



## 2020 End of Year Review by The Business Mind Podcast

Matt Henderson ([00:00](#)):

Hey, everyone. It's Matt from The Business Mind Podcast. It's going to be an awesome day because it is our End of Year Review.

Matt Henderson ([00:11](#)):

Hi, everyone. Matt from The Business Mind Podcast. I just want to let you know, quick little tip, the way that I've been doing all these podcasts is this cool app, or you can get it on your desktop as well. It's called anchor.fm. It's got to be the easiest way to make a podcast because they give you everything you need in one place and they do it for free. It's pretty awesome because I'm currently doing all this right from my phone, but when I'm at home and I have a few minutes, I pop on the computer and it's got so many awesome tools and everything to edit and you can do sound effects and all sorts of other really cool things that I haven't been taking advantage of, but I suggest that you do.

Matt Henderson ([00:51](#)):

They even distribute the podcast for me. I don't have to figure out where to put it. They popped it onto Spotify for me. You can get it on the Apple Podcast, Google Podcasts, and a whole bunch of others. But the nicest part is while you're getting your podcast out there, you can also monetize and you can easily make a little bit of money from doing the podcast with minimal listenership. Get online, download the Anchor app on your phone, or you can go to anchor.fm and you can get started today. All right, so check it out. Once again, Matt from The Business Mind Podcast. So excited that you guys decided to take the time and listen. When you're ready to get your podcast going, check out the anchor.fm. Again, Matt from The Business Mind Podcast. Have a great day.

Matt Henderson ([01:39](#)):

Hey, guys. Welcome back. So excited to go over this because it's one of my favorite times a year for a few reasons. I mean, the obvious is who doesn't love some holidays? We all get a little bit of time off and forget about this weird 2020 year and we can focus on other stuff. In that time, my wife and I have a tradition. Really, well, it started like a little over a year ago, so I don't know how much of a tradition it is, it's a new tradition for us. What it is is we review our year and then we go over a few things. I wanted to talk about it with you guys so that you can try and add it into your system for the year and get yourself ready for a much better 2021.

Matt Henderson ([02:29](#)):

Where do we all start with this, right? Because it's important. You need to focus on where you've been so you know where you want to go. That's why we do a review at the end of the year. That being said, this year for myself and for Nesta Digital, we've had an amazing year. I mean, well, I wouldn't say it was

amazing. Based on what our goals were last year, if you were to look back and take a look at all of them when my wife and I sat down and we did a little goal-setting last year, I guess based on those goals, I failed, and that's okay. That's all right because that's the kind of year it is. Just because you're goal-setting doesn't mean that those are the only goals you're going to hit or the only ones that you need to be focused on. But based on what I wrote down last year, I did not hit all of my goals, but I did exceed a few of them.

Matt Henderson ([03:26](#)):

In my opinion, I feel like I had a great year. It was a terrible 2020, obviously, but for the business itself, we've grown. We've had some successes with clients and I've had a lot of other business successes, which a few episodes ago I had my first joint venture with another digital marketer. That was Anthony Morrison, so that was pretty cool this year. I launched the [freeprofitcycle.com](#), which people were able to go and check out and take a look at, and I had a lot of really good feedback from it and had such a great learning experience with that. If that was the only thing I did in 2020, it was an amazing year because [freeprofitcycle.com](#) taught me a ton and I was able to help so many people get started with their journeys and their path to success, so I thought that was really, really exciting. On a business level, I thought that was one of my newest successes because I was already working on some clients and I had some new clients come on this year, so I thought that was amazing. We helped them find their way online and really get their businesses on track and start getting them found and accomplish all of their goals, which was pretty cool.

Matt Henderson ([04:54](#)):

Now, personally, above and beyond Nesta Digital, I mentored a couple of people this year, which has been a work in progress, and honestly, pretty enlightening for me. At some point, as you progress yourself through your journey and your path, I want to urge you that a lot of times we think that there's just nothing we could help others with. That's kind of where I was at. I didn't think that I'd be able to offer anything to other people, but when I started to look at it, I realized that I had grown a lot in the last year and over the last few years, and honestly, the past two decades probably.

Matt Henderson ([05:46](#)): But what I really learned was that there's a lot of people that are behind me, meaning they haven't gotten to where I'm at yet, so I took the opportunity this year in 2020 to reach back and help. I haven't been charging anything for mentoring. It's a helpful thing. I'm not making anything from it. It's just, I figured I'd reach back and extend my hand and bring a couple people up with me, and well, I'll let you know, in 2021 how it continues, because it just started not too long ago, and it's gone pretty well so far, so I'm excited about that.

