



**GOODBYE 2022
LET'S KICK SOME
ASS, 2023!**

**REFLECTION
WORKBOOK**

kickassphotographers.com

ABOUT THE WORKBOOK



OH HEY THERE, WE'RE ANNA AND TODD

We're Brighton wedding photographers and we run Kick Ass Photographers. We're so excited to have you here and I can't wait to help you make 2023 the year you get booked up with dream clients. The aim of this workbook is to help you discover and reflect more about your strengths, weaknesses and goals so that next year you can have an even stronger year. Through a series of fun activities, you will dive deeper into understanding not only yourself, but your life and business. So let's just jump straight in!

KICK ASS PHOTOGRAPHERS 2022 REFLECTION

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SELF-AWARENESS ASSESSMENT

READ THE PROMPTS BELOW AND THINK ABOUT THE FIRST THING THAT COMES TO MIND. FILL YOUR ANSWERS OUT IN THE BLANK BOXES.

I AM A HUMAN BEING WHO...

LOVES	
WANTS TO	
IS DRIVEN BY	
IS INSPIRED BY	
HAS A HABIT OF	
IS HAPPIEST WHEN	
BELIEVES IN	
IS NOT AFRAID OF	
IS AFRAID OF	
WILL ONE DAY	
WHO NOTICES	
HAS THE GOAL OF	

YOUR MOST ENJOYED

WHAT DID YOU ENJOY MOST IN 2022?

YOUR LEAST ENJOYED

WHAT DID YOU ENJOY LEAST IN 2022?

YOUR BEST THINGS

WHAT WERE THE BEST THINGS THAT HAPPENED TO YOU IN 2022

YOUR WORST THINGS

WHAT WERE THE WORST THINGS THAT HAPPENED TO YOU IN 2022

YOUR GOALS

ACHIEVING OUR GOALS IS DEPENDENT ON WHETHER WE TAKE ACTION.
USE THE TABLE BELOW TO UNDERSTAND THE "WHY" OF YOUR GOALS.

GOAL:

HOW CAN YOU DO MORE OF THE THINGS YOU LOVED?

HOW CAN YOU DO LESS OF THE THINGS YOU DIDN'T LIKE?

WHAT AWESOME THINGS DO YOU WANT TO HAPPEN NEXT YEAR?

WHAT DO YOU WANT TO AVOID HAPPENING?

WHAT STEPS DO YOU NEED TO TAKE TO MAKE THE GOOD STUFF HAPPEN MORE AND
THE BAD STUFF HAPPEN LESS? (GO TO THE NEXT PAGE TO CONTINUE!)

BRAINSTORMING

ACTION BRAINSTORMING CAN HELP IDENTIFY WHAT THINGS ARE HELPING OR STOPPING YOU FROM ACHIEVING YOUR GOALS.

**MY
GOAL:**

**STOP
DOING**

**DO
LESS OF**

**KEEP
DOING**

**DO
MORE
OF**

**START
DOING**

WHERE DID YOUR LEADS COME FROM?

LOOK BACK AT ALL YOUR ENQUIRIES, WHERE DID THEY COME FROM? IS THIS DIFFERENT TO PREVIOUS YEARS? IS IT WORTH FOCUSING MORE ON THE NUMBER ONE ENQUIRY SOURCE NEXT YEAR?

ONE

TWO

THREE

WHAT DID YOU SPEND TIME ON THAT DIDN'T GET MANY RESULTS?

ONE

TWO

THREE

AND FINALLY... CHANGES

WHAT WOULD YOU LIKE TO KEEP THE SAME NEXT YEAR?

WHAT WOULD YOU LIKE TO IMPROVE OR CHANGE NEXT YEAR?

WELL DONE!

We hope reflecting on the year just gone has helped you see where you can make adjustments for to make the next year better. No matter who we are or how well we're doing, there's always room for reflection and improvement! Whether it's mental wellbeing, personal projects or business goals, hopefully you can be a happier you.



A DEDICATED

NOTES SPACE

[illegible]

**NEED
HELP?**



**BOOK A
POWER HOUR
WITH US OR
JOIN THE
MEMBERSHIP**

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