

Transcript for Episode 226:

Before You Plan 2026...Do This

Jessica Miller (00:01.582)

Hello everyone and welcome to this week's episode of the It's Your Offer podcast. For those of you that are new here, I'm Jess Miller and I'm the host of the It's Your Offer podcast. And for those of you that have been with us all year or maybe many years, welcome back. This is such a special episode and I'm so happy to be here with all of you. As we come toward the end of the year, as we're starting to slow down, we're moving into the holiday season and we're really reflecting. We're thinking about connection, traditions, all the things that come at the end of the year when we arrive here and we take a pause. I want to tell you all as you're listening to this that this has been a really important year for every single listener. You are in business. You are doing great things. You have done a lot. You've done enough. You are enough.

And this is that beautiful time of the year where slowing down and taking a pause and reflecting is really, really important. Many of us will just sort of glaze over this part and we just kind of go headstrong into 2026. But I want to invite you to sit down, pour yourself a cup of coffee and think of this as really like the CEO gift to yourself you didn't know you really needed. This episode is really going to be around reflecting. It's going to be around why this is so important to grow your business, to grow you as a human being, to create the things in your business that you want. and why these pauses and these intentional reflections and putting pieces together in a way that feels amazing is really, really crucial for your revenue. It's really, it's about reflection. It's not about reinvention at this time of the year.

You've done the hard stuff and the pause, and I always talk about it, this white space is really, really important. So, I've put together this episode. sat

down, I poured myself a cup of coffee. I thought about it. I actually even have some notes in front of me on my desk, which I don't usually use during my episodes, I felt like this was so important that I wanted to make sure that I really captured it. And as I walk you through this today, I have something really special that I call my Hell Yes reflection ritual. And we'll get to that at the end, but hang in there. And just like I said, give yourself this time to really think about your business and reflect. And then I have something really cool to share with you around that ritual that I think...

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...will feel really good and it will give you some amazing insights. so why does reflection create revenue? like what is that? many of us, as i said, we jump right into the planning part. but reflection is so important because it is crucial to pause and evaluate what you're doing and what you want before you try to fix it, before you try to create something new. and many of us are really, we're in that action mode and we want to do new things or we want to fix the things that are broken. but the pause and the going inward and the looking at the things we've created and the celebrating is really, really important. i also want to stress that it's hard to create things when you're in the doing. you really need that white space, that untethered time in your schedule, in your calendar. it is crucial to let that intuition and all of that secret sauce, all those insights really come to the surface. And if we're in the doing, if we're trying to create the things all the time, we really miss the opportunity to just let all of our magic surface. You can't choose the right strategy until you're clear on what matters. And what matters comes when we give it space and breath. And I can't stress this enough. This has actually come up with a lot of my clients recently. where we've had to take a step back and really look at where their success has come from, what has created that. And many times, we think it's this kind of random serendipity that creates it or it's it's something that just kind of happened by accident. But I promise you your million-dollar idea, your amazing 2026 plan comes in the quiet moments.

It comes at the time where you think that you just like randomly made it happen, but you didn't. It was intentional. And there were things that were coming together in those moments that you were actually doing and being and living that were creating those results. The problem is we don't stop long enough to actually think about or record or kind of debrief what we were just doing in those moments because we keep moving to the next thing. And so, you know, my hell yes philosophy is really, you know, the right strategy comes...

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...clearly after you lean into those things that feel good and that actually have created so much for you. but we think that it was just something else. because we can't be possibly creating so many amazing things if we're in flow and having fun and quote unquote not working, like all of those things. and really, it's the emotional part, it's the energetic part that is driving a lot of these things because that emotion actually impacts what we do and the actions we take and those actions we take actually create all the results in our lives. so, when we're really in that space, that's when things get really good. and we want to make sure that we're taking this time to avoid the things that sometimes creep up on us without realizing.

Like those, you know, that burning out and churning things out and creating things that just kind of burn us up at both ends or We think we have to be a certain someone and do a certain something to grow. But really like understanding what you want, having clarity first and then creating from there is really, it's really the key. And it's a thing that makes everything easier. So, pausing, evaluating, reflecting before you do anything is what I'm inviting you to do right now. And I think it is one of the most powerful strategies, not only at the end of your year, I want to challenge you and I want to offer to you that this is something that you should put into your business plan. I would say at least every quarter. And if you really want to be ambitious or you start to realize how powerful this is, you can even do it every month. I'll tell you; this came to be for me during COVID.

