

REFLECT, REVISE & RISE

YOUR CAKE BUSINESS JOURNEY
FROM 2024 TO 2025
A GUIDED REFLECTION AND AND
GOAL SETTING WORKBOOK



by Sugarcoated by Lisa



Welcome

PURPOSE OF THIS WORKBOOK

This workbook will help you reflect on your cake business journey, identify areas of growth, and set goals for success in 2025. Use this as a tool to gain clarity, focus, and inspiration.

Complete the sections at your own pace. Be honest and detailed- your building a foundation for your future success.



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02

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WHAT WORKED/
WHAT DIDN'T

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07

REFLECTION AND
INSPIRATION



01

CELEBRATING WINS IN 2024

What went well?

What are three projects your most proud of in 2024 ?

1.

2.

3.



Did you hit *any* milestones?

Financial?

Creative?

Personal?



Which clients or collaborations brought you the most joy?



LESSONS LEARNT

02

Turning challenges into opportunities

- What was the biggest challenge you faces this year?
- How did you overcome it? (or what could you have done differently)
- Did any trends or techniques you tried fail to deliver results?
- What feedback or insights helped you grow this year?



LESSONS LEARNT

Turning challenges into opportunities

What happened?

What I learned



03

WHAT WORKED & WHAT DIDN'T

Evaluating your systems & strategies

- What marketing strategies brought you in the most clients?
- Which offerings (e.g., cakes, cupcakes, weddings, seasonal) were the most profitable.
- Were there processes in your business that felt inefficient or stressful?
- Did you price your services effectively?

REVIEW

KEEP DOING What worked well

MODIFY What could improve

STOP DOING What wasn't worth the time or effort

VISION FOR 2025

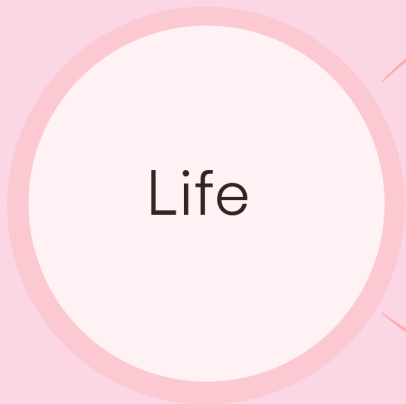
04

Where do you want to go?

- What's your dream project or ideal client for 2025
- How would you describe your business at the end of 2025 if everything went perfectly?
- What one word or theme will guide your business in 2025?



VISION FOR 2025



SETTING GOALS FOR 2025

05

Turning dreams into action

- What financial goal do you want to achieve in 2025 (monthly/annual revenue)
- What skill or technique will you focus on mastering?
- What new system or processes will make your business more efficient?
- How will you market and grow your customer base?

C L A R I T Y

SMART GOALS PLANNER

Identify a goal that is specific, measurable, achievable, relevant, and time-bound (SMART). Break it into actionable steps, each with its own deadline.

S

Specific

What exactly do you want to achieve?

M

Measurable

How will you track your advancement?

A

Attainable

Evaluate the feasibility of your goal.

R

Relevant

How does it fit into your broader objectives?

T

Time-bound

What is the deadline?

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YOUR ACTION PLAN

06

Your 2025 Roadmap

- What's the first step you'll take in January?
- What milestones will you aim for in Q1, Q2, Q3 and Q4
- Who or what can help you stay accountable?

Use your planner to write your goals for *each month* in

P L A N N I N G



REFLECTION AND INSPIRATION

07

Final thoughts and motivation

- What excites you most about 2025
- How will you celebrate your wins along the way?
- What quote or mantra will inspire you throughout the year?

Use your planner to write your goals for each month in



A letter to my
future self

A large white rectangular area with horizontal lines, intended for writing a letter to one's future self. The lines are evenly spaced and extend across the width of the page, providing a guide for handwriting.

THIS IS YOUR YEAR



Get around women who talk about vision and ideas. Passion is energy. Feel the power that comes from focusing on what excites you.

www.sugarcoatedbylisa.ie