

# **Creation of Successful Year**

**Toolbox Teleclass Transcription**

**By Debra Russell**



**Professional Program**

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



## TABLE OF CONTENTS

Introduction .....	5
My history of doing this .....	5
What's the Value? .....	6
How does it fit with the 5 Year Plan and Project Management/Time Management structure? .....	6
The Setup .....	7
Your physical Environment .....	7
Your family .....	8
What you'll need .....	8
Calendar .....	8
Journal .....	8
Handout.....	8
Ritual supplies.....	8
3x5 cards .....	8
How to take care of yourself during the process .....	9
Take breaks regularly to eat, drink water and to exercise .....	9
Walk.....	9
Treat yourself with compassion, kindness and love.....	9
Overview of the Steps.....	9
This process follows the first 4 steps of the S.P.E.C.I.A.L. Roadmap to Success process	10
Starting Point Assessment – look at the past year .....	10
Picture the End Result – envision the coming year .....	10
Explore the ways to get there – brainstorm your goals .....	10
Create the plan – Turn those goals into a coherent plan for the coming year .....	10
Starting Point Assessment .....	10
Spend a few minutes with your calendar to remind yourself of the last year – where were you in January, .....	11
What was happening in your life, .....	11
What projects were you working on, .....	11
Who were you spending time with?.....	11



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

Ask the same for February, March and so on...	11
Use Brendon Burchard's questions to explore the last year	11
This is the final step in the S.P.E.C.I.A.L. Roadmap to Success process – Love the Results!	12
Picture the End Result	12
Start with Brendon Burchard's questions for the New Year,	12
Use the Create Your Vision process to imagine yourself one year from now	13
Write a Day in the Life Vision	13
Explore the ways to get there	14
Brainstorm your goals in all areas of your life – be outrageous and unreasonable	14
Just list them out, don't worry about format or whether you can actually achieve them in 1 year.	15
Refer back to your vision and the answers to the questions to inspire you	15
Include the big goals and the little goals.	15
This is not about “how” but what, who and where.	15
Create the Plan	15
Organize your brainstorm into the areas of your life.	15
Look at each goal and put a completion date on it – be confident that you can realize it in that time frame or push it further out.	16
Put your goals in order by date – and if they're longer than 1 year, where will you need to be in 1 year to be on the road to achieve that goal.	17
Make sure that each goal complies with the goal setting criteria in the goal setting class	17
You will find that some goals logically link to each other and other goals are kind of hanging out there without any support. For each goal, work backwards so that you have a quarterly milepost in that area (give example)	18
Now look at your goals for 3 months from now. Look at them as a whole – is this all realizable within the next 3 months? Make decisions about which goals you will achieve in this quarter and which goals will need to be pushed further out	18
Create your PRD's for this quarter based on these goals.	19
Integrate the actions from your PRD's into your To Do list and schedule for the next three months.	19
Implement, Assess and Adjust, and Love the Results	20



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

Plan to look at your PRDs once a week or at least twice a month. ....	20
Set an appointment with yourself for 3 months from today, to review your goals for the year and your PRD's and assess and adjust your goals, and create your PRD's for the next quarter .....	20
The final step, Love the Results, is something that can be done daily, weekly and monthly, as well as quarterly and yearly. ....	20
Open it up for questions. ....	21



## INTRODUCTION

Welcome to the December 2009 Toolbox Teleclass. We're going to be talking tonight about the Creation of a Successful New Year. Marsha, has anyone else called in while I was off turning on the recording?

Marsha: No.

Debra: Okay, well then I guess it may just be you and me then...

Marsha: What might be you and me? It's okay.

Debra: Half dozen people signed up, but we'll see what happens.

Marsha: Alright.

Debra: So, very cool. Is this your first Toolbox Teleclass as a member?

Marsha: I've done other, uh, calls with you...

Debra: But not the...so this is primarily a lecture, so you might want to put yourself on mute.

Marsha: Oh, okay.

Debra: And I will take breaks to ask if there are questions that...

Marsha: That's Star 7?

Debra: Star 6...oh, are you still there? Good. Okay that was weird, because it just went to a music break while you hit star 6, but, okay, I'm going to get started here.

## MY HISTORY OF DOING THIS

So, I have been doing this process that I'm going to be teaching tonight in one form or another for about 10 years. At the end of every year, doing private ritual by myself usually, where I really look at the year past, how far I've come, what's happened and...um, welcome who's joined me?

