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Your Logo

# Company Name

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**Your Name:**

**Title:**

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**Main Mailing address:**

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# What Is Your Wish?

*Use this page to write down your absolute dream wish for the future. I encourage you to write about it, as if it is already happening. Example: "I am living comfortably off my art. I have a beautiful cabin I built myself in the mountains and I am preparing my next body of work to show at my favourite gallery." Make this section as short or lengthy as you want. This is to help you get acquainted with the things you wish for in your career and to give you a place to keep your dreams in mind. Obviously achieving dreams takes actual work, but keeping these things in mind can help remind you to make choices that lead to said dreams coming true. Feel free to include pictures, mood boards, whatever your style of dream scripting may be.*

# How Do You Work Best?

*This will be an area to gradually fill out and change as you go. Add your own questions in, be observant, and take care of yourself!*

## Creative Time

**Do you prefer to work on stand-alone pieces, or work that relates to a larger body/project?**

**Are you able to stay focused on one piece at a time, or do you prefer to switch around?**

**Do you prefer making art that is a little bit quicker, or do you prefer really time consuming pieces? What is your reason for these preferences?**

**Do you feel your art benefits from the time you put into it? Could it use less, or more?**

**Do you like making larger, in-depth works or do you prefer “simpler” pieces that focus on specific characters. Why?**

**Do you want to make any changes in the way you work? Depending on your answer, is it for yourself? The sake of your business? Or to appease others?**

**Is your creative time a joy? Or a chore? Why?**

**Are there any routines, or rituals that help make your creative time even better?**

## Productive Time

**Do you prefer to work every day of the week for a shorter amount of hours, or just a few days a week for longer hours?**

**Are you a morning person, or a night owl?**

**Do you do your best *creative* work in the mornings, or evenings?**

**Do you do your best non-creative work in the mornings, or evenings?**

**Do you know your “power hour” (the fairly specific portion of your work day when you do best)**

## **Breaking Down Tasks**

**Do you complete certain tasks best depending on the time of day you do them?**

**Do you tend to prefer lots of short tasks under an hour, or fewer, longer tasks?**

**How can you break tasks up to fit the way you work?**

**Is the non creative work a joy to do? Or a chore? Why?**

## **WHAT REFUELS AND CHARGES YOU?**

*This is a place to list out the things that you know reset your mood, inspire, and recharge your batteries. These can be anything from cleaning to reading, sketching, improvising on a guitar, hiking, dancing, etc. Try to write down anything that comes to mind, and keep this list for times when you are feeling uninspired. As you write things down, you can go back and decide if those are activities that actually recharge you, or if you use them as an escape to avoid working. Sometimes they might even be a mixture of both which is totally okay. It will be up to you to find what balance works best but just remember that these recharges are extremely valuable to you as a creative and you SHOULD make time for them, within the balance of your work.*

# Audience

*This is a good place to write down information about who your core audience is. Not only age, location, etc. But also things like their interests outside of your art. Do you have a big following of people who also like hiking? Think of the marketing possibilities! Fill out as much info as you can and revisit this page to add to it over time.*

**What ages do your customers tend to be?**

**Does your audience tend to be more female, male, non binary or non gender conforming?**

**What comments do you frequently hear from customers/followers?**

**Do these comments vary depending on where your work is seen? Example: Conventions vs. Instagram vs. Galleries)**

**Are there any repeating “Negative” comments you hear?** *Note: Negative comments can be a sign that your work really stands out and is thus “not for everyone” or even a sign that you just need to find the right audience for it. These comments are not always bad, and can serve as great guidelines. Ask trusted friends and mentors for their view on these comments if you need more perspective.*

**What are some hobbies and interests that your followers have outside of appreciating your art?**

## MONEYMONEYMONEY

**Finance-wise, what is the average amount your current collector and customer base spends?**

**What is the highest amount your customers seem willing to spend?**

**Are there products you are frequently asked to carry? Are these products profitable?**

# Executive Summary

*Here, I wrote about what my art and creative process are about. Why do I create work for me? Why do I choose to share it?*

## **Milestones Reached**

*Milestones are often achievements necessary to make progress toward a goal. They can be things like "Sold my first original" "Got into my first gallery" "Completed my first con" Which could all be part of a larger goal like "Make a full time living off personal work"*

## **Milestones soon to be achieved**

*Here, I put progress notes in on milestones I was close to reaching, which are all part of my larger goal. Examples of what I put here were "I have gathered a small group of collectors willing to spend X amount of dollars which will put me closer to achieving my goal of selling more originals"*



# Problem Solving

*In this area, I wrote about what I felt my art could do for people in particular. This got me thinking about what I want my art to MEAN for people. Is it something pretty to look at? Does it inspire adventure, emotion, etc.? What problems do I have the opportunity to solve in the art world? How is this financially viable?*

# Unfair Advantage

*This section is traditionally called the section of "Unfair Advantages" But you can just think of it as opportunities unique to you that might be helpful.*

*An unfair advantage is something really useful to keep in mind. What advantage do you have that not everyone else does? Write about what they are, and how you can use them to set yourself up to think of all your existing opportunities. It could be "I have someone supporting me financially", "I have access to a print shop where I can print at a huge discount" Etc. Even if these advantages are not huge, this is a great section to think about any existing opportunities you can use.*