Matt Henderson ([06:33](#)):

On a personal level, it was pretty neat to start mentoring some people and see the growths that they have and the successes and failures they have and really help them through their times because I think it's pretty neat to be able to help out, so that was, on a personal level, pretty neat and a pretty big high point for me. I didn't think I'd ever be able to reach back, I had never had a mentor myself, so it's definitely a little bit of a learning process for me because I've always been looking for a good mentor, but maybe it's helping me know what I need to look for, so I thought that was pretty cool.

Matt Henderson ([07:10](#)):

The other thing that my wife and I do every year is set our goals as a couple and a family. Now, if you're not in a situation where you're with someone else, you don't have to do this, obviously. I just suggest that if you're in a relationship that's going somewhere, or it's been together for a while, I think it's really important for couples to focus on goals together because what happens if one person is on a trajectory and the other person in the relationship or friendship or whatever it is just isn't on the same page is it makes things more difficult and it breaks down communication. Now, I know those two things sound like they would go hand in hand, and they do, obviously, but I mean it in both of those ways. It makes things a lot harder for the person who's trying to adhere to goals and who has set goals. It makes it a little more difficult when the other person who's involved, doesn't necessarily see eye to eye, or doesn't even know of these goals or understand them.

Matt Henderson ([08:19](#)):

Then the other thing is it makes it hard to communicate together because you're just so far apart with where your directions are. I mean that in a sense of when you don't have a path, it's difficult to get up every day with a purpose. I know that sounds kind of crazy, but it isn't. You need to have a purpose in life to get up and get going every day. If your purpose is just to cover your bills, I'll guarantee you barely just cover your bills, if you do at all. But if your purpose and your path is that you're going to be successful and you're going to make X amount of more dollars for the household this year, and you have all parties working on the same goals, your odds of success are much, much better.

Matt Henderson ([09:13](#)):

It's just something I learned through the process, and I hope I can help everybody else learn if you can take that away as if you're in a relationship or you're a couple of some sort, then I suggest you goal-set together. You personally goal-set and then you sit down together and you goal-set and that it will drastically increase your odds of success and will change the way that the course of your next 12 months goes in a big way, so that would be my biggest thing for couples to take away is not just you need to sit down and goal-set for yourself and goal-set individually, but at the same time, you need to go back and sit down together and goal-set so that you both know where the path is and where you want to go. That's a huge one here.

Matt Henderson ([10:03](#)):

Once we've done this as a couple and we've really figured it out, now we each individually know where we want to go, and then we work out together how we want to get there, which is the key success, you have to decide, what's the path that you long-term want for yourselves? Where do you see yourselves 12 months, six months, even? Shorten it down, three months, who cares? Just break it down into smaller chunks so that you can figure out exactly what your path is and how you're going to get there. It's one thing to say, "By next December, I'll be a multi-millionaire," but what are your steps and what's the path you're taking to get there? If you don't have that worked out, you can't get there. It's just not going to happen.

Matt Henderson ([10:50](#)):

The biggest part of going over the year-end review is to sit down and decide, "I'm starting now." You don't have to wait for the first of the year. You don't have to wait for some arbitrary date. It doesn't have to be like every diet or gym routine that you think of, I'm just as responsible for saying this in the

past, but you'll say, "I'll start on Monday." How about just starting today? You sit down, you do your own goal-setting. You sit down as a couple and you personally work your goals together and then you sit down and you lay out your path. Now, you know exactly where you're going. You goal-set it personally, you set your goals as a couple, you sat down and worked out your path of how you're going to achieve all of those goals over the next 12 months, and now what are you going to do? You're going to start today.

Matt Henderson ([11:52](#)):

Don't wait for the new year. Too many times I hear people saying, "Oh, man, at the start of the new year, it's on. I've got this. I've finally got it all figured out. I know what I'm going to do. I got it. I got it all down." But you know what? If you've got it all down and if you've got it correct and you followed these, review your past year, set your personal goals, work your goals with your significant other if you have one, and even if you do, your next step is sit down and plot out your path for the next 12 months. Figure out how you're going to get from point A to point B over the next months. Lastly, just start now. Stop waiting, stop waiting. Everybody keeps saying they're going to wait for the next big thing: "Oh, well, as soon as this is over, as soon as this pandemic passes," blah, blah, blah. Just do it today, all right, everyone?

Matt Henderson ([12:50](#)):

I want you to take that away from the end of the year, know that this is a way to get yourself on the path that you need and how you're going to get to your successes for 2021. All right, everyone, if I don't get to speak to you again, before the end of this year, I hope you have an amazing rest of 2020, and that everyone is healthy, happy, and safe. If you have some time, please take a screenshot of The Business Mind Podcast, post it wherever you go online. Instagram, Facebook, Twitter, TikTok, I don't care, wherever you're at, please go tell other people about us. If you need any assistance or you have some more questions, email me, Matt, <mailto:matt@digital.com> and I'll see what I can do to help you out and get you moving on the path to success for 2021. All right, everyone, I hope you have an amazing day and a great rest of this year, and I'm going to speak to you guys again shortly.