

S.P.E.C.I.A.L.

Road Map to Success

Toolbox Teleclass Transcription

By Debra Russell



Foundation Program

**Track 1: See Your Future: Create Your Business
Vision, Goals and Plan**



Artists Marketing & Business Academy: Foundation Program
Track 1: See Your Future: Create Your Business Vision, Goals and Plans
S.P.E.C.I.A.L. Road Map to Success

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PRE-REQUISITE

Welcome to the April 2009 Toolbox Teleclass, the SPECIAL Road Map to Success. Has anyone else called in since I turned on the recording? Okay? Well, I'm just going to dive right in. So when, as a pre-requisite to this call, I strongly recommend that you have listened to the [Goals that Get Results](#) call and that you have a specific goal in mind that you want to work through.

NEED THE GOAL – THE END RESULT.

It will make kind of listening to this call and understanding how to apply this methodology to your goal I think more helpful if you have a specific goal in mind. And in order to work this methodology, you must have a very specific goal that fits the criteria that I have outlined in the [Goals that Get Results](#) call.

IN MY EXPERIENCE, MY CLIENTS WHO THOROUGHLY COMPLETE EACH STEP ACHIEVE THEIR GOALS.

So, in my experience, the clients that I have worked with, and I've worked with getting close to a hundred clients now...I've worked with over the last coming up on 8 years. In my experience, the clients who work with this process, and thoroughly complete each of the 7 steps, achieve their goals.

Debra: Um, who's called in?

Kerry: This is Kerry.

Debra: Hi Kerry! Welcome, this is your first live call isn't it? Is this your first live call?

Kerry: Oh no. It's my second.

Debra: Ah, it's your second.

Kerry: I did one a couple of months ago, and then I got very busy.

Debra: Ah, okay, well welcome.

Kerry: I'm back.

Debra: I am going to ask that, you know, I'm going to be going through this. I have a lot of material to cover, so far you're only the person who's called in, but that's okay. Do me a favor and keep yourself on mute, and then there will be opportunities to come in and ask questions.



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Kerry: Okay, okay. So I should mute myself now?

Debra: Yeah. Star 6.

So as I was saying, in my experience, the clients who thoroughly complete each step of this process get their goals, and I've applied this process to goals about career, goals about time management, goals about organizing, goals about confidence, self-esteem, goals about relationships, goals about health. I have yet to find a goal that this process doesn't work with. Okay?

ANALOGY - A JOURNEY FROM POINT A (WHERE YOU ARE NOW) TO POINT B (WHERE YOUR GOAL IS ACHIEVED)

I'm going to be using an analogy throughout this entire call, which is that of a journey. You see when you decide that you want a goal, you embark on a journey from point A, which is where you are now, to point B, which is where you are when your goal is achieved.

I'M GOING TO GIVE YOU THE OVERVIEW, AND THEN WE'LL LOOK AT SPECIFIC ACTIONS YOU COULD TAKE FOR EACH STEP

And so we're going to be using that concept of a journey throughout this conversation. And I'm also going to give you kind of the overview of all 7 steps, and then we'll look at each step and what possible actions you could take for each step, depending on the goal you're working on.

WHY FOLLOW A ROAD MAP?

So, why would we follow a road map right? The title of this call is the S.P.E.C.I.A.L. Road Map to Success. So why do we want a road map? Well, a map helps you know what road to take; it helps you make decisions like, "Do you want to take the fastest route?" or "Are you more interested in the journey, so you would take the scenic route?"

ROAD MAP ANALOGY – IMAGINE YOU'RE TAKING A TRIP

"Do you want to make sure you hit the largest ball of yarn on the way, or whatever, the particular points along the way that you want to be sure to hit?" So a map helps you know which roads to take. A map helps you know how long it will take you to get to your goal. It helps you plan the stops along the way, the milestones if you will, and as you're travelling along this journey, it helps you to make sure that you're on track and also helps you get back on track if you get lost or if you decide to take a detour or if the obstacles on your journey require you to take a detour. So all of these things. Having a map will help you in your journey from where you are now to where you want to get to.



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A MAP HELPS YOU KNOW

what roads to take

fastest route, scenic route, pass particular points along the way?

how long it will take you

plan where to stop along the way

make sure along the way that you're on track

get back on track if you get lost or take a detour

IT'S A "BIG PICTURE" VIEW – THE DETAILS UNFOLD AS YOU TRAVEL

It's also a big picture of you. It's the overview of the process, and the details will unfold as you travel.

FLEXIBLE – YOU MAY CHANGE SOME OF THE SPECIFICS AS YOU GO BASED ON WHAT YOU LEARN ALONG THE WAY

Having a map will also help you to be flexible. You may want to change some of the specifics as you go based on what you learn along the way. You may even decide to choose a different destination along the way. All of those things are okay, and it's much less scary to do that if you've got a map to follow.

THE ROAD MAP

So, let's talk about this S.P.E.C.I.A.L. Road Map to Success. So in case you couldn't tell from the way the title was spelled on the website and in the email, S.P.E.C.I.A.L. is an acronym. And so I'm going to break these...each step corresponds to a letter in S.P.E.C.I.A.L., so I'm going to break that down.

WHAT MOST PEOPLE DO WHEN THEY PURSUE A GOAL, AND WHY MOST PEOPLE FAIL

But here's the thing, when most people make a goal, they make a goal...they set a goal, and then they jump right into action, doing everything that they see to do, taking every step that they see to take to get them to their goal. That is what most people do when they pursue a goal, and it's why most people fail when they pursue a goal.

7 STEPS – SPECIAL – WE'LL UNROLL THEM IN REVERSE ORDER, STARTING FROM THE MIDDLE

MOST PEOPLE START AT STEP 5 – IMPLEMENT (TAKE THE OBVIOUS ACTIONS THEY KNOW TO TAKE)



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Most people start at Step 5 of the 7 steps. Step 5, which corresponds to with the "I" in S.P.E.C.I.A.L., is Implement the Plan. In other words, taking the obvious actions that they know to take. You just do what you know to do, and in my experience, when people jump into action doing what they know to do, one of two things tends to happen.

They may experience some results, but very often, they end up getting stuck at a particular level of success and don't know how to break out of it, because they only know how to do what they've been doing, which has got them to the level of success they've achieved, but don't necessarily know how to do to get to the next level. So they end up continuing to do the same stuff and getting the same results. That's the first thing.