So, I was actually part of a mastermind during COVID and they had retreats. And because we were in COVID, we couldn't gather together in an in-person retreat. So, the person that was leading this mastermind at the time, she decided she was going to take her retreats online. And it was awesome because it gave all of us permission to do exactly what I'm talking to you about here. Pause, reflect, think about what it is that we want, uncover all the trends and the things that we think just happened by accident, but they didn't. So, she invited us to do this, which was awesome. At that time, because we couldn't go anywhere,...

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...i just knew i needed to carve out really some space for this ritual, really make it a ritual, give myself permission to treat it like it was an in-person retreat, like i was going someplace else. so, what i actually did was i took myself out of my day-to-day routine. for me, i actually went to a little place that we have in maine where there was nobody. again, it was covid, we couldn't really go anywhere. and i just pretended that i was going on an in-person retreat. and i carved out my schedule as if i was there. i blocked my calendar. i was in the moment. i was in that reflection. and i took that space to actually do this. and i was so blown away by what i learned about myself, about what i wanted, about what was working in my business, about what i was fired up about. that space to breathe and to what i love to say, marinate in all the ideas that came to me when i had that moment.

And I was able to just take things that were seemingly disparate in my business and in my mind and put them together in these beautiful, creative, powerful pieces. Once I figured that out, I started to do that every single quarter without a fail. Some quarters I would meet up with other colleagues of mine, my business besties, people who had different skill sets and strengths than I did, we would do it together. But regardless of all of that, I made sure I did it for myself. it became something so, so mind blowing in my business. It was one of the most powerful profit leavers that I had. And I also want to say it was one of the most luxurious, fun, expansive

experiences that I had every quarter as well. And I, as those things added up, they were the things that really made the biggest difference in my year. And this is true for you too.

So, I invite you to take what we're going to talk about today, make it your own. It becomes a repeatable asset in your business and it will create so much momentum and growth for you. It is going to blow your damn mind. So, I'm really excited for what you're about to uncover here. And like I said, you've earned it. You did all the hard things. You put in the time. You've built enough of what is working and what you've figured out isn't the thing that you want. And you are enough in your business. Now it's about channeling...

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...all of your insight and all of your creativity, which as entrepreneurs, we're really good at. but a lot of times it becomes the afterthought. it's not the thing that we intentionally put in our business, but i'm inviting you to intentionally put it in your business starting right now. so, i want you to grab a pen and paper or if you're someplace where you're sitting down, i'm sharing in the show notes an actual document that's going to walk you through this. but if you're on a walk or you're maybe in your car where i am when i listen to podcasts a lot of times, you could just listen to this and think about it. and then you can go back and you can grab this awesome tool that is there for you in the end. simple, straight to the point. and it allows for expansion and allows you to really open up all of this. what i like to say is your magic. it's your secret sauce.

So here is the hell yes reflection ritual. This is an opportunity for you to look back over your year or it be over your quarter or if you're going to do this monthly, I am celebrating you. But it's a look back over this time and really, it's a marriage of your emotional intelligence and your strategy. It is taking what you have done in your business physically and it's marrying it with all of your intuition and all of the emotion that comes from thinking about what it is that you're doing and feeling it in your body and asking yourself

powerful questions. And that's what this really is. It's my branded reflection method. And I hope it brings up for you all that hell yes energy, all that clarity, all the simplicity that is so powerful and is really the foundation for all of the planning and things that you're going to create in 2026 as you go forward.

But right now, you get to just be here, we get to be together and you get to ask these powerful questions. Okay, so number one. The first question you want to ask yourself is what gave me energy this year? What gave me energy this year? What I want you to think about is were there certain clients, certain spaces that you might have been in that lit you up, that gave you so much energy, where you felt like you were in flow?...

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...where it felt amazing. i want you to think back to those places and people that you were with over the year. what lights you up? and i invite you to go look at your calendar, look at your notes. you can look at all of those things. but i want to first say, ask yourself this question and just let the answer come to you. i think your heart knows what things felt really good this year. and if you give it a second, it will actually just come up. what things like specific offers, something that you shared with people, something that had a big impact, maybe something that you created that just was so exciting for you. it was the thing that just sold. it was the thing that people asked for. was the thing that you had less hesitation about sharing with other people. so maybe there were certain offers that you put out there that gave you a ton of energy.

