

FEBRUARY 2026 PITSTOP SESSION FOR
CIVIL CELEBRANT CONNECTION MEMBERS

GOAL SETTING FOR CELEBRANTS

*A practical framework for
Intentional business choices*

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Welcome to Your Goal-Setting Ceremony!

As celebrants, we mark life's milestones for others – births, marriages, deaths, new beginnings. How fitting that we're now celebrating the union between you and your business success!

Ready to reframe how you plan your goals?

The irony isn't lost on me: we help people navigate "life goals" like marriage and legacy, yet setting our own business goals can feel awkward. Especially when "how many funerals this year?" sounds more morbid than motivating.

So let's reframe: Goals aren't targets. They're intentional choices about what matters to you.

If you'd like to find out about me, or ask me anything about today's session, the best place to do that is on LinkedIn – reach out and connect with me there.

Dinah Liversidge



THE FIVE QUESTION FRAMEWORK

Use these questions to craft one meaningful goal

1. What area of my business needs attention?

Choose from:

- Skills & Craft - (ceremony types, writing, public speaking)
- Business Operations - (admin, website, pricing, systems)
- Marketing & Visibility - (testimonials, networking, social media)
- Financial Health - (emergency fund, pension, tax planning)
- Wellbeing & Boundaries - (self-care, time off, peer support)
- Client Experience - (follow-up, accessibility, special touches)
- Professional Development - (CPD, mentoring, industry involvement)

2. What specific outcome would I love to see?

Not vague ("be better at admin") but concrete ("create a client onboarding checklist by end of March")

3. Why does this matter to me and my clients?

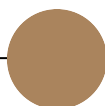
Connect it to your values. How does this serve the work? Your wellbeing? Your families?

4. What's one action I can take this month?

Just ONE. Make it small. Make it doable. Build momentum.

5. Who could support or encourage me?

An accountability buddy? A mentor? This Civil Celebrant Connection community? Don't go it alone.



GOAL EXAMPLES

01

Financial:

- "Build three months of expenses in a business buffer fund"
- "Update my pricing to reflect my experience and include travel costs"

02

Wellbeing:

- "Create a self-care routine for the day after funerals"
- "Block out two full weeks for holiday and stick to it"

03

Client Experience:

- "Develop a post-ceremony follow-up process that encourages testimonials naturally"
- "Create a welcome pack that makes new clients feel immediately cared for"

04

Business Development:

- "Join one networking group to reduce isolation"
- "Attend three CPD sessions to develop my skills"

05

Operations:

- "Streamline my admin so I spend 2 hours less per week on paperwork"
-

FOUR PRINCIPLES TO REMEMBER

Lighthouse, Not GPS

Direction matters more than exact destinations. You don't need every step mapped out.

Season, Not Just Year

Wedding celebrants have busy summers. Funeral celebrants need emotional recovery time. Plan WITH your rhythms.

Energy, Not Just Time

The emotional labour of ceremonies needs space. A "quiet week" isn't always available time.

One Is Done

Better one achieved goal than five abandoned ones. Focus beats overwhelm.

THE QUARTERLY CHECK-IN

Every three months (March, June, September, December), take 15 minutes to reflect:

Progress Check:

- What have I accomplished toward this goal?
- What surprised me along the way?
- What obstacles showed up?

Reality Check:

- Does this goal still serve me and my business?
- Has anything changed that makes this less relevant?
- Do I need to adjust the timeline or approach?

Permission to Pivot:

- Sometimes the best decision is to consciously let a goal go
- It's not failure - it's responsive business management
- What would serve me better right now?

A STORY ABOUT GOALS GOING WRONG

I once set a goal to "triple my social media following in three months." Sounds ambitious, right?

What actually happened: I posted frantically, felt constantly behind, compared myself to everyone, and burned out completely. Oh, and my following barely budged because the content was forced and not authentic.

The lesson? The goal looked impressive but didn't serve my actual business needs (which were: build deeper relationships with funeral related businesses, that are not FDs or FAs, and get better at boundary-setting with clients).

Now I ask: "What would make the biggest difference to my peace of mind?" Much better question.

RESOURCES & SUPPORT

Your Accountability Buddy: Consider pairing up with someone from this group. A quick monthly check-in: "How's your goal going? What's one win this month?"

Your Monthly Pit-stop: Use your Civil Celebrant Connection Pit-stop sessions as built-in reflection time. Each month, briefly note your progress.

Permission Slip: You have permission to:

- Set "small" goals (they're not small if they matter to you)
- Change your goal mid-year
- Abandon goals that no longer serve you
- Celebrate imperfect progress
- Ask for help

Your Commitment Space

My ONE goal for this quarter is:

The ONE action I'll take in February:

My accountability support:

Final Reminder

Goals aren't about being more corporate, doing more ceremonies, or endless growth. They're about sustainability, intention, peace of mind, and serving people well.

You've got this. 

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