The second thing that happens for some people is they hit roadblocks, and then they quit. And some people even just imagine what roadblocks might be ahead and then they quit. So, what should you do before you jump into action, right? So if Step 5 is implement the plan, what do you need to have in order to implement the plan? You kind of need a plan. So that's Step 4 which is to Create the Plan.

JUST DO WHAT YOU KNOW TO DO

**Get some results, but end up getting stuck at a particular level of success
Hit road blocks and quit – or even imagine road blocks and quit
What should you do before you jump into action?**

STEP 4 – CRAFT A PLAN

THIS IS LIKE MAPPING OUT YOUR "TRIP-TIK" FOR YOUR TRIP – THE ROUTE YOU'LL TAKE AND STOPS ALONG THE WAY, PLANNING WHAT TO PACK, ETC.

Now, this is kind of like mapping out the "trip tick" for your trip. Have any of you guys belonged to Triple A and have ever gone to them for a trip tick? You told them where you're starting from. You tell them the destination, and they give you a book that is the map. It's the route that you'll take and the stops along the way. They even have ideas about where to eat, where are the toilets, you know, what are the obstacles that you might hit. They may even to tell you what to plan to pack for this trip.

HAVING A PLAN ENSURES YOU ARE TAKING THE MOST EFFECTIVE ACTIONS, IN A SENSIBLE ORDER, AND THAT YOU ARE TAKING THEM CONSISTENTLY, MAKING TIME FOR YOUR GOAL
Having a plan ensures you're taking the most effective action in a sensible order and that you're taking them consistently. You know, making time for your goal. So crafting a plan isn't just about making the steps, the to-do list that will get you to your goal. It's about setting yourself up to win.



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HELPS YOU SEE THE ROAD AHEAD, KEEPS YOU ON TRACK

Crafting a plan helps you see the road ahead. It helps to keep you on track. But have you ever tried to create a plan to go after a goal, particularly a goal that you never tried your hand at before?

SO HOW DO YOU KNOW WHAT TO PUT IN YOUR PLAN? HAVE YOU EVER SAT DOWN TO CREATE A PLAN AND HAD NO IDEA HOW TO DO IT?

If you say, "Okay, I want to create this," and then you sit down and you try to create a plan to get you there, in my experience, my personal experience, and also my experience with clients, it's really hard to do. It's really hard to do.

Because you don't know what you don't know. And nothing becomes clearer when you sit down to really create a plan as all of the gaps in your knowledge. I mean, how on earth are you going to know what to put in your plan? Let alone what order to put it in?

STEP 3 – EXPLORE CREATIVE WAYS TO GET THERE

So, what is going to enable you to create the plan? Well, that's the E in S.P.E.C.I.A.L. And that is Explore Creative Ways to Get There...Step 3.

THIS IS ABOUT BRAINSTORMING AND RESEARCH – SEEING BEYOND THE OBVIOUS –

“OUTSIDE THE BOX” AND LEARNING WHAT YOU NEED TO KNOW TO ACHIEVE THE RESULT.

Explore creative ways to get there. This step is all about brainstorming and research. It's about seeing beyond the obvious, outside of the box. It's about learning what you need to know in order to achieve the result.

CHANCES ARE YOU ALREADY KNOW ONE OR MORE THINGS YOU COULD DO TO ACHIEVE YOUR GOAL AND CHANCES ARE THERE ARE LOTS OF THINGS THAT WOULD NEVER OCCUR TO YOU.

Now, chances are you already know one or more things that you could do to achieve the goal. You know some stuff. That's why most people jump into action, right? They jump because they know some, excuse me, they know some stuff. But the chances are that there are a lot of things that would never occur to you.

THIS IS ABOUT DISCOVERING CREATIVE, INNOVATIVE APPROACHES AND SHORTCUTS THAT

inspire you

are fun for you

require less effort

save you time

will help you to achieve the goal you set, not something else



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So this is a step about discovering creative, innovative approaches and shortcuts that will inspire you. That are fun for you. That could require less effort, save you time, and will help you to achieve the goal you set, not some other goal.

THERE ARE MANY DIFFERENT POSSIBLE ROUTES YOU COULD TAKE – THE OBVIOUS ONE MAY (OR MAY NOT) GET YOU THERE, BUT IS IT REALLY THE OPTIMAL ROUTE FOR YOUR NEEDS?

**This is also about finding your own unique talents for achieving this goal
And it's about learning from the mistakes of others and avoiding reinventing the wheel**

This is also about discovering your preconceptions and testing them to find out if their useful or obstacle

There are many different possible routes you could take to achieve your goal, and that's true pretty much no matter what goal you set. There are a lot of different routes to get there. If you decide that "I'm going to travel from California to New York," you can take the southern route through Texas, along Route 66 and Route 40. You could take the northern route through...along Route 80. You can take the scenic route and not take highways at all. There's a lot of different routes you could take, and all of them will get you to New York.

The obvious one may or may not get you there in the way that you imagine it will. You need to ask yourself is this really the optimal route for your needs. For the experience you want to create and coming from the place that you're at.

Someone else may have taken that route and gotten to that goal, but they're not you. See, this is also about finding out your own unique talents for achieving this goal, and it's about learning from the mistakes of others and avoiding re-inventing the wheel.

This is also where you discover your preconceptions and test them to find out if they're useful or are just creating obstacles. Because you may think that you know how to get to your goal but you may have misconceptions about that.

MAYBE THE INTERSTATES ARE TOO CROWDED, OR TOO UGLY, OR DON'T PASS BY YOUR GRANDMA'S HOUSE – LET'S EXPLORE YOUR OPTIONS, SO YOU CAN PICK THE BEST ROUTE FOR YOU

See, you may discover that the interstates that everybody else is taking to get to the goal that you're going after are too crowded or maybe they're too ugly or they don't pass by your grandma's house, and boy, you want to have a visit.



It's about choosing a journey that matches your values

So in this step you want to explore your options, so you can pick the best route for you, and of course, in exploring the options, you're going to create the plan. It's about choosing a journey that matches your value. And in my experience if you do this action really thoroughly, the plan organically grows out of it. So that feeling of like, "I don't know how to create a plan. I don't know what to do with this," will actually be solved in the exploration and brainstorming step.

IF YOU DO THIS ACTION THOROUGHLY, THE PLAN WILL ORGANICALLY GROW OUT OF IT.

BEFORE EXPLORING WAYS TO GET THERE, HOW DO YOU KNOW WHERE "THERE" IS?

So, what do you need to know in order to begin brainstorming and exploring? Well, right? You want to be exploring the ways to get there, but how do you know what to research if you don't know where there is, which brings us to Step 2.

