



# 2025 Business Planning

Below are 10 Questions that will help you re-evaluate and plan for 2025.

I only create things that I would use myself and this helps me to see what worked well and not so well last year, and therefore what I should focus on for the coming year.

If you have any questions or would like some support in hitting the targets you set yourself this year, please get in touch at [contact@ladypa.co](mailto:contact@ladypa.co).

- 1 What were your 3 biggest accomplishments in 2024?  
(accomplishments are defined by you)
- 2 What services worked for you this year? Do you need to adjust your offering?
- 3 How do your clients view you and your services? Are the comments positive? What could you do differently to change any negative comments?
- 4 Take a look at your Vision and Mission - have they stayed the same? Do you need to revise these?
- 5 What are your goals and milestones for 2025? How are you going to measure them and how regularly will you check in with them?
- 6 What systems worked well for you in 2024? Did you buy any platforms/systems that you didn't end up using?
- 7 Are you actively engaging your customers? Do you have a marketing plan?
- 8 With inflation, do you need to revise your rates? Do you need to restructure your prices?
- 9 Are your suppliers still working for you? Do you have any aims to hire employees / freelancers? What would you like to outsource?
- 10 Who do you want to collaborate with in 2025?