



Create a Plan to Make  
2022 Your Best Year Yet!

with business coach, Justine Clay

Why do we set goals?

We connect goals with progress



“Progress makes us feel alive”.

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Tony Robbins

VS

Goal setting

Planning

# Traditional goal setting (and its limitations)



Planning:

(where you are, where you're going, and how to get there)



“I don't see success as a linear rise to money or fame, but rather as a full circle that leads me back home with the things I set out to accomplish”

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Bethany Yellowtail, fashion designer



*So, the question becomes....*

How do I create the conditions for my  
best life possible?

## **WHAT we'll cover today:**

### **A framework that will help you:**

Set goals that inspire you and STICK

Turn dreams into actionable steps

Cultivate the mindset, habits and actions that dramatically improve your impact

## **HOW we'll do that:**

Part 1: Identify what the best life possible looks like for YOU

Part 2: Getting everything out of your head and onto paper

Part 3: Map out clear goals and actions (the fun, creative way)

# Part 1

Identify what makes a best life for YOU

*What if....*

"Best life" equals a feeling, not a thing?



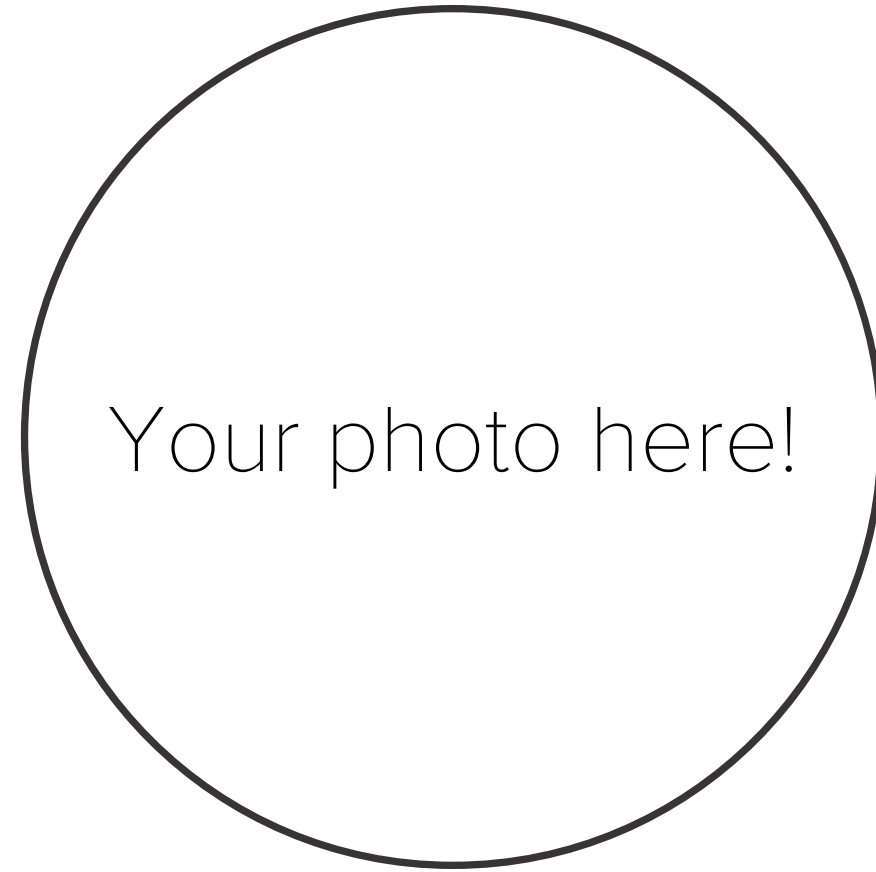
Lifestyle



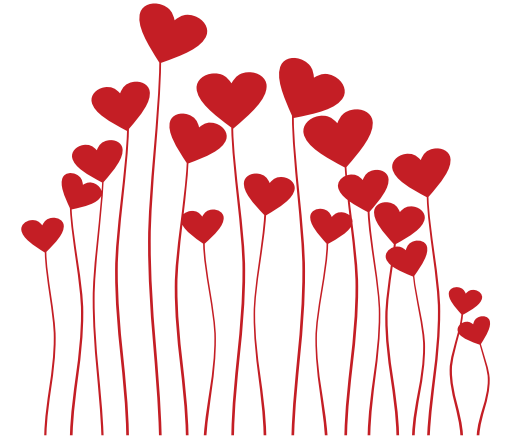
Health



Business +  
professional development



Your photo here!