STEP 2 – PICTURE THE END RESULT

BEFORE YOU CHOOSE A ROUTE, IT'S IMPORTANT TO KNOW WHERE YOU'RE HEADED ...

AND WHY

So you want to know where there is before you start researching and brainstorming and that's the key in S.P.E.C.I.A.L. Picture the end result.

WITHOUT A VISION, HOW WILL YOU KNOW WHEN YOU DON'T GET THERE?

Before you choose a route, it's important to know where you're headed and why. And without a vision how will you know when you don't get there?

If you don't know where there is, how will you know in all of your exploring and research what are the best actions to take that will get you to your specific vision of your goal? Because again a lot of people may have similar goals to you but they are not you.

VISIONING

Clarifies what you want -> makes your choices clear

Inspires you through the hard work to come, keeps you on the path

Makes it feel real and doable

Gives your brain (and the Universe) a tangible experience of the end result and gets your unconscious started on creating the result.

Creating a vision will clarify what you want. It helps make your choices clear. It will inspire you through the hard work to come. See, I'm not saying that there's not work to be done to get your goal. I'm not saying that if you just sit on your couch and visualize the future, it will magically come to pass. There is action to be taken, you know. It's very important in the law of attraction the word action is in there. Right?



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Without action all you've got is "attr," so you want to have "attraction," so action is important, but knowing which actions to take will be a lot clearer if you have your vision.

Having a vision also makes it feel real and doable. It makes the goal feel more realistic, feel more realizable, and here is why...

Your brain does not know the difference between something vividly imagined and something actually experienced. So when you create a vivid vision, a tangible experience of the end result, your brain immediately begins to get into action. Your unconscious starts creating the result, and you begin filtering for opportunities that are going to help you get there.

People say to me "Oh man, I created a vision and all of a sudden all these opportunities showed up around me." Well, actually those opportunities were probably already there, it's just that you changed the filter by creating a vivid and tangible vision.

Now I talk a lot about vision in the Create Your Vision CD, which you guys as members can buy at a discount either as a CD or as a download. So I recommend doing that, I'm not going to talk a lot about this stuff because that's so well covered. But in essence, this is about identifying point B, right? We talked about it's a journey from point A to point B.

THIS IS ABOUT IDENTIFYING POINT B – WHAT ELSE MIGHT BE USEFUL TO KNOW BEFORE YOU START? (POINT A, OF COURSE!)

Well, the vision is about point B, but wouldn't it be useful perhaps to know point A? Your starting point?

STEP 1 – STARTING-POINT ASSESSMENT

And that brings us to the S in S.P.E.C.I.A.L., that's your Starting Point Assessment. Of all of the steps in the S.P.E.C.I.A.L. Road Map to Success, this is the one least used and critically important.

REALLY IMPORTANT BEFORE WE HEAD OFF TO SOME PLACE ELSE, TO KNOW WHERE WE ARE!

A lot of people know about visioning. They know about making a plan. They even know about researching. They know about the other steps, but this step, the starting point assessment, is critically important before we head off to someplace else, to know where we are right now.



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THIS IS BY FAR, THE MOST UNUSED TECHNIQUE AND THE MOST IMPORTANT – IT GIVES YOU THE FOUNDATION UPON WHICH YOU BUILD EVERYTHING

It gives you the foundation from which you build everything. And the funny thing is most people actually think that they know where they're starting from.

WE MAY THINK WE KNOW THIS, BUT IT'S AMAZING WHAT YOU CAN DISCOVER WHEN YOU TAKE A CLOSE LOOK

CRITICALLY IMPORTANT TO LOOK AT WHAT YOU HAVE, WHERE YOU ARE, AND HOW FAR YOU'VE COME TO GET THERE

BUILDS A POWERFUL FOUNDATION OF STRENGTH AND BELIEF IN YOURSELF FROM WHICH TO MOVE FORWARD

But it's amazing what you can discover when you take a closer look. It's critically important to look at what you have, where you are, and how far you've come to get there. This builds a powerful foundation of strength and belief in yourself from which to move forward.

QUICK REVIEW S.P.E.C....

So far we've looked at the first half of the S.P.E.C.I.A.L. Road Map to Success. S is Starting Point Assessment. P is Picture the End Result. E is Explore and Research Creative Ways to Get There. C is Create the Plan. I, Step 5, I already mentioned is Implement the Plan.

STEP 5 – IMPLEMENT THE PLAN

THIS IS ABOUT BEGINNING YOUR ACTUAL TRIP -- DRIVING THERE!

And you know what? This is about beginning your actual trip; it's about driving there, right?

Now that you've got a well formulated plan that's based on careful consideration of where you are, where you're going, and a wide ranging exploration of the options, taking actions become much clearer and easier.

NOW THAT YOU HAVE A WELL-FORMULATED PLAN, BASED ON CAREFUL CONSIDERATION OF WHERE YOU ARE, WHERE YOU'RE GOING, AND A WIDE-RANGING EXPLORATION OF YOUR OPTIONS, TAKING ACTION BECOMES MUCH CLEARER AND EASIER

OPPORTUNITY TO SET UP SYSTEMS TO STREAMLINE REPETITIVE ACTIONS

In this step is also the opportunity to set-up systems to streamline repetitive actions. You will very likely be in this step for a while, and you also want to make sure that you take care of yourself while you're in this step.



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YOU'LL BE IN THIS STEP FOR A WHILE AND YOU WANT TO BE SURE YOU TAKE CARE OF YOURSELF WHILE YOU'RE HERE.

ONCE YOU'RE FULLY IN ACTION, WHAT HAPPENS THEN?

STEP 6 – ASSESS AND ADJUST

DESPITE YOUR BEST PLANNING AND CONSIDERATION, THE DIFFERENCE BETWEEN THEORY AND PRACTICE IS SMALL IN THEORY AND LARGE IN PRACTICE!

Once you're fully in action, well then what do you do? Well, that's the A, Step 6, Assess and Adjust. Despite your best planning and consideration, the difference between theory and practice is small in theory and large in practice.

AS YOU TAKE ACTION, YOU'LL PRODUCE RESULTS – SOME MAY NOT BE WHAT YOU INTENDED, OR MAY LEAD YOU TO UNEXPECTED PLACES – WHICH CAN BE BOTH COOL AND NOT SO COOL.

As you take actions, you're going to be producing results. Some may not be what you intended or may lead you to unexpected places, which could be really cool or it could be not so great.