Another thing that gave me lot of energy during the year, and I think for many of you this could be the thing too, what partnerships, what collaborations, what people in those moments where you're locking arms and you're doing cool things, many times just for the fun of it. Like I love that. I love that about offers and partnerships. So, were there different people that you locked arms with or different things that you did in partnership? I actually most recently was on a panel that someone asked

me to be on. talking about year-end reflection with two other badass women. One of the most fun hours that I've had all year. It was awesome. Actually, there was four of us total, so there three other badass women. But I did it because it sounded like a great time, and I really liked these other women, and it was so much fun. mean, like, our chat was going, even after that was over.

So, are there partnerships and things like that that gave you energy? Were there certain rhythms that you put into your life? I like to call these CEO rhythms that really lit you up. Maybe you didn't start your day till 10 o'clock in the morning. Maybe you decided to move your workout to the end of the day because you figured out that after a long day, that was the way to give yourself energy and transition into your family life. Maybe you stepped into taking fun Fridays. Maybe you didn't work on the weekends.

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Maybe you recorded your podcast without a script, whatever it was, right? What are those rhythms that actually gave you a ton of energy? So, I want you to give yourself some space. You can pause this, reflect. Ask yourself, what gave me energy this year? And let it come up and jot it down. And if you need to pause this, do that. So that's the first question. What gave me energy this year? The second question is, what delivered the highest return with the least amount of effort. This is really where we're leaning into those things that I love to call levers, right? And we talk about profit levers all the time. But it's the things that really allowed you to create so much more and have such a high return with the least amount of effort. This could be money, it could be joy, it could be ease, it could be impact. That's what we wanna be looking at.

So where in your business did you do something that felt effortless and it created big returns? So maybe it was, you know, a piece of content that you crafted and you put out there and it got all of that engagement you didn't expect. And you're like, hey, I was just sharing my heart. This was so simple. I wrote this thing in five seconds. Maybe it was an offer that you put

out there that just sold really quickly. Or when you talked about it, the words just came from like your soul and it felt so simple. Maybe there were topics you talked about on your podcast, on guest appearances, on a panel like I was talking about earlier that just flowed and they bought those ideal clients into you. They grew your email list. They surrounded you with the people you really wanted to be surrounded with. And it just felt like this is what you were meant to do. So, I want you to think about those things.

Like where were those high return, high leveraged things in your business that actually created a big result? And it felt easy. It felt like an easy lift. It felt like it was in flow. This is kind of that epitome of doing less better. Something simple and easy that you did that created so much more on the back end...

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...and it could be also some things that we think about that are not like overly sexy. it's like you put something into an automation. so, you you made one tweak where, you know, your newsletter went out every week and you didn't have to do it. and that was the thing that actually warmed your audience up and made the offer you were going to sell on the backend super, super easy. yes, for example. so sometimes it could be the kind of boring things, but it delivered a high return with little effort. that's what i want you to think about because there are so many powerful leverage points in those places. and for many of us, this idea of simplicity and doing less better and less equals more, it sounds really good. and sometimes it can feel like it's this place we have to evolve to. but for the people listening to this, i want to invite you to believe you're already doing it.

You actually are doing it. So, it's about identifying what those things are. So, looking for those simple things that have big outcomes. So, what delivered the highest return with the least amount of effort? And then the third question is what drained you or distracted you? What things were like burning you out? What were really like stealing your energy or kind of bringing you down the rabbit hole? or making your life or your business

more complicated than it needed to be. So, some things to think about that I have found can drain or burn my energy. And I've seen this with my clients too. Maybe you feel like you need to like churn, know, churn things out. So maybe you decided you wanted to, you needed to get out there on the airwaves and you were gonna put out podcasts, you're gonna put out content and you're just, you're churning these things out for the sake of churning them.

Or you're reinventing the wheel a million times. I see that a lot with content. Like people have to keep, you know, creating things instead of taking the things that they have and repurposing them. Or taking content that is already there and putting it out again with a slightly different flair, for example. Maybe you got into the spin, which is not uncommon, and we're all guilty of it, of over-offering...

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...of creating offers just for the sake of creating them or creating a new offer to try to make up for an offer that's broken instead of fixing the offer that you already had. maybe you started offering a bunch of random things because you felt like what you had wasn't enough and you got stuck in this not enoughness. or you started negotiating with people. that's another area where we're doing things that are draining our energy and it feels really heavy. instead of having you know, our stake in the ground and going out there with our one offer or sticking to a price point, we start to, you know, rejig it and negotiate all different prices for all different people and all different things. does this sound familiar to anyone? i've definitely been there. also, when we overcomplicate our business, so we have all these options, you know, should i do this next? should i do that next?