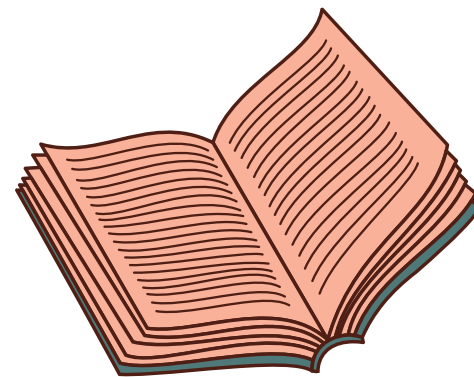


Love + relationships



Community

Spiritual /  
personal  
development



Finances

# Prompts

How would I "grade" myself in each of these areas?

How do I want to experience and engage with my life?

What area(s) do I want to focus on? (1-2 max)

# Part 2

Get everything out of your head and onto paper



Lifetime  
date:

3 years  
date:

Today's date:

1 year  
date:

3 months  
date:

Circle 3 things

Rebrand my business

Raise my rates

Work with fewer, better clients

# Prompts

Why are these the most important to me?

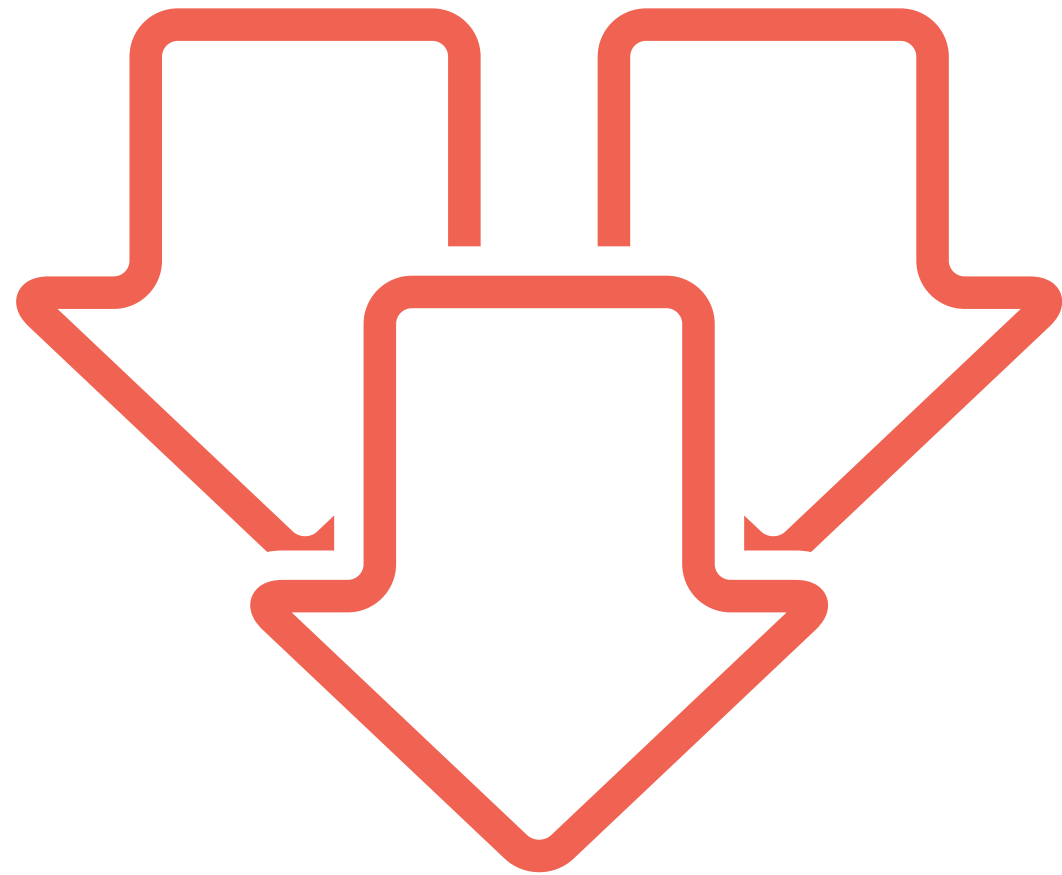
What would it mean to make progress towards them?