YOU MAY RUN INTO TRAFFIC JAMS AND NEED TO TRY A DIFFERENT ROUTE

You may run into traffic jams and need to try different routes. You may hit obstacles like the bridge being out.

AS YOU GET CLOSER TO MINNEAPOLIS, YOU MAY HEAR GREAT THINGS ABOUT CHICAGO, AND DECIDE TO CHANGE YOUR DESTINATION

As you get closer to Minneapolis, you may hear great things about a show in Chicago and decide that you want to change your destination.

AS YOU PROCEED YOU NEED TO ASSESS THE RESULTS YOU'RE GETTING, AND ADJUST YOUR PLAN BASED ON WHAT YOU DISCOVER

As you proceed, you need to assess the result you're getting, take in what you're learning, and adjust your plan based on what you discover. And eventually you're going to reach your goal.

EVENTUALLY YOU REACH YOUR GOAL – WHAT THEN?

STEP 7 – LOVE THE RESULTS, AND LEARN FROM THEM

So what do you do then? Well, the L, Step 7, Love the Results. Celebrate, baby! You got there. You got your goal. I can't tell you how many times I had a conversation with a



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client who achieved a goal, and says, "Yeah, got the goal. Great, so what I want to work on next is..."

CELEBRATE!

ONCE YOU REACH YOUR DESTINATION, YOU WANT TO SPEND SOME TIME ENJOYING IT, AND GETTING THE LAY OF THE LAND, BEFORE HEADING FOR YOUR NEXT DESTINATION

Once you reach your destination, you want to spend some time enjoying it. Get the lay of the land, relish it, celebrate it, give yourself credit for having achieved it before setting the next goal and heading off for your next destination.

SPEND SOME TIME CELEBRATING ALL YOU'VE ACCOMPLISHED

... AND TAKING STOCK OF WHAT YOU'VE LEARNED THAT YOU CAN APPLY TO FUTURE GOALS

Spend some time celebrating all that you accomplish, not just that you got the goal, but all the things you accomplished along the way. I'm betting you overcame obstacles. I'm betting you took courageous actions. I'm betting you did things you didn't think you had it in you to do. Spend time celebrating that and taking stock of what you've learned, because all that you've learned, you can then apply to your next goal or goals.

ONE OF THE BIGGEST MISTAKES PEOPLE MAKE IS TO NOT REALLY TAKE IN THEIR ACCOMPLISHMENTS AND ONLY GIVE WEIGHT TO WHAT THEY HAVEN'T YET ACHIEVED. THE WAY TO GET THE UNIVERSE TO GIVE YOU MORE IS TO REALLY APPRECIATE WHAT YOU'VE GOT NOW.

If all you're ever putting your attention on is what you don't have yet, what you will be creating is more of what you don't have yet, right? Because what you focus on expands. So it's critically important, not just at the end when you're loving the results and celebrating that you got the goal and doing the happy feet dance, but all along the way, each time you achieve something that you give yourself credit, that you celebrate it, that you really appreciate it, because the best way to get the universe to give you more is to appreciate what you've got. What you focus on expands, so focus on what you're grateful for every step along the way.

ONCE YOU'VE COMPLETED AND CELEBRATED YOUR GOAL – NOW IT'S TIME TO CREATE THE NEXT GOAL. (PUT IN CONTEXT OF 5 YEAR PLAN AND WHY IT'S SO IMPORTANT TO DO A STARTING POINT ASSESSMENT EACH TIME)



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Once you've completed and celebrated your goal, well now it's time to create the next goal. You want to be doing all of this in the context of your 5 year plan, and it's really critically important that you do the full S.P.E.C.I.A.L. Road Map to Success for each goal.

So it maybe, let's say you set a goal to sell 200 CD, and you set another goal...and so you achieved that, "Yay, I sold 200 CDs! Awesome! Woo! Hoo!" And you set another goal to sell another 200 more CDs, but I will promise you that where you are now, this starting point assessment, is not the same as where you were when you started to sell the first 200.

REPEAT COMPLETE ROAD MAP, IN ORDER

You've learned stuff. You've achieved stuff. I'm betting you set up some structures. I'm betting you've overcome obstacles that perhaps you could avoid next time around. So it's very important that you always start with the starting point assessment, that you always do the Create Your Vision for this new stage of this goal. That you always do more brainstorming, more research because you're in a different place.

And you're going have to do different things to sell the next 200 CDs than you did to sell the last 200 CDs. It's just the nature of the beast.

So, in review, and if you're on mute and you have questions, you might want to take yourself off mute, star 6.

So S.P.E.C.I.A.L. Road Map for Success: Starting Point Assessment, Picture the End Result, Explore Creative Ways to Get There, Create the Plan, Implement the Plan, Assess and Adjust, Love the Result.

So did you have a question?

Woman 1: Am I the only one on the call?

Debra: I think so.

Woman 1: Oh okay. Lucky me.

Debra: I know.

Woman: Not exactly. I mean think I need to...I joined a couple of months ago, and I need to go back and really dig into some of the kind of more, rudiment, your early Create the Vision and some of the other calls you've had. I mean the steps kind of in theory make sense. When I am listening to it though, I'm like. " Errggghhh... Uhm..." So I think if maybe if I go back and look at some of the other material...



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Debra: Obviously, obviously. And yeah, I would recommend the [Goals that Get Results](#) and [Create Your Vision](#) is a good one. What I'm going to do next, and as long as you don't have background noise, you might want to stay off mute just because it may be helpful if we actually brainstorm specific actions.

Woman: Okay.

Debra: For example if you, you know, if you would just take a moment on your own and maybe write 1 or 2 areas that you have a goal in. You don't need to write a specific goal but the area that you have a goal in. And then we can open and talk about that.

ACTIONS FOR EACH STEP IN THE ROAD MAP

Now I'm going to go through each step in order, and I'm going to talk about the step, and I'm going to talk about possible actions. Okay? Now, here's the thing, and you don't need to say "uh-huh, uh-huh" because I'm going back into my lecture so...

GO THROUGH EACH STEP IN ORDER, BRAINSTORM (AS A GROUP) A FEW POSSIBLE ACTIONS FOR EACH STEP

DO NOT NEED TO DO THEM IN ORDER – BUT DO NEED TO DO ALL OF THEM, THOROUGHLY

So here's the thing, you don't need to do them in order. Very often when a client comes to me, they may already be working on the goal, and they're stuck and that's why they come to me. So, you may want to be taking actions, like Step 5 actions, right away. That's okay, you don't necessarily need to work this in order.