Should I do this other thing? or Susie's doing something, so should I be doing that? We start to get into this crazy place of decision fatigue. Or we take on a lot of things because the people around us are doing it rather than sticking to our plan and our next best opportunity and the simplest way for us to grow that we've often put in our plan and we can see. But

depending on the rooms that we're in or the company that we're keeping, we might find ourselves pulled in so many places. Also not staying in your lane, know, doing all the things. when really you need to be doing what's in your zone of genius and what you love doing. So doing too much and overcomplicating. So, I want you again to take a minute and to think about what was draining you of your energy and robbing you of really robbing you of your joy. It's just kind of dragging you down.

So, what drained or distracted you that can really lead to that burnout and to not enjoying your business and being overworked. So those are the three questions. Just to recap so that you have them here. The first question is, what gave me energy this year? What lit you up? What delivered the highest returns with the least amount of effort? And then what drained you or distracted you? That is your hell yes reflection. That's what you want to be looking for. And you want to fill those things in, pause, let it come to the surface. It's under there. It's sitting there...

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...and these things really are your compass and your foundation for creating a plan for 2026 and beyond. it's this reflection. it's getting clear on those things so that you can use them as a compass for the next step that you take. really uncovers those north stars. it gives you insight into where you're doing things easier, better, more powerfully. where you're leveraging different things in your business so that you don't have to do all the things. you can just do the things that actually light you up, feel in flow and feel like they are effortless and then dialing down those things that are distracting you or draining you of your energy or finding other people where that is a hell yes for them and then you can just stay in your lane.

The other thing that I think is so important at this time of the year and is part of this reflective activity is to acknowledge your wins and celebrate the things that often fly under the radar. Like I was saying earlier today, sometimes there are amazing things that happen that we just don't even acknowledge because we're just in the flow. And sometimes they're not the

overly flashy, sexy things, but they are so powerful in our business and they are wins. And as entrepreneurs who are succeeding, we again, we can just glaze over those things. So, I want you to sit down and I want you to think about what are some of the wins that may have flown under the radar for you that you need to celebrate right now because celebrating is so, so crucial to keeping ourselves in flow and having fun in our business.

And when we're high achieving people, we can skip the celebration and we need to make sure that we're keeping our confidence high and we're keeping our vibe high so that when we create, we create from that place. So, what wins did you have this year that maybe flew under the radar? What is something that you might've said you always wanted to do and you're doing it or you did it and you forgot? I'll share with you one of mine that when I did this exercise before I came on the podcast to tell all of you about it,...

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...my list was actually so fun and so great. just, it was so great. this was one of my favorite parts of the exercise. and one of the things that actually popped up to the top of my list was the beginning of this year, i decided i wanted to spend some more quality time with my kids. and one of the places that i can spend a lot of quality time with my kids, and this sounds kind of funny even saying it out loud, is actually in the car. you know, i don't know for any of you that are parents, when you have your kids in the car, they're like a captive audience and we can do really fun things. we could talk about all sorts of things. we can listen to our favorite songs. we just get into funny conversations. and so, one of the things that i really wanted to do was i wanted to drive my kids to school every day. and i actually did that in 2025. i drove my kids to school every day.

I walked them to the door. I walked back to my car and I drove home. And I made sure that we were on time. We tried to keep the morning Zen as we could. And we all know this is not, does not happen a hundred percent of the time. My husband was an amazing team player to make it happen. And

we timed it so that I could get them there. They were there actually a little bit early, like right when the door is open, which gave them more flex time in the morning. And I was able to get back and be at my desk to start my meetings when I needed to start them. And those times in the morning were so fun. And it's a huge win for me. Now, there's the win of being able to do that and spend that time with my kids and do something that I said I was gonna do and I actually did it.

But the other thing that it did for my business was it structured my morning in such a powerful way that it also allowed me to show up to my desk and to my work ready to go. Because I planned that morning out so we could get out the door and it could not be like, know, and some days it was controlled chaos, but for the most part it wasn't. But then like I was on point. I was ready for my day. I was awake. I was alert. I had done the things that I really wanted to do. And now I could go into the day and give all of my effort and my focus to my work because I was able to check this box. And it was so great to have this special time with my kids. And let me tell you, I've learned about all sorts of things as well...