How would I see myself differently if I made progress in these areas?

# Part 3

Map out clear goals and actions  
(the fun, visual way)

*Let's break it down!*



The 3 things we'll use as an example

Rebrand my business

Raise my rates

Work with fewer, better clients

A red, stylized cloud shape with a soft, irregular border, centered on a white background. Inside the cloud, the text "Q1 goals" and "Due: March 31st 2022" is written in white.

Q1 goals  
Due: March 31st 2022

## Goal #1: Rebrand my business





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List as many specific action items  
as you can



## **Goal #1: Rebrand my business**

List as many specific action items as you can

## **Goal #2 Raise my rates**

List as many specific action items as you can



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## **Goal #3: Fewer, better clients**

List as many specific action items as you can

## Goal #1: Rebrand my business

List as many specific action items as you can

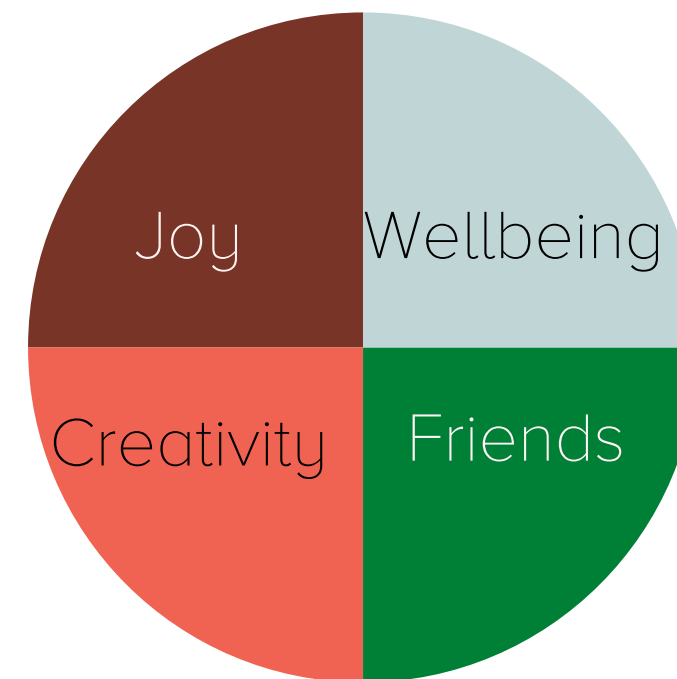
## Goal #2 Raise my rates

List as many specific action items as you can



## Goal #3: Fewer, better clients

List as many specific action items as you can



January

## Goal #1: Rebrand my business

List as many specific action items as you can

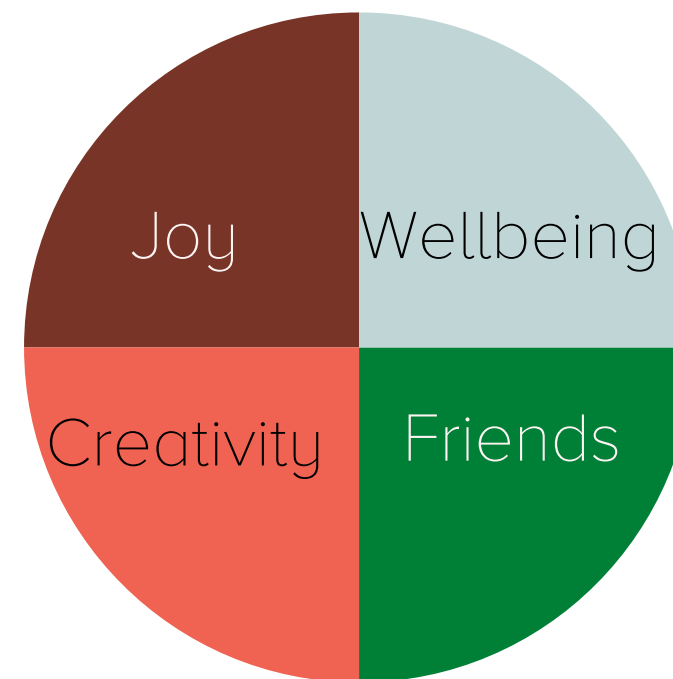
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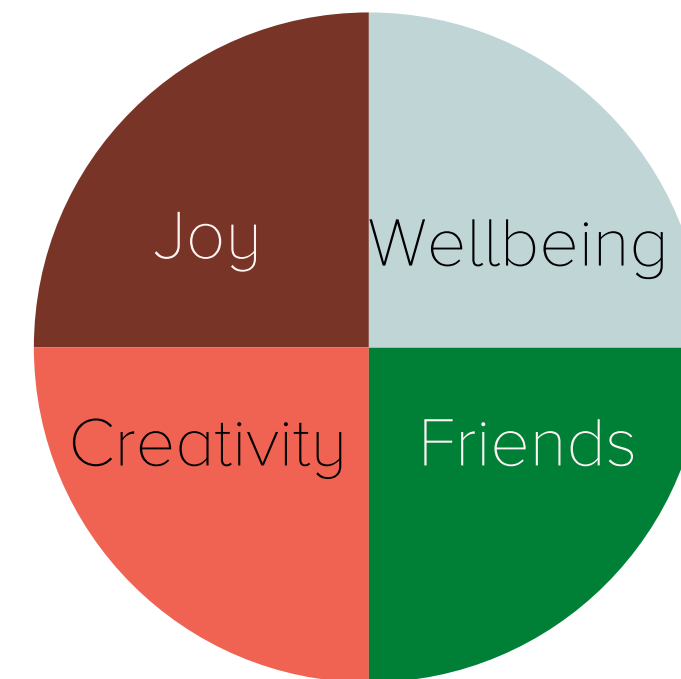


## Goal #3: Fewer, better clients

List as many specific action items as you can



January



February

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List as many specific action items as you can

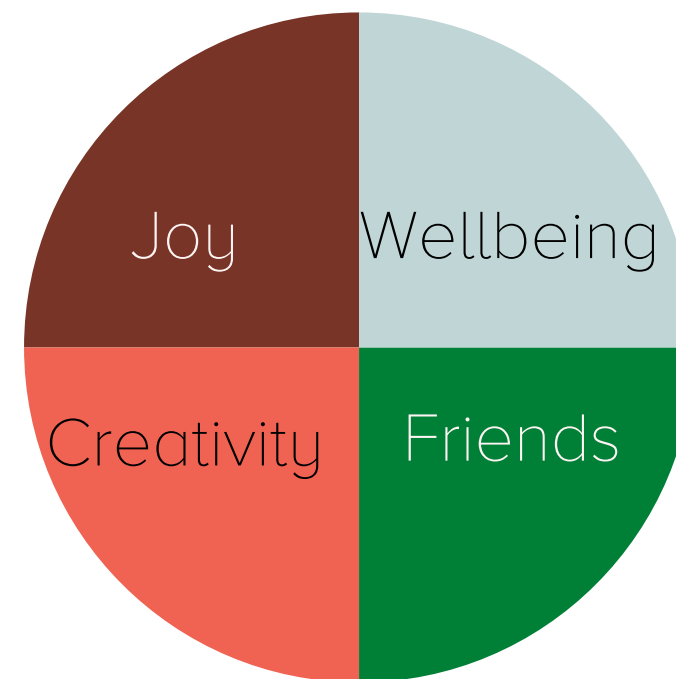
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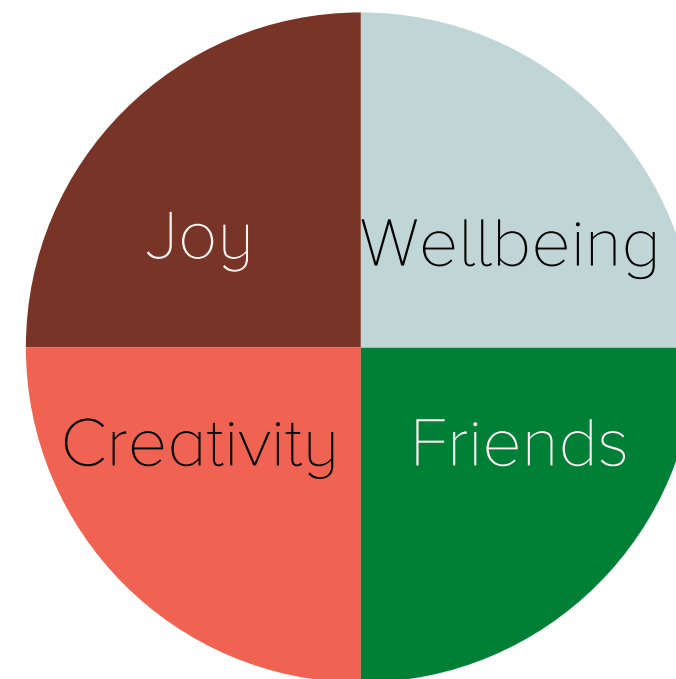


