



Esthetician 2025 Year-End Review Checklist

**Plan for a stronger
2026 in Your Biz**



Use this as a quick, practical reset—no overthinking required.

1. 2025 Numbers Snapshot

- Total revenue (approx. is fine)
- Best revenue months (Top 2–3)
- Slowest months (Top 2–3)
- Average ticket (service + retail)
- Rebooking rate (estimate if needed)
- Retail % of total revenue (estimate)



2. Services That Performed

- Top 3 most-booked services
- Top 3 most-profitable services
- Services that felt most aligned (energy + results)
- Services to refine (timing, pricing, flow)
- Services to pause/retire in 2026

3. Client & Schedule Health

- My most sustainable weekly schedule looks like: _____
- I felt most balanced when I: _____
- Biggest time/energy drains were: _____
- Policies to tighten (late cancel, deposits, boundaries): _____

4. Marketing Wins to Repeat

- Best client acquisition source (referrals, IG, email, Google, etc.)
- Best-performing offer or seasonal promo
- Best-performing content (post/email/blog)
- What I will repeat in Q1 (choose 1-2): _____

5. 2026 Focus and 90-Day Plan

- My ONE focus for 2026 is: _____ (Examples: rebooking, retail confidence, simplifying menu, boundaries)
- Q1 Priority #1: _____
- Q1 Priority #2: _____
- One system to simplify in January: _____
- One client experience upgrade to make: _____

6. Support Plan

- Education I want to invest in this year: _____
- Inventory/backbar refresh needed (winter essentials): _____
- Tools/resources that will make my work easier: _____

Done = success. This checklist is meant to create clarity, not perfection.

Your 2026 Begins Now

Looking back - looking ahead.

As the year comes to a close, we're sharing a simple reminder: the end of the year isn't just for celebrating—it's for reflecting and planning. Looking back at your 2025 numbers, services, and marketing wins can help you step into 2026 with clarity and confidence.

You are the heart of your business — and a simple reset - no overwhelm can help you review what worked and focus on what matters next.

Wishing you a beautiful closing to 2025 and a radiant start to the new year.

Wishing you a restful holiday year end and a confident start to the new year,

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