In my experience, if you don't do all of the steps, you will have problems. You will hit obstacles. But, and you may find that the actions you jump into might not have been the right course of action to take because you haven't created a plan yet, but that doesn't mean you shouldn't take action, and some people get really frustrated. So, you know, if you feel like, well, if you don't take some action, you're going to quit then, for God's sake, take some actions, or if you have deadlines, you know, to get your goal, then meet those deadlines absolutely.

THE STEPS MAY LOOK DIFFERENT, DEPENDING ON THE GOAL – I'M GOING TO GIVE YOU SOME SUGGESTIONS. THESE ARE NOT THE ONLY OPTIONS

But I do recommend that you do all of them thoroughly. Also the steps may look really different depending on the goal, and I will be giving you some suggestions, but these



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are not the only options, and my clients very often come up with ideas about actions that wouldn't have occurred to me and some of these actions came from clients.

So, I'm going to give you a bunch of ideas, but don't hesitate to come up with your own. I also will say that depending on the goal, sometimes the series of steps looks like Starting Point Assessment, Picture the End Result, Research, Create a Plan, Implement the Plan, Assess and Adjust, Do More Research, Add that Research to Your Plan, Implement that Step of the Plan, Assess and Adjust, Do More Research, Implement...

So very often it's cyclical, so you may do some research to decide I'm going to experiment with this. Do it, assess and adjust, and then go back to do more research. So, it's not necessarily linear, but ideally if you do this, it's at least spiral, so you're not sitting in a cycle of doing the same thing over and over again each time you come around to the research. You got more information, and you're doing deeper and broader and more specific research about this piece and implementing it and then assessing and adjusting.

STEP 1 – STARTING-POINT ASSESSMENT

Can be challenging – may have to face uncomfortable truths

So let's start with the Starting Point Assessment. So here's a couple of things about this. It can be challenging because you may have to face some uncomfortable truths about where you are now. I find that to be tremendously true with money goals.

Very often people who come to me around money issues are coming to me because they're not in a good place with their money, and the first thing you've got to do is your Starting Point Assessment and look at the reality and the truth of where you are and that can be uncomfortable.

Focus on the positive

I recommend you focus on the positive. Lists are really helpful with this goal, and I recommend also that you look at creating lists that are way longer than you think you could possibly can create, because very often the value is seeing beyond the obvious. So I'll get more specific in a moment.

Lists are helpful (e.g., strengths, resources) – go for at least 50, because the value is in seeing beyond the obvious

Ask others for input – they'll see things you won't

You may at this point ask others for input because they'll see things that you won't; however, I would be extremely careful about who you ask about your starting point. And make sure it's someone who you really trust to be generous and supportive, because negative feedback at this point can really trip you up.



I, you know, getting feedback later in the assessing and adjusting is a great time to start getting feedback from other people because they can help you adjust and assess. I'm a little cautious about asking others for input at this point, but some people do and they have some success with that.

Possible actions:

WW/NW

So here are some possible actions. You could create a list of What's Working and Not Working in this goal area. For example, if your goal is around time management, what's working for you in your time management? What's not working for you in your time management?

Couple of points, I recommend that that list is longer on the What's Working than on the Not Working. Our tendency is to only see what's not working, but if you're underneath your bed and not leaving your house, then something is working.

So, make sure you acknowledge it. Also, when you're listing What's Working and What's Not Working, go deeper than just saying the thing. So for example, if what's Not Working is that you're always late to appointments. Well, just saying you're always late for appointment is not all that helpful. Why are you late to your appointments? What are you doing or not doing that creates an environment in which you're late for your appointments? Look deeper.

Look at the what, the how, the who, the why. Look deeper on both What's Working and what's Not Working.

Q/S/T

Second action on this list is a list of qualities, skills, and talents that will help you get your goals. This is one of those lists that I recommend you go for a 50 or a 100. I don't recommend that you go for 50 qualities, 50 skills, 50 talents.

I recommend that you go for one big brainstorming list that is one big brainstorming...I'm sorry, my cat is doing something that is really distracting me... So, I'm just getting it out of her way. Sorry.

Go for one big brainstorming list that are all the qualities, all the skills, all the talents that are going to help you get your goal. Now, the way I define qualities, skills, and talents...a quality is just like who you are, a sense of humor, being persistent, that's a quality. A talent is something that you're born with. Being able to carry a tune. That's something you're born with. A skill is something that you've developed over time. Being able to sing opera is a skill. So qualities, skills and talents.



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What's in place

A third suggestion is a list of what's already in place. What do you already have that is going to help you get your goal?

Resources

A fourth is the list of resources. Now the difference between what's in place and resources is resources are other people, equipment, tools that you don't currently have, but you know about. You could access them. That's what makes it a resource.

Lessons learned from past experiences in this or analogous experiences

Another action could be lessons learned from past experiences in this or an analogous experience. For example, if you're starting a business in a new area, you've never worked in that area before, but you started other businesses. You've got lessons learned from the other businesses that you've worked in that will help you in starting this business.

Before pictures

If you're working on something either around your physical, like your health, your well-being, or around your physical space like organizing or decorating, it's really good to get before pictures. It's really good to get before pictures.

Characteristics of the result

And one final thing, and this one comes in really handy when you're working on a goal area that's not as concrete. For example, if you're working on creating more courage, that's the goal area that you're working on or raising your self-esteem or confidence, it's very helpful to have a list of the characteristics of that...the essence of that thing. So what are the characteristics of courage to you? What are the characteristics of self-confidence? Because your definition may be different than other people's definition, and the more specific on your definition of what courage is, is going to help you create it.

Now that may sound like it's part of your...the Vision Statement, but what I would want you to do is actually assess how...where you are with that characteristic. So let's say you're working on courage, and one of the characteristics is persistence.

So you'll say, "Okay, persistence, where or how persistent am I on the scale of 1-10? Well, I'm at about a 4, okay? So I want to build more persistence. That's a scale I want to develop." Okay?

So Kerry, did you have a...did I...did you have a specific goal that you would like?



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Kerry: Oh well, first of all, everything you just talk about seems very helpful. I like this last part of it. Um, that seems really helpful. My goal was to start...my goal is to make a CD, and I'm a singer and...but to start recording, I guess, in a couple of months.

Debra: Okay, I'm going to cut you short just because we only have 20 minutes left and I still have 6 more steps to get to.

Kerry: Okay.

Debra: But I would say, so a Starting Point Assessment would be for that is What's Worked and Not Worked if you created CDs in the past: the qualities, skills, and talents that are going to help you make an awesome CD.

