

DANIELLE  
*Griffiths*

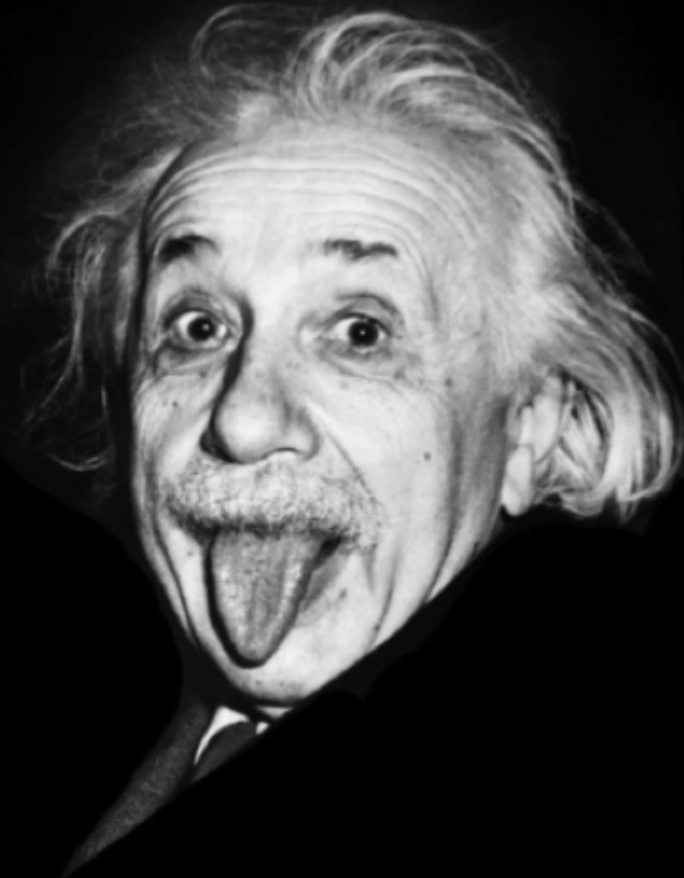
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Stylist  
Strategy  
22.

