



# *The ultimate goal planning checklist for property stylists*

Step into clarity, focus, and success with this practical guide to growing your styling business.



# Congratulations on stepping up to make your business dreams work for you.

You have made the conscious decision to change the way you have done things in the past. I want your business, your finances and your work life balance to be a happy place, to be profitable and to give you the freedom you wanted when you started.

Now, having owned and run my own Property Styling business I know that it's easier to say that than it is to achieve it. I often felt overwhelmed like I was working all the hours possible and there was always more to do. It was when I was able to step back and review the year, and write a list of what wasn't working that I was able to look for ways to make it work.

Some of it came down to the systems that I put in place, some of it was managing my money in a different way and some of it was deciding to say No.

From the clients that I have worked with over the last few years, this is where we always start. A list of what isn't working and a list of what is. Then we work through setting goals for the coming year and we review them each quarter.

My aim with this Goal Planning Checklist is to start you on that path too.

*Jane*





# 1 Review the Past Year



We often want to jump straight into the New Year and all the possibilities that it brings, however, we must know where we are now before we can plan for where we want to go.

Make a list of all the things that you felt didn't work

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Make a list of all the things that did work

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Make a list of what needs to change

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## 2 Define Your Vision



Remember when you first started your business, what did you want for yourself and your business.

Identify where you want your styling business to be in 1, 3, and 5 years.

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Outline how your business will look and feel when you reach each stage.

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## 3 Set Specific Business Goals



By combining your vision for the business and the list from what needs to change you can begin to create your goals

Create clear, specific goals, like “increase revenue by 20%” or “book five new clients per month.”

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Break down big goals into manageable milestones.

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## 4 Make Your Goals Measurable



How will you know you are achieving your goals, this step will make your goals even more detailed.

Decide on metrics to track your progress (e.g., monthly income, number of projects).

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Set specific numbers and deadlines for each goal.

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## 5 Prioritise Your Goals



We can't do everything on our goal list, so now that you have written your goals which ones will give you the greatest return.

Rank goals based on their impact on your business and personal satisfaction.

Focus on 1-3 primary goals per quarter to avoid overwhelm.

## 6 Ensure Goals Are Attainable



While I believe that having a stretch goal is a good idea, the goals you are setting here need to be realistic.

Check that each goal is realistic and achievable within your resources.

Adjust goals based on your current client base, skills, and time.



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## 7 Match Goals to Core Values

Confirm each goal supports your business mission and values. Example: If creativity is a core value, set a goal to launch a unique styling package.

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## 8 Plan Action Steps

To do this I suggest looking at last year's calendar and the months you were busy, use this as a guide to know when some of the behind the scenes goals would be able to actioned. Determine a realistic timeframe for achieving each goal. Establish weekly and monthly check-ins to monitor progress.

## 9 Track Progress Regularly

Simply put if you are not measuring what you are doing it's not going to happen, but dont make this too time consuming. Think of creating a spreadsheet that you can revisit each week or month as part of your logistics planning.

Use a tracking tool or spreadsheet to document progress on each goal. Schedule regular reviews to assess progress and make adjustments if needed.





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# The ultimate goal planning checklist for property stylists

1. Review the Past Year

2. Define Your Vision

3. Set Specific Business Goals

4. Make Your Goals Measurable

5. Prioritise Your Goals

6. Ensure Goals Are Attainable

7. Align Goals with Core Business Values

8. Outline Action Steps for Each Goal

9. Track Progress Regularly



# Ready to take the next step?

I offer personalised coaching sessions where we dive deep into your business goals, uncover opportunities, and build a roadmap to success. Together, we'll ensure you're not just setting goals but achieving them in a way that feels aligned, manageable, and profitable.

[Book a Call](#)