## Goal #3: Fewer, better clients

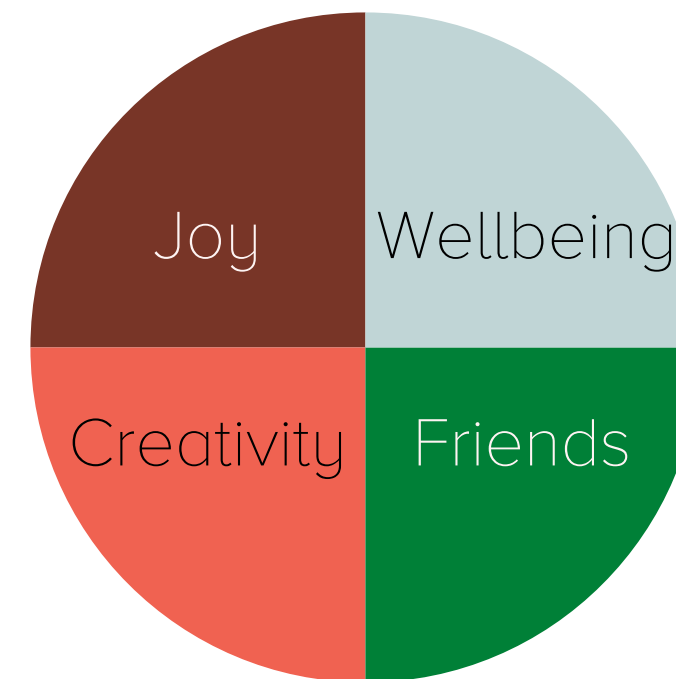
List as many specific action items as you can



January



February



March

# UNEXPECTED MAGIC ✨

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List as many specific action items as you can