Vicky: Vicky.

Debra: Hi, Vicky. Okay, so I've already done started. You might want to hit Star 6 to mute. So, as I was saying, so I've been doing this for 10 years and looking at the year past, kind of processing what happened, and then creating a vision for the coming year.



## WHAT'S THE VALUE?

And my process over the last 10 years of doing this has evolved, but that basic format has always been there. So you might wonder, well what's the point of doing this?

In my experience, there's a couple of things. First of all, it gives you the opportunity to really celebrate everything that happened this year, to acknowledge and embrace the change, the evolution, to really look at what you learned and how far you've come.

I think it gives you a very solid foundation with which to build the coming year. And for me, I found, I used to feel really sad at the end of the year, and I found that since I started doing this process, I don't feel sad at the end of it...end of the year.

I feel, um... I feel accomplished. I feel complete. I feel ready to dive into the coming year, and the...and so for me, that's the biggest value that I'm no longer dealing with depression or holiday angst. This seems to have really cleared that up for me.

## HOW DOES IT FIT WITH THE 5 YEAR PLAN AND PROJECT MANAGEMENT/TIME MANAGEMENT STRUCTURE?

I want to put this in the context of all of the work that I do with you guys through the Artists Edge membership, and I will be doing that kind of throughout the call.

But in particular, the [5 Year Plan](#), the [Project Management](#) and [Time Management](#) structure. So, when you sit down and you create a 5 year plan, you are setting goals for the end...for 5 years, 4 years, 3 years, 2 years, 1 year.

And it's really, in looking at the 1 year that you are, you know, that's what you're doing; how do I do in the first year of my 5 year plan? And this the second year of my 5 year plan and the third year of my 5 year plan?

It also gives you the opportunity to assess and adjust that 5 year plan. You may find that the stuff that you thought would take 3 years you've already accomplished this year or you may find that the stuff that you thought would take you 1 year to accomplish seems to be taking longer.

So it gives you the opportunity to assess, to adjust, to look at what stopped you from moving forward, and to kind of deal with that. Also, towards the end of this process we're going to really be looking at how do you put this plan that we're going to create



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

in this process into action, and that's where really the Time Management and Project Management structures come into play.

This is a process that you could do in an hour or two, but I actually really recommend setting aside a day or two. And I find it's easiest to do that for me between Christmas and New Year's. There's not a lot of work happening, and you know, people are, you know, tend to be out of town, so I don't have a lot of clients, and it is a very quiet time for me.

But here is the cool thing about this process: it doesn't have to be a New Year process, because you can start your year whenever you want to start your year. You can end your year whenever you want to end your year.

It's up to you. I have clients who do this process at the end of summer and the beginning of September, because of that whole, you know, the beginning of a new school year kind of feeling.

You know, you may do this after...at the end of spring, you know, it's entirely up to you. You may want to do this process whenever you have a major transition in your life. When you get married, when you get divorced, when you move, when you finish...when you complete a major project like recording a CD or putting on a big show.

You know, whenever you get to a place of completion, you can do some version of this process, because it really is about looking at how you got here, what you've got, how you've won, and what you're doing next.

## THE SETUP

### YOUR PHYSICAL ENVIRONMENT

I recommend setting aside a goodly chunk of time that you can spend uninterrupted. I find I do this better when I'm not at home. Whether I, you know, one year I went up and rented a cabin in the Russian River area, which is Wine Country.

This year my brother's out of town, so I'm going to go to his house and house-sit for a couple of days. Last year, I didn't have, it was a tough 2008. Didn't really have any money to spend to go anywhere, so I just spent a couple of days at a cafe. You know, a cafe that I thought really safe and comfortable in to do this process.

Up to you how you set it up, but I do personally find that a physical environment that is not where I do my work is better suited to this process, because it's too easy when it



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

starts feeling confronting or hard to get distracted. So I recommend going someplace where you have minimal or no distractions.

#### YOUR FAMILY

You may find that your family says, "But it's the holidays, you must spend the time with us." If that's the case, you might enroll them in doing the process with you. Particularly husband/wife relationships can be really...can really benefit from doing this process together, but I wouldn't recommend doing it together, together.

I would recommend doing it at the same time for yourself, and then coming together and sharing about it. Um, because it can be...this is really about your own personal process. It's not really about processing things with someone else.

So I recommend if you do it as a group with other people that you're each doing your steps separately, individually.