What do you already have in place? What resources do you have at your fingertips to make a great CD like, for example, if you happen to know a great sound engineer. So great, that...he's a resource. Okay?

Kerry: Got it.

STEP 2 – PICTURE THE END RESULT

Step 2, Picture the End Result, and again I'm not going to go into a lot of details on this, because I've developed that in the vision, but this is a really critical step and a couple possible formats that the vision might be in is A Day in A Life, which is like a short story about your life now that this goal has been created.

Really critical step

Your vision will clarify your choices,

Inspire you to keep going when the going gets challenging,

And make it feel real and doable

Possible formats

Day in the Life

So for example, Kerry, your vision might be the day that those...that your thousand CDs land in your driveway and you're opening the boxes and you're looking at the CDs, and there it is.

Kerry: Okay.

Debra: Right? So what's that day like now that the CD is complete? Um, when you're creating A Day in a Life, you could pick the epitome of reaching that goal like the doorbell rings and the delivery guy is there with all your CDs or you could kind of create a vision that now that...now that you just have a CD, and this is what your life is like now. So perhaps your vision has you being on the radio talking about your CD. Do you hear what I mean?



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Kerry: Got it.

Vision Board

You could create a vision board. A lot of people talk about that. You can also create a mind map.

Mind Map

Now, a mind map, and if you want to know more about a mind map you can Google "mind map." There's a ton of materials on the web about how to create a mind map.

A mind map is useful both for Step 2 and for Step 3. And I find a mind map to be incredibly useful when you're working on an umbrella goal. When you're working on a goal that encompasses a lot of stuff. For example, you're working on a goal about launching a business or you're working on a goal about creating a European tour.

Because a mind map helps you capture a lot of different stuff going on that's going to help you get your goal, like all the different pieces of that, because if you're launching a business, you're working on a marketing plan. You're working on the financing. You're working on hiring people. You're working on the website. There's a lot of different pieces going into launching that business, and a mind map can really help you get an overview of all of those pieces.

STEP 3 – EXPLORE CREATIVE WAYS TO GET THERE

Step 3 Explore Creative Ways to Get There. Now here's the thing about Step 3. Step 3 has 2 pieces to it. It's the internal research and the external research.

The rules of brainstorming –

The internal research is about brainstorming. So I want to give you some rules about brainstorming. Here's the biggest rule about brainstorming: there are no bad ideas. Everything, anything, no matter how absurd gets on the list.

Let go of all constraints

You are not committing to taking any of these actions. They all go on the list. I don't care if one of the actions on there is walking down...through Time Square naked with a clapboard advertising your CDs. Right? I don't care if the wildest ideas get on the list, and you want to push yourself beyond the point of running out of ideas at least twice.

You got to the place. You've run out of ideas. Alright, keep going. Get some more ideas. Run out of ideas the 2nd time. Keep going, because it's very often in the 100th idea that you get the real gems.

Linus Pauling: "The way to have good ideas is to have many ideas (and throw away the bad ones)"



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Linus Pauling said, "The way to have good ideas is to have many ideas and throw away the bad ones."

Don't worry about what you like or want to do – your job here is to produce quantity, not quality

Trust that the quality will take care of itself – if you generate enough ideas, some gems are bound to pop up amongst the rubble

So don't worry about what you like or want to do. Your job is to produce quantity, not quality, and trust that quality will take care of itself if you generate enough ideas. Some gems are bound to pop out among the rubble, and the Step 4, when you're Creating the Plan, is all about calling out the best ideas.

So, one of the best things to do in the brainstorming is to dump all the things that you thought you should do in order to get this goal. All the stuff that has been rattling around in your brain, get it on paper.

**Do research to find out all the different ways other people have gotten there
As you work through each step, create one big dump file for all the actions
that could possible go into the plan.**

So, that's the beginning of what I called the big dump file, all the possible actions that could possibly go into this plan. Then you want to do research, so that's the external brainstorming, right? You want to do research to find out all the different ways other people have gotten to this goal.

I am betting no matter how unique your goal is, other people have done it or done something similar enough that you could research how they got there. I'm a big fan of finding people who have the career you want to create and interviewing them.

So, as you do research, if you're doing research on Google, if you're on the web, if you're interviewing people, if you're reading books, just keep that big dump file handy and put in all of the ideas that pop into your brain, no matter how crazy they may seem.

Just put it down on paper. This is a stage in which you want to walk around with a little recording device, because stuff is going to occur to you when you're driving, when you're in the shower. Capture it, add it to the dump file.

RESIST THE URGE TO JUST START WITH THE FIRST ACTION THAT OCCURS TO YOU!

Resist the urge to just start with the very first action that occurs to you. Resist that urge because what you will do is you'll have a good idea, and you'll just drop this step and jump into action, and never come back to the brainstorming and research, and wonder why you get stuck.



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So, resist the urge to just start with the first action that occurs to you. Make the big list. Now if you can't resist, if you can't help yourself, you must take some action because you're ready to jump out of your skin, that's okay.

Take an action, but don't stop brainstorming. Don't stop researching. So here are some ideas for possible things to brainstorm, things to research.

Possible Actions

List of actions you know you need to take

List of pieces that need to be put into place

List of research focuses and start working through it

List of skills you need to learn or improve

First of all, get the obvious out on paper. The list of actions that you know you need to take. List the pieces you know need to be put into place for this goal. List the research focuses and start working through it, right? Doing that research. List the skills that you will need to learn and/or improve in order to achieve this goal.

Find a mentor

Take a class;

Read books

So far we've got 4 lists. Find a mentor. Find someone who's done this successfully, and ask them to mentor you. Take classes on the skills you need to learn. Read books about the skills you need to learn. Read books about the people who've done what you need to do. Read books about this area.

Contact 3 people who have the goal you're working on – interview them

Contact 3 people who have the goal you're working on and interview them. So those are the list of possible actions in this step. Okay? Do you have questions about that step?

Kerry: No. Nope.

Debra: It's getting clearer, isn't it?

Kerry: Yeah.

Debra: Excellent! Excellent.

STEP 4 – CRAFT A PLAN

Step 4. Craft or Create the Plan. Now, if you've done Step 3 really thoroughly, you should have amassed pages and pages of possible actions that you could take to get to your goal.



If you've done Step 3 really thoroughly, you should have amassed pages of possible actions you could take to get to your goal.

