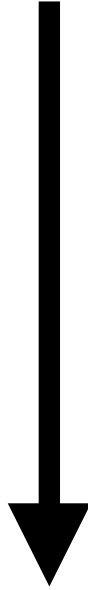
1. **WHAT IS THE MOST IMPORTANT GOAL YOU WANT TO FOCUS ON THIS YEAR?**

WHY DO YOU WANT TO ACCOMPLISH THIS GOAL?

2. **WHAT IS THE SECOND MOST IMPORTANT GOAL THIS YEAR?**

WHY DO YOU WANT TO ACCOMPLISH THIS GOAL?

INTENTIONAL PLANNING



***BY BEING INTENTIONAL WITH
YOUR PLANNING FOR THE NEW
YEAR, YOU ARE SETTING
YOURSELF UP FOR SUCCESS BY
GIVING YOURSELF A PLAN TO
ACTUALLY ACCOMPLISH THOSE
BIG GOALS.***

INTENTIONAL PLANNING

WHAT WOULD MY PERFECT WEEK LOOK LIKE?



**WHAT WOULD MY PERFECT DAY LOOK LIKE?
FROM MORNING TO NIGHT (ROUTINES, CLIENTS, HOBBIES,
ECT)**



WHAT CHANGES CAN BE MADE TO CREATE THAT?



INTENTIONAL PLANNING

What new techniques do I want to try this year?

What education or classes do I want to invest in this year?

What fear do I want to overcome this year?

INTENTIONAL PLANNING

What is working in my business right now?	What is not working in my business right now?

WHAT NEEDS TO CHANGE IN MY BUSINESS THIS YEAR?

WHAT ARE THE THINGS THAT ARE THE MOST PROFITABLE IN MY BUSINESS?

INTENTIONAL PLANNING

WHAT BRINGS ME THE MOST JOY IN MY BUSINESS?

DOES THE BUSINESS I HAVE CURRENTLY BRING ME JOY AND MAKE ME HAPPY? IF SO, WHY? IF NOT, WHY?

WHAT ADJUSTMENTS NEED TO BE MADE TO CHANGE THAT IS NEEDED?

INTENTIONAL PLANNING

BY THE END OF THE YEAR, MY BUSINESS + LIFE WILL LOOK LIKE THIS:



IF YOU COULD DREAM BIG WITH YOUR BUSINESS (THIS YEAR OR FUTURE) WHAT CRAZY + WILD THINGS WOULD HAPPEN?



INTENTIONAL PLANNING

Main ways I plan to market my business this year:

(Instagram, Facebook, Yelp, Pinterest, Youtube, Email list, ect)

This year, I will work on:
(circle one or more)

- Posting consistently
- Writing better captions
- Posting photos of myself
- Adding value + educating
- Taking better photos
- Sharing more on IG Stories or live
- Other: _____

GOALS I WANT TO SET WHEN IT COMES TO MARKETING AND SOCIAL MEDIA:

PROGRESS TRACKING



**BY TRACKING YOUR
GOALS, PLANS, AND
DREAMS, IT HELPS GIVE
YOU A BETTER GUIDE TO
GO FROM AND TO SEE
HOW MUCH YOU'VE
GROWN.**

MOSTLY PROGRESS TRACKER

MONTH:

GOALS THIS MONTH:

*
*
*
*
*
*
*
*

Areas for growth:	Successes this month:
-------------------	-----------------------

NUMBERS:

Instagram:	New Clients:	Income:	Other:

QUARTERLY PROGRESS TRACKER

QUARTER:

BIG GOALS THIS QUARTER:

*
*
*
*
*
*

WHAT AREAS DO YOU NEED TO FOCUS ON TO HIT THESE GOALS?

--

Things that worked last quarter:	Things that didn't work last quarter:
----------------------------------	---------------------------------------

BIG-CRAZY-ULTIMATE

Goal setting- *By setting big, crazy, and ultimate goals for yourself, you allow yourself to dream big and will push yourself beyond what you thought you could ever do to hit that ultimate goal!*

BIG	CRAZY	ULTIMATE

WHAT DO I WISH TO ACCOMPLISH WITH THESE GOALS?

BIG PICTURE GOAL:

FOUR THINGS I NEED TO DO TO MAKE THAT BIG GOAL HAPPEN:

1)	2)
3)	4)

Smaller things I need to do to make #1 above happen: _____

Smaller things I need to do to make #2 above happen: _____

Smaller things I need to do to make #3 above happen: _____

Smaller things I need to do to make #4 above happen: _____

What step will I start with to make this goal happen?	How will I celebrate when I hit this goal?

MISSED GOAL ANALYSIS

MISSED GOAL:

GOOD REASONS I DIDN'T HIT THIS GOAL:

- Did something happen that prevented me from hitting it?
- Did my focus change or did I pivot my plan?
(These are both totally okay reasons for you to not hit your goal)

Examples:

- You got sick or took intentional time off
- You poured more time into education or practicing vs marketing yourself
- You took other opportunities instead such as traveling to learn or teach
- You took a different direction with this goal

NOT GREAT REASONS I DIDN'T HIT THIS GOAL:

- Was I slacking or not putting effort in?
- Did I give up because I wasn't seeing immediate success?
- Did I give up because I was just over it and felt like the work wasn't worth it?

Why do you think you missed this goal?

What changes need to be made if necessary?

DECADE DREAMING



**AS WE START A NEW DECADE, I
WANT YOU TO WRITE DOWN
SOME OF YOUR DREAMS FOR
THIS DECADE SO THAT YOU
CAN GO BACK AND LOOK BACK
AT IT IN 10 YEARS AND SEE
WHERE YOU WERE + WHAT
YOU ARE DREAMING.**

DECADE DREAMING

What is going on in your life right now? What do you want to remember about this season?

What has been your biggest accomplishments in your business or life so far?

WHERE WILL YOU BE OR WHAT WILL YOU BE DOING IN 2030?

--