# Sales and Marketing

*I guess this area is self-explanatory but I used mine to plan out how I want to release merchandise and some of my upcoming marketing and sales achievements I need to accomplish to reach specific goals.*

## Goals

*Here I listed the actual goals*

## Steps To take

*I listed the steps I felt I needed to take to reach specific goals keeping it to bullet points and starting basic.*

## How Will These Benefit My Overall Career?

*To make sure I do not fall into a pattern of useless “noodling” and time wasting activities that do not benefit me, I really try to break down how my goals and the steps I am taking will **actually** benefit my business.*

# Competition

*Here, I wrote about areas where I felt I could compete, based largely on commentary by followers and customers (as I lack some self-esteem to see my own progress sometimes). But I also listed honestly areas where I fell behind so many other amazing artists! Listing both areas honestly, without self-judgement, helped me imagine actionable steps I could take.*

**How do I compete against my peers and others in the (list your particular creative community here) ?**

*Again, if you get lost, you can think about the reactions your peers have to your work and the positive reactions your followers have. Are there any trends in what they say?*

**Where do I fall behind and how can I improve?**

*For me these are things like improving my newsletter, working on website SEO, posting regularly, etc.*

# Business Plans and Future

*I am really not good at traditional business plans with graphs, charts and forecasts. Still learning. But this is a great place to put things like that in, if you so wish. For me, I filled out my plans for the core sections of my business and the different income streams I have such as online shop, Patreon, album cover work, and cons. I filled out bullet point plans for each, as well as areas I wanted to improve. This is an area I use to go more in depth on my overall business while thinking of the stuff I filled out before this and using it as a guideline.*

# Team

*Here, I listed out who was currently in my closest circle helping me out in an official way such as companies I am close with, or my assistant/partner Willow. I listed out what they were doing for me and what we could do to improve. I also listed companies I was purchasing from, and companies I wanted to contact.*

# Upcoming Plans

*This is a place I use to jot down upcoming plans and ideas for my business. My “sketching” zone for things I might want to try and the dates I want to get working on them. I make sure to incorporate some of these ideas into my weekly schedule.*

# Task Planning

## Motivation and Interest

*This is an area to work through your plans. Feel free to add your own ideas to your personal plan!*

### The Four Factors of Motivation

*When I get an idea for a project, particularly a larger one (but this works for small things too) I consider the following. You do not need to fill anything out here but feel free to change or add to suit your needs.*

- **Passion:** *First, what is your passion for this project? Does it genuinely interest you? Does it ignite that spark of inspiration?*
- **Motivations for Success and Quality:** *Is your interest in doing this task less about the passion, and more about the success it might bring you and your business or reputation? Maybe it is about making a quality piece of work you can add to your portfolio. Maybe it is even about what it will bring to other people's lives.*
- **Growth:** *Perhaps your interest lies in the growth and lessons you feel this will bring you. Maybe it will teach you discipline to complete a project or improve a specific skill.*
- **Attraction to an Idea:** *If none of the above relate to your interest in doing this work then consider if your interest is simply in liking the idea. Maybe you saw another creator do the same thing and you want to be more like them, or you think it would look cool to have this creation. Those motivations are not always wrong, but if there is nothing else behind them, it can sometimes lead to burnout and lack of motivation. For example, I was highly attracted to the idea of being a tattoo artist. The lifestyle and what I thought it meant. I learned later that it was not for me and moved on.*



# Task Planning

## Planning the Project

*This is an area to dissect your project idea and flesh it out further.*

### **What is it?**

*What is your new idea? Explain it in as much or as little detail as you need to in order to get a clear idea of what it is you are going for and be able to look back on it, if you lose sight throughout the process.*

### **Why Do I Want To Do It? (Keeping the Four Factors of Motivation in mind)**

*Be as detailed as you want here. You might not even know why, and in some cases, filling out the rest of these questions first can help. Or you might simply be doing it just for pleasure. Filling everything out can still help you decide.*

### **Pros and Cons**

*Be careful with this one. If you truly want to do something, a pros and cons list can dissuade you from following through with your passion. I keep my pros and cons for figuring out individual parts of an idea, rather than for deciding whether the entire idea is worth it. Many ideas that spark passion can be reworked to be successful.*

### **How it works**

*Talk about how this project will work. For example, say you want to create a series of paintings, or a concept album of music, you could write "It will explore X topic that I feel I want to put out there in my work. It will be done on canvas with watercolors. Or, it will be produced in my bedroom studio with such and such guest artists, etc."*

### **Benefits For Me or My Career**

*How will this benefit your career or career in progress? If you are keeping your creative work just for you and do not wish to make it a career, you can absolutely skip this.*

### **Benefit for Others (customers, followers, etc.)**

*How is this going to benefit your customers, followers, etc. Maybe it is a product fans have been asking for, updating your website to make it more user-friendly, or just making a new piece of art to enjoy*

### **What I need + Applicable Costs**

*Try to think about what you are going to need to make this project happen and make a list with calculated costs so you know what to save up for. I highly recommend linking the companies you hope to buy from and or work with next to each item on this list.*

### **Task List with Deadlines**

*Finally, put together a list of tasks you need to accomplish and deadlines for said tasks. Do not overdo it. Always give yourself more time than you think you will need.*