First you need to choose from the many options you've generated

So the first thing you want to do is choose from the abundance of actions. Now I recommend not deleting them off the dump file. I recommend making a... cutting... copying and pasting them or cutting or pasting them to a new list, which is the beginnings of your plans. Don't need to put them in order yet. Just kind of grab the ideas that you think are important to do now.

The reason I recommend you don't delete the old dump file is because some of those ideas you may not want to take now, but you may want to take the next time through. So for now pull out the things that seem to make sense with what you want to do and put them in a new file that is the plan...that's going to become the plan.

Prioritize them

The important measure of which ideas suit you best, ultimately, is how they feel
As you start listing them, it will become clear that before you can take this action, you must have that in place, so put them in the most logical order
Then prioritize them. It's important in identifying which ones you choose. Ultimately the most important thing is how do you feel when thinking about them? In other words, does it feel right? I will bet that if you start listing them, it will become clear that before you take action J, you have to take action K. Oh, I got that backwards. Before you take action J, you have to take action H, because J is dependent on H, and if you don't have H in place, you're not going to be able to do J, let alone K. Okay?

Break down your top choices into small, manageable steps

This will help with the overwhelm – get detailed here!

So, it's going to become obvious what order to do them in. Break down each of these action into small manageable step. Now, some of them will be single step actions, but a lot of them will be things that feel like big projects all by themselves, like creating a website. Well, that's a big project with lots and lots of little steps. Put all the steps at...to the best of your knowledge, put all the steps into the plan.

I like to use the outline tool in Microsoft Word because you can make, you know, you can make major headings and subheadings and subheadings and subheadings, and you could break it down into steps. This is going to help with the overwhelm; you want to get detailed here.



Schedule them – put time estimates and dates!

The next step is to schedule them, and the way you do that is by putting on time estimates. How long is it going to take to achieve all these baby steps to achieve the bigger piece? And then put deadlines on them. Now it's possible that you may be working through sections of this plan simultaneously.

The result you get should look like a long list of stuff to do with due dates You may want to separate out the “one-time” actions and the “recurring actions”

You may want to break them out into separate documents, so that they can happen simultaneously or you may want to use a spreadsheet that is then organized by date. So when you're ready to put dates on it, sometimes it's really helpful to dump it into an Excel spreadsheet, so you could then put dates on it, and then reorder it by the date, and then it's in order.

The result you get to looks like a long list of stuff with due dates. It's a big to do list; that's what a plan is. A plan is a big to do list. Now, another option, especially if you're launching something for the first time, is that you may want to separate out the one time actions from the recurring actions. So for example, if your goal is to, um...is to book a European tour, there's going to be pieces of that goal, like creating a website with down, uh... with your, um... one sheet and your, you know, all of your press kit information in it. That's a one-time action. When it's done, it's pretty much done. You might want to update it, but it's pretty much done.

And then there's making booking calls. Well, that's an ongoing recurring set of actions. Booking those gigs. There's a series of actions you're going to be doing over and over and over again, every time you contact a new venue. And so you might want to take, you might want to separate those plans out: one time actions and recurring actions.

Part of the plan is how and when you will implement it – so creating time blocks to work on this goal will be helpful.

Now a big piece of this plan is how and when you will implement it. So creating time blocks in your schedule, using time management system to work on this goal will be helpful, so that you not only know what date it's due, you'll also know what hours this week you'll be working on it.

STEP 5 – IMPLEMENT THE PLAN

Follow the schedule you made

Step 5 is Implement the Plan. I mean, it's basically follow the schedule you made.



Getting started may be challenging

Start with small steps if necessary – dip your toe into the water

Once you have momentum going, you may find yourself ramping up to bigger steps quicker than you expect

Now, getting started might be challenging. Start with small steps if necessary; dip your toe in the water. Once you get momentum going, you may find yourself ramping up to bigger steps quicker than you expect.

Having an accountability partner, having a coach can be really helpful. Also in Step 5, you want to make sure that you set up systems for things, particularly the step I'm talking about before of the recurring actions. You want to make systems for that.

Set up systems for things

And this is when you'll be making those systems. And of course, obviously there is an hour long class on [how to create systems](#).

For example, if your goal is to go on tour, you will likely be doing the same things over and over again to publicize each gig.

If you create a checklist and schedule leading up to each gig, you will be sure to take advantage of publicity opportunities and not miss deadlines.

And it will take you twice as long to do it each time if you have to recreate the wheel. So create it once in a way you can repeat over and over again. And then hone the system after each run.

STEP 6 – ASSESS AND ADJUST

For Step 6, Assessing and Adjusting, well, you need to measure your results to know how you're doing, and so assessing and adjusting part of that is to decide what you will measure, how you'll measure it, and how often you'll measure it.

You need to measure your results to know how you're doing

What will you measure, how will you measure, and how often (monthly, weekly, daily)?

Are you going to be measuring it daily? Are you going to be measuring it weekly or are you going to be measuring it monthly?

You may need to adjust your plan based on the results you're getting, as you discover what works and doesn't work for you

You may need to adjust your plan based on the results you're getting as you discover what works and what doesn't work for you. Right? If you're testing a marketing out there and you get nothing, then you want to try something else out, and this is where you then go back to research and create a new plan or put or feed the research that



you've discovered into the plan that already exists, implement those new pieces, and assess and adjust again.

Even the goal may change as you learn more as you go

So that's where it becomes cyclical. The goal may even change at this point as you learn more. The goal date may change as you begin to realize as a result of making the plan how, you know, how much time it's going to take to achieve this. That's okay! That's all part of the natural process.

Possible actions

Create metrics tools, such as a spread sheet

So some possible actions for assessing and adjusting, you could create metric tools, such as a spreadsheet for how many calls you make a day and how the results of those phone calls. You may, if you're doing marketing, if this is part of a marketing goal, you may do metrics around the result of particular ads. This is a place, so that's one idea, to create some metric tools.

Get feedback from experts on the quality of your work

Another action you could take is to get feedback from experts on the quality of your work. You know you've implemented the plan to create the website, well, then call a marketing expert to assess your website, and tell you, you know, how well it's working.

Do a daily "results and learnings" journal

You could, here's the third action, do a daily results and learnings journal. On my to-do list, what I've decided the actions I'm going to take today, I have my to do list and at the bottom I have 3 results I got and 3 things I learned. So at the end of the day, I always look for 3 results that I got and 3 lessons that I learned. And that is part of my personal assessment and adjustment, because then you take those lessons and you implement them tomorrow.