# STYLIST STRATEGY 2022

**"Insanity is doing the  
same thing over and  
over again and expecting  
different results"**

*Albert Einstein*

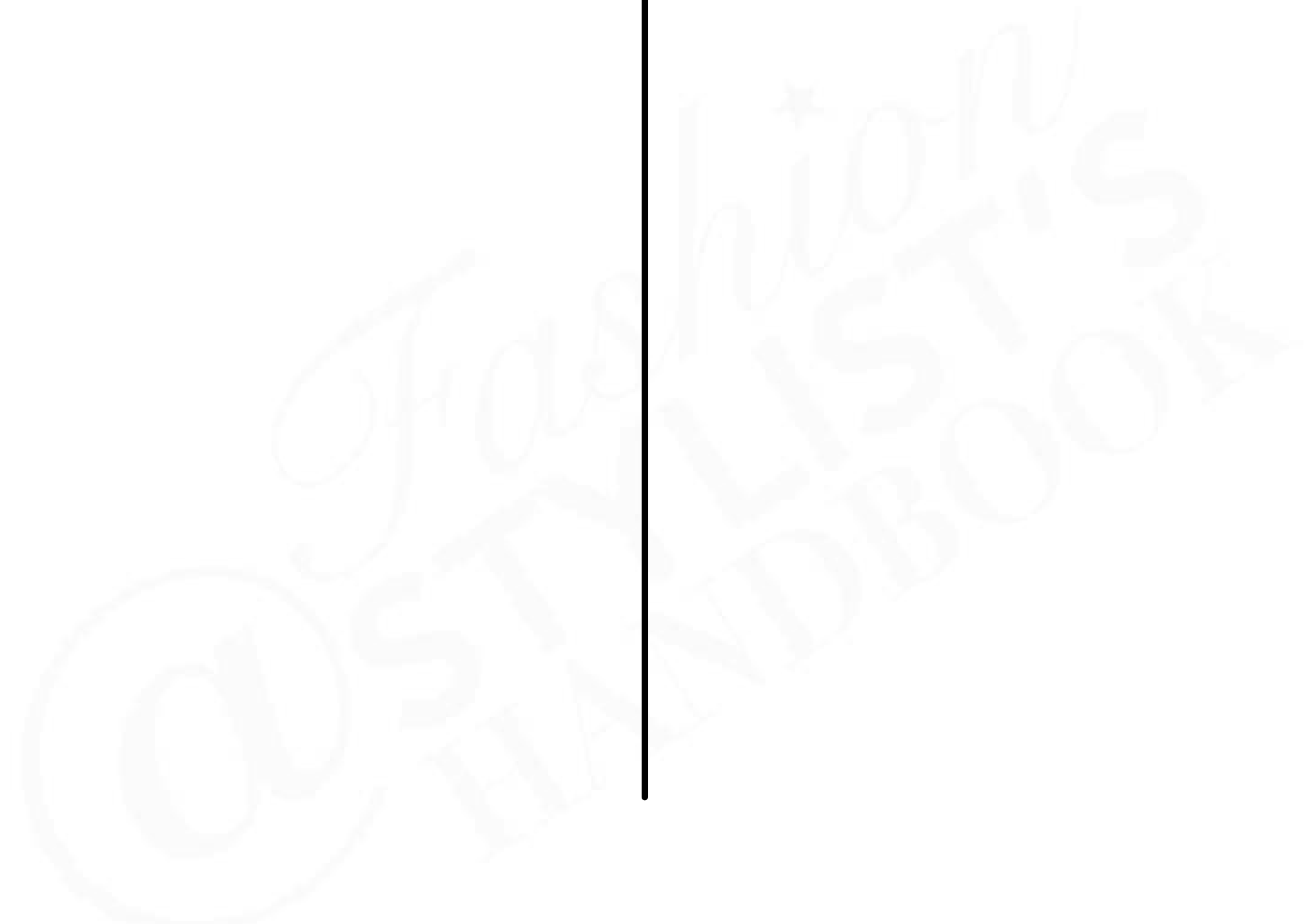


Go over this past year 2021, list out the positives and the negatives.  
*By doing this, you can evaluate what went wrong & what went right.*

# STYLIST STRATEGY 2022

POSITIVES

NEGATIVES



# STYLIST STRATEGY 2022

What is your monetary goal for this year?

£\$€

## SERVICES:

*Write out a list of how you make your money / how you plan to make money – (what services you offer, jobs you do, products you sell etc) Include fees / prices / day rates*

- 1.
- 2.
- 3.
- 4.
- 5.

# STYLIST STRATEGY 2022

1st QUARTER.

Target Clients -

Monetary Goal -

JANUARY

FEBRUARY

MARCH

# STYLIST STRATEGY 2022

2nd QUARTER

Target Clients -

Monetary Goal -

APRIL

MAY

JUNE

# STYLIST STRATEGY 2022

3rd QUARTER.

Target Clients -

Monetary Goal -

JULY

AUGUST

SEPTEMBER

# STYLIST STRATEGY 2022

4th QUARTER

Target Clients -

Monetary Goal -

OCTOBER

NOVEMBER

DECEMBER



# STYLIST STRATEGY 2022

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	
1							1
2							2
3							3
4							4
5							5
6							6
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31		/ / / / / /		/ / / / / /		/ / / / / /	31

# STYLIST STRATEGY 2022

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
1							1
2							2
3							3
4							4
5							5
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31			/ / / / /		/ / / / /		31

# STYLIST STRATEGY 2022

In the calendar, write down all the dates that you can not do this year, the days/weeks you know you will be busy.

## Personal:

- Birthdays
- Life appointments
- Anniversaries
- Time off / Wellbeing

## Business:

- Fashion weeks
- Press Days
- Project building
- Work

Being organised in this way, you can start to map out when you will be busy , when you will be free, and know when things need to be ready - a more focused approach.

Next plan out when you want to do certain projects, when you will have shoots, portfolios, websites ready.

These are all things you should be doing, whether you are working or not - you start building a picture of a strategy of what you need to do - making it easier on yourself and work to a business model of breaking down everything into quarters

# STYLIST STRATEGY 2022

## MESSAGING

Messaging is next: What is it that you want to get across to your clients? What are you wanting to sell, promote, show?

In each quarter add in your message.

Now work out on the next page how you are going to make yourself visible - how will you market yourself?

# STYLIST STRATEGY 2022

Which platforms will you be using this year:

E.G. Website, Editorial - in magazines, Youtube, Nebulla, Instagram - GRID & Stories, REELS, IGTV, Tiktok?

1.

2.

3.

4.

5.