Failing to plan is planning to fail

Where is your life and your business headed next year and beyond?
Here we are at the end of what has been one of the most difficult years that some of us will ever face but guess what - YOU DID IT! And do you wanna know what else? The likeliness of ever seeing another global pandemic is seriously slim to nil. FUCK YES!

So, what’s your big 2021 dreams? Where is your life headed next year and beyond? Where is your business going? Time to get over what’s happened and get focused on the future.

Here goes with the ol’ cliché - “Failing to plan is planning to fail” I know, cringey but also #realtalk. I break planning down into three major steps…

First bit - set the goal (der!) And before you let that ego takeover your brain and tell you that you can’t, you need to decide that you can, dream big and aim big. Triple your staff? Yes. Multiply your salon? Yes. Step off the floor? Yes. $5 million beach house? Yes. Round the world holiday? Yes. Lambo? Yes. Whatever gets that stomach churning with excitement and anticipation…that’s the one you need to go for.

When I first meet my clients, I ask them what they want to earn per week and what their dream wage is, and you have no idea how often it’s “$5,000 per week, no,
wait, $2,500, no, hang on, is that too much? Maybe just $1,500 a week. Yep, that’s what I want!”

…that little bastard; that voice in your head that says “you can’t do that!””, “you don’t deserve that”, “impossible!””, “imagine what XYZ person would say about you” …yeah, that; that’s your ego! You need to not let that slippery little sucker slither its way on into your head. Because it’s those anxious thoughts and beliefs are the thing that will stop you from achieving everything you want. Don’t buy into it, it’s fake. You deserve everything you want.

So set the bar high, be clear on exactly what you want, write it into past/present tense and put it out to the universe. Don’t be fluffy either – don’t do the “I want to lose weight”, do “I lost 20kg” or “I wear a size 12”. Understand?

The next bit cannot be skipped. Have you ever met those people that are like “I want to win $10 million in the lottery” but they never ever buy a lottery ticket? Or those people that do absolutely fucking nothing but then call you ‘lucky’ because you work like a trojan and achieve and grow constantly? Yeah? Basically, where I am going with this is inaction = no result. It’s all well and good to say you want a first-class European holiday, but if you don’t buy the ticket, you’re likely never going to get there. So yes, be bold, aim high and dream bigger, but be prepared to put in the work.
The best way to define the action steps is to work backwards from the goal, to where you are now.

Example - I want to turn over $20,000 a week in revenue, I currently turn over $12,000. That’s $8,000 more than where I am now. $8,000 sounds like a lot, but break it down, that’s 2X full time seniors, yeah? What do you have to do to get there? That’s where you define your action steps.

If I was working towards $8,000 a week extra in sales, my goal would look like

Feb 2020:   $14,000 per week
March 2020: $16,000 per week
April 2020: $18,000 per week
May 2020:   $20,000 per week

If that $2,000 extra a week still seems out of reach, look at it this way, average client value $250 means eight clients a week will get you there. So. Damn. Doable!

And I would be tracking that weekly, and celebrating every milestone reached. I would also not be bashing myself if the March 2020 goal was pushed back a month. Some things don’t happen as planned but you still get there in the end. You never know, if you work hard enough you might catch up the following month and be right back on track.
The last step here is to set deadlines. I, like a lot of people, work best to deadline. I do my absolute best work on deadline day, and I also know that if I don’t have a deadline, I will still be working on whatever project it is four months after its due. That’s why I put dates to those goals above, it’s easier to manage, keeps you on track and breaks everything down into a more realistic goal.

If you need someone to give you a strong kick up the butt and help you with direction, slide on into my DM’s because I would love to guide you through and celebrate with you.

Before I end this, I will say one thing, the hair industry is full of wildly creative, usually spontaneous and unstructured humans. Not all of us, but the majority, we’re all sameSAME but different, really. What that means is that goals can change, dreams can change, and direction can change in an instant. I am hands down one of these people. Just because you set a goal doesn’t mean it’s set in concrete, you can change it if you want to, hell, I visit my goals every three to six months because my vision and direction is constantly changing (I am literally so effing annoying) but what is important is that you are always working towards something, because it gives you a reason to get out of bed, do better and work harder. And the feeling is so much sweeter when you smash your goals, and you earnt every bit of it.
Plan your 5 years, 3 years, 1 year and 6 months and #werk - you got this.

(Side note - bottoms up, enjoy your end of year break hair and beauty fam, you’ve all earnt it)

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