Go back to your plan and cross off items as you complete them and adjust the deadline dates as necessary

A really great part of this is to go back to your plan and cross the items off as you complete them. I actually recommend against deleting the items until you've gotten so much crossed off that you stopped being able to actually read your plan. Because it feels really good to look at crossed off items. To see this long list of to-dos and start to see more and more and more of them crossed off, and by the way, Microsoft Word, if you go to Format Font, there is a strike-out thing, so you can highlight the actions and use the strike-out, and it will cross it off on the screen. It's so cool.



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Some, you may also need to adjust the deadline dates as necessary. Some things are going to take longer than you think they are, that's also the nature of the beast. It's okay. Things take as long as they take. That's just the way it goes.

As opportunities present themselves, evaluate them in terms of your overall plan and goals. Some opportunities may wipe out whole sections of your plan – others may add whole sections to your plan – change the written plan – don't depend on your memory

A fifth action is, as opportunities present themselves, evaluate them in terms of your overall plan and goals. Some opportunities may completely wipe-out a whole section of your plan. For example, let's say, you've decided you want to make a European Tour, and in marketing that to different venues, you find out about a block booking agency. You submit to them. They say, "Yes, we love your stuff. We're going to book you. Can you be out here for 6 weeks?" And they book your tour.

Well, guess what? All of those steps that you had about booking your tour, gone! Handled, taken care of. Sometimes, you're going to come up on an opportunity that may add whole sections to your plan. That's okay too because sometimes those opportunities are going to take you to places far beyond what you thought. That is also part of the nature of the beast.

You want to actually change the written plan. Don't depend on your memory. Don't let your plan become obsolete.

Review your vision often

And finally review your vision often, daily if you can.

STEP 7 – LOVE THE RESULTS, AND LEARN FROM THEM

Take time to stop and celebrate every win along the way and before you move on to the next step or the next goal.

So Step 7 is to Love the Results. Take time to stop. Celebrate every win along the way. As I said, I, at the end of the day, look at my successes for that day. What did I, you know, what results did I get today, and I celebrate them.

Also, look at the big process when you are complete with a goal that may have taken you 3, 4, 6, 8 months to get to...

Do something great for yourself to celebrate your accomplishment – and plan it in advance

Look back to the whole process. What did you learn? What did you overcome? You want to do something great for yourself to celebrate your accomplishment, and I recommend planning it in advance.



Take stock of what you've learned that you can apply to whatever's next

Brainstorm sample actions

You can take stock of what you've learned, and you can apply it to whatever is next on your goals, and so those are the possible actions for each step. So, Kerry, did you have any more questions about this?

OPEN IT UP FOR QUESTIONS AND BRAINSTORMING ON POSSIBLE ACTIONS.

Kerry: No, I think this second half has given me just a lot of ideas. Um...some things I already, of course, do and yeah, it's kind of flushed things out for me, so no, I'm feeling good.

Debra: Excellent!

Kerry: Lots to do, but no, I've got a lot of good ideas.

Debra: Well, and when we look at how long the list is, and then there's a lot to do, the temptation can be to get overwhelmed by it.

Kerry: Right.

Debra: And that's, I think, one of the reasons why people don't make plans, because they then get overwhelmed by them.

Kerry: Right.

Debra: In my experience, overwhelm is caused by having too broad a perspective.

Kerry: Okay.

Debra: If you're looking at the whole plan and you're feeling overwhelmed, look at what you need to get done just this week.

Kerry: Right, okay.

Debra: Narrow your focus, and you'll feel better.

Kerry: Uh-huh, right

Debra: If you're working on several goals at once, and you've got...you've dumped all of them into your to-do list, you're going to get overwhelmed. So I actually recommend against having one big master to-do list. My to-do list is separated out by category.



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S.P.E.C.I.A.L. Road Map to Success

Kerry: Okay.

Debra: So, what is the...by the goal area that I'm working on. So even my actions for today, you know, depending on you know, what my schedule is for the day, let's say I'm working on marketing. I'm working on product creation, and I'm working on setting up my New York speaking tour, and I have an hour for each of those 3 things, and maybe I have 1 or 2 items on each area that I'm going to work on today.

Well, I don't have one big list with 7 items on it. I have a list that says "Marketing" with a couple of items on it. You know, "Product Creation" with a couple of items. So all I'm looking at in the hour that I'm working on product creation are the actions for product creations.

Kerry: Okay.

Debra: I'm not looking at anything else.

Kerry: Okay.

Debra: And that's a really good way to not get overwhelmed. Does that make sense?

Kerry: Yeah, absolutely.

Debra: Cool. So any other questions?

Kerry: No. I think for right now I was taking a lot of notes as we went along. I think I want to just kind of absorb them and have fun.

Debra: And...and the value of having this as a recording is that you can listen to it over and over again.

Kerry: Right.

Debra: You may want to listen to it at each stage.

Kerry: Okay.

Debra: You know, just focus on the Starting Point Assessment. That's all you're working on right now, so just listen to that piece of it. Right? Again, narrowing your focus to avoid overwhelm.

Kerry: Right.

Debra: So let me ask you this question, "What key insight or value are you taking away and what action will you take to implement it?"



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Kerry: Um...I'm a little bit in overwhelm, so I feel like I have to go back and look at material. I almost think that some...the last thing that you said, I think that narrowing the focus is really important, because I tend to have like a lot of different things I'm juggling. And I think narrowing the focus is really important for me. I know how to do a lot of the pieces. I think getting started is the other thing I really have to look at.

Debra: Okay. So you may want to find yourself a partner to work on it with you. And you could submit a question to the Yahoo group, and maybe someone out there who would enjoy working on it with you.

Kerry: Okay.

Debra: And they're working on their stuff. You're working on your stuff. You guys talk once a day or once a week. You know, whatever works for you. And say, "Okay. What am I going to accomplish on this goal this week?"

Kerry: Okay.

Debra: You know. And of course, obviously that's what you do with a coach right. What are you committing to? What actions are you taking this week? Um, so excellent. Excellent. And of course I'm putting you on the spot because you're the only one on the call, so I got to ask you the questions. So, but that's...that's great. And yeah, cool. Anything else you want to share?

Kerry: No. I think this is great.

Debra: Excellent. Alright, well awesome call, and you know, feel free for you to, anyone who's listening to the recording, um, to post your comment up on, once the recording is up. And you know, and obviously as you start working through your S.P.E.C.I.A.L. Road Map to your specific individual goal, and you hit a roadblock or you have a question, submit it to the Ask Coach Debra call and I'll be happy to reply.

Kerry: Okay, okay. Thanks, Debra!

Debra: Excellent, have a great night!