

Want to start 2025 with a BANG?!

I've got you!

Below are 5 energising and practical things you can do NOW to give yourself a business boost for the start of 2025.

Let's go!

1. Set Goals

Without goals, what are we aiming for? I was proud to have my article published in the Aesthetics Journal on this very topic, as I honestly believe a broad goal such as 'Have a profitable aesthetics business' isn't enough.

So, try...

- Setting your goal and then breaking it down to work out how it looks when you apply the SMART concept.
- SMART is making your goal SPECIFIC, MEASUREABLE, ACHIEVABLE, REALISTIC & TIMEBOUND.
- Breaking down long-term goals into smaller, actionable steps means you can hit milestones along the way and feel the progress!

PRINT your goals and put them where you can see them! You'll be way more likely to work towards them if you're being reminded.

2. Decide What You Will NOT DO

Sometimes this can be the most important thing to set you up for the year. We can spend so much time on fruitless tasks or being 'yes' people, that we don't have time for the things that will really shift our business forward.

So, try...

- Eliminating unproductive jobs to free up time and energy for growth.
- Setting boundaries so you can do what you need to. For example, "I will limit my social media scrolling to 15 mins a day" or "I will no longer take clients who cancel last-minute repeatedly."

- Looking for ways to outsource tasks that are easy to hand over but take a lot of your time.

If something drains your energy AND your time, it's a sign that something should or could be outsourced, and perhaps your time could be spent better elsewhere in your business.

3. Write a Letter to YOU

I love doing this every year! Writing a letter to yourself to open in a year's time, is such a great way to project and aim for your hopes and wishes for the year ahead.

So, try...

- Writing a letter to yourself, describing your ideal business in one year.
- Including details about revenue, successes, personal achievements, and how you feel being your own boss of a business you have built.
- Outlining what you'd like to be reading and saying 'yep, I did it!', by the end of 2025.

Open in 1 year and celebrate your achievements as you read that you've delivered on your own promise!

4. Get a Plan Going

We plan so many things (hands up who's been planning Christmas for weeks?!) but we rarely plan our business. We can be so busy doing the business that we're not taking time to be strategic and plan ahead. Many of my clients have social media as their marketing plan, and 'have fuller clinic days' as their wish, but not a concrete plan (until I nudge them!)

So, try...

- Creating a marketing strategy which lists of what marketing activities you'll do and when, and who you will target.
- Making a business and marketing plan that's Annual, Quarterly, Monthly, Weekly, Daily – so you can schedule everything you need.

- Trying activities beyond social media that really work for your local patients. Followers afar won't come for treatment, but local people will!

If you're in need of some help, the [360 Growth Plan](#) has everything you need from A-Z to learn what marketing works and how/how often to do everything. Give it a try!

5. Boost Your Mindset

When we're drained, overwhelmed and spinning, we just cannot be successful. We will be full of doubt and lacking in confidence.

Working from a grounded, assured place is where the magic happens, and you can truly grow in a structured and calm way.

So, try...

- Squeezing in some self care, whether that's daily or weekly, taking time for you, and celebrating every little win. Whether it's a spa day or a cuppa in peace, whatever you can do for you, will be good for your business.
- Surrounding yourself with like-minded professionals through networking groups who can help you keep on track and stay motivated (the [360 Growth Plan](#) group is fabulous for this!)
- Investing in personal development so you're working from a strong, confident place from the get-go in 2025. Growing knowledge means growing confidence. And a confident business owner is a magnetic one for patients and your overall success!

What better place to start than my [January Masterclass – a free Live session](#) with me where I take you through 60 mins of valuable tips and tricks for growth in aesthetics. [You can sign up to the Masterclass here!](#)

Wishing you an amazing start to 2025! Keep me posted on how you do with the tasks above, I love to hear about positive changes you're all making with the tools I can offer.

Happy New Year!

xo, Lucy