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...so that's an example of a win that flew under the radar for me before i actually did this exercise. and i was like, yes, like this is something that i really wanted to do. here are some other things that might have flown under the radar for you. now, some things like maybe you decided you weren't going to work client-facing one day a week. maybe you changed your schedule to maneuver around something else you really wanted to do. maybe you didn't want to work friday mornings. maybe you wanted to take a walk with your significant other every day. maybe you sold out your first cohort for a launch that you did. or landed the podcast or speaking opportunity you've been talking about for years. maybe you signed your favorite client. maybe you're taking a year-end or a holiday break right now or getting ready for one.

Maybe you volunteered for your favorite cause on a Wednesday morning because you could. Maybe you're taking that fun Friday that I talked about earlier and maybe you're going to the spa or you're spending the money on that powerful program that you've been waiting to join because you have the cashflow now. Maybe you showed up when you didn't want to because you had the energy to push through the hard things. Maybe you showed up for a client when they needed you because you had the extra bandwidth to do that or you lent a helping hand to someone who's not a client of yours. to spend some time voxing back and forth with them or sending them a message on WhatsApp or maybe offer them your great business advice. So, I want you to take some time to think about this because reflecting on these things is so powerful and it reminds you that you are a badass. You are a total badass.

And if you are listening to this podcast, you are a badass because people... don't show up in this corner of the universe, if they are not awesome, and they don't have the magic and the intuition and the amazing qualities, to be an entrepreneur and be out there showing up every day, you are special, and you are really in a place where you can change so many lives. So, if you are hearing this, you are a total badass. And when you tap in to these wins, when you celebrate how magnificent you are,...

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...then you create from a place of confidence, higher vibe, and it creates a better strategy for your year ahead. and frankly, anything that you do. and what does this mean for your year going forward? so all this reflection, all this thinking, first of all, i hope you feel better. i hope all of that pride and joy and confidence is bubbling up as you're doing this activity. because ... you created all of these things. and it's really, really something to celebrate. you are something to celebrate. so, what does this mean for your 2026? well, when you start to do activities like this, when you take a pause, when you create from a powerful place, when you do things intentionally and you marry them with habits, that is what drives and creates your priorities.

And when your priorities are in the right place and they are aligned to the things that not only you want, and light you up and are your dreams but are linked to your goals. This is really where the rubber hits the road and you create so many great things and you do it easier. When you create and you dial in your energy like you're doing in this type of an activity it becomes your compass. Like I mentioned it becomes your North Star. When you start to lean into this idea that you can do less and just do it better. you start to develop those levers in your business, those profitable levers. And this is really where it gets fun because you have created so many assets in your business and now it's time to leverage those. So, all of this is really circling around this idea of those hell yes things, right? They're your hell yes energy. They're those hell yes habits.

They're the hell yes offers that you have in your business. They are you. and all the hell yes things that you have created from your own creativity and your business scales when you feel like a hell yes, when you are pulling the things in your business forward that are a hell yes for you and you can feel them in your body and you can feel them in your business and everything is clicking into place. And that is what I want for you in 2026 because it is all there for you. You have done the hard work. There are things in your business that are super powerful...

Jessica Miller (31:15.158)

...and now it's about simplifying, leaning in, doing things better, doing them with ease and joy and fun and really making it happen. i want to leave you with this. space creates success. it really does. i know sometimes we think we want to be in the doing all the time, but reflection and space and intentionality around that is what creates success in your business. and reflection and stepping back is a business strategy. and i wanna offer, it is one of your most powerful business strategies because it is in that space where all of the technical things and the data and all of the magic that is you comes together and it mixes together. and what comes out of it is

something powerful, something aligned and something that is uniquely you.

And this is how you step into your next level, the next year, the next phase of your business with all of that momentum at your back, all of that clarity and knowing what is your next best step and that lever to pull. And that is really what it's all about. So, take the time in the show notes, there is a link to go and download these reflections and take the time to do that. like I said, if you are doing them while you're walking, great. Maybe after this, and when you get home, go grab that worksheet, write it down and put it front and center because this is the gold, right? This is really your intuition and your data coming together, to give you a very powerful springboard for any planning or anything that you do in 2026. Don't step over that threshold and go into planning mode until you have done this and do it. with ease, do it with a cup of coffee or a warm beverage of choice.

Do it with an open heart and tapping into all of your wisdom and all of the amazing things that you've created. Capture it and go forward. And I cannot wait to see what you uncover and what you create in your next year and beyond. Have a beautiful, beautiful restful time this time of year. I'm cheering you on and I can't wait to see you in the next episode. So, until next week, everyone.

Jessica Miller (33:43.299)

Have a beautiful week.