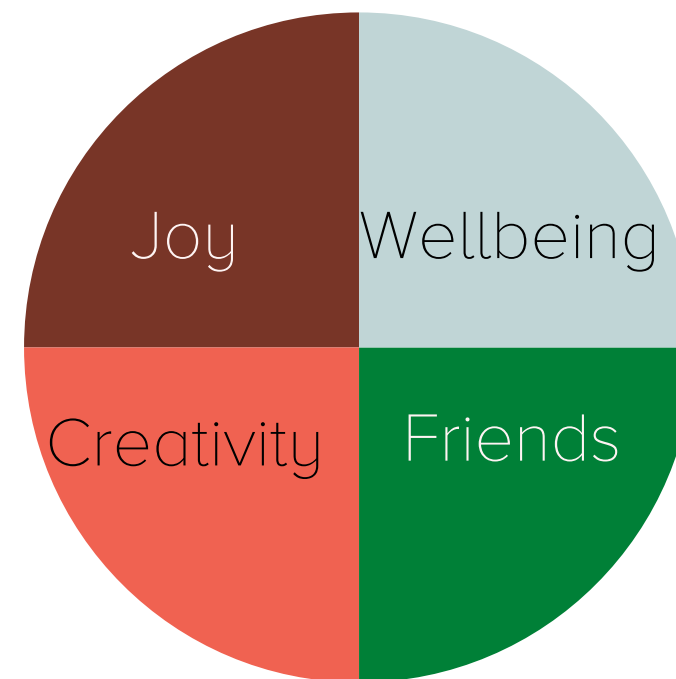
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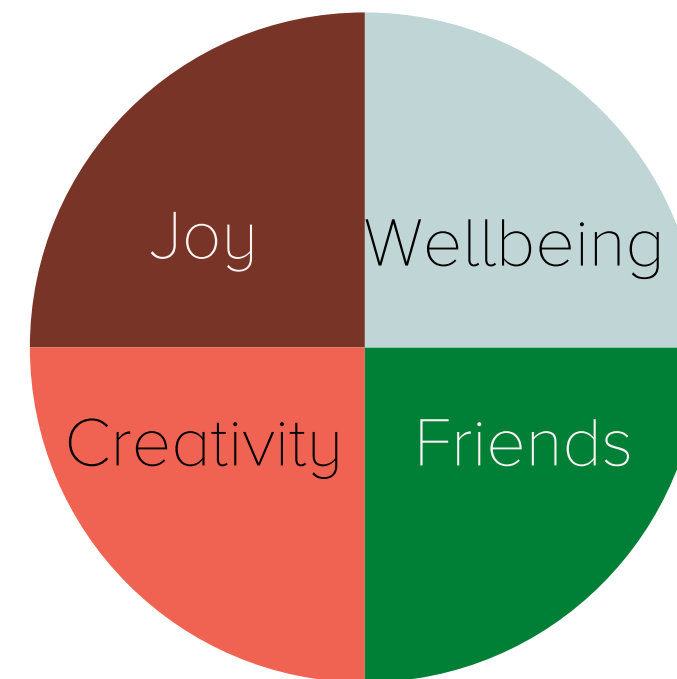
Q1 goals  
Due: March 31st 2022

## Goal #3: Fewer, better clients

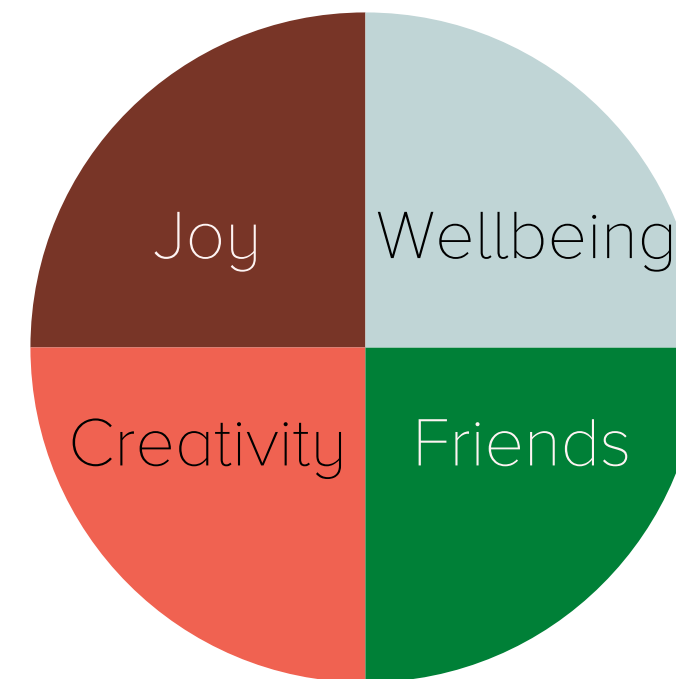
List as many specific action items as you can



January



February



March

## Prompts

What current habits or behaviors keep me from achieving these goals?

What habits or behaviors would I need cultivate to reach this goal?

What support do I need?

Who or what could help me?



“Look at people for an example, but then make sure to do things your way. Surround yourself with positive people”

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Queen Latifah

*Let's connect!*



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*Free guide!*

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How to Find High Quality Clients & Get Paid  
What You're Worth

7-part actionable framework for creative  
business owners and freelancers

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