#### WHAT YOU'LL NEED

*CALENDAR*

*JOURNAL*

*HANDOUT*

*RITUAL SUPPLIES*

*3X5 CARDS*

What you'll need to do this process: well, you're going to need the [PDF](#) that Tina, my virtual assistant, just uploaded to the membership website. So it's there ready for you to download when you're ready to do this process.

You will want your calendar from the previous year and a calendar for the future, for the coming year.

I recommend having a journal with which to write this. I recommend doing the majority of this process handwritten, not typewritten. I find that it accesses a deeper knowledge when you're handwriting.

You may also want to bring some whatever you do to kind of create sacred space. Whether that's lighting a couple of candles or doing some smudge or whatever feels appropriate to you to kind of create a sacred space for doing this.





## HOW TO TAKE CARE OF YOURSELF DURING THE PROCESS

### *TAKE BREAKS REGULARLY TO EAT, DRINK WATER AND TO EXERCISE*

It's also really important that you take care of yourself during the process. You want to make sure that you take breaks regularly to eat, drink lots of water while you're doing this. This is a kind of clearing, and so you want to be drinking water while you're doing it.

### *WALK*

I also recommend that you take some breaks to exercise. Take a walk, I know some of you guys on the East Coast, who just got dumped with 20 inches of snow, think I'm crazy. Maybe you don't want to take a walk, but maybe you do some yoga stretching, something to kind of keep you in your body during the process, because it's very easy to slide into your head during this, and you want to really be in your body with it. So take breaks, stretch, yoga, walk.

### *TREAT YOURSELF WITH COMPASSION, KINDNESS AND LOVE*

It's also really critically important...this is hugely important that you treat yourself with compassion, with kindness, and with love.

Know that you are doing the best you can with the resources you have. That's always the truth, and part of this process is to see ways that you could expand your resources. To get the learning from the experiences, so that you can create new experiences, new growth, new movements forward.

So, you cannot do that as long as you're blaming, shaming, as long as you're guiltig. If you focus on...only on what you haven't done, all of those things are going to keep you stuck. So it's really important that you focus on the wins, as much as what you didn't accomplish, on the growth and the learning, the advancement, how you overcame things, your courage, stay focused on that stuff. Not to the exclusion of the lessons that are there for you or the losses that you experienced.

But make sure that those...that the empowering aspects of those experiences are in the forefront of your mind.

## OVERVIEW OF THE STEPS

So I'm going to go through a quick overview of the steps, and then I'm going to open up for quick questions, and then I'm going to go back in and give you...really explain each step. So this is a 4 steps process.



## THIS PROCESS FOLLOWS THE FIRST 4 STEPS OF THE S.P.E.C.I.A.L. ROADMAP TO SUCCESS PROCESS

It follows the first 4 steps of the [S.P.E.C.I.A.L. Road Map to Success](#) process. So if you haven't listened to that call, I recommend listening to that call, because what I'm about to tell you I think will make a lot more sense once you've listened to the call. So the SPECIAL...S.P.E.C.I.A.L. is an acronym.

### STARTING POINT ASSESSMENT – LOOK AT THE PAST YEAR

The S is the [Starting Point Assessment](#), and in the context of this process, that's the time when you're looking at the past year. How did you get to where you are? What happened in the last year?

### PICTURE THE END RESULT – ENVISION THE COMING YEAR

The second step is the P in S.P.E.C.I.A.L.: Picture the End Result, and this will be about envisioning the coming year.

### EXPLORE THE WAYS TO GET THERE – BRAINSTORM YOUR GOALS

The E in S.P.E.C.I.A.L. is [Explore the Ways to Get There](#). You're going to be doing some...once you've envisioned the coming year, you're going to get much more concrete and brainstorm your goals for the year.

### CREATE THE PLAN – TURN THOSE GOALS INTO A COHERENT PLAN FOR THE COMING YEAR

Then from those goals you will do the C in the [S.P.E.C.I.A.L. Road Map](#), which is [Create the Plan](#). You'll take those goals and turn those goals into a coherent plan for the coming year.

Okay? Does anyone have any questions before I get into the guts of this process? Go ahead and hit star 6 to take yourself off mute. And I'm going to take a drink of water. Okay? So, I'm going to move on then.

## STARTING POINT ASSESSMENT

So the first step is the [Starting Point Assessment](#), and I really have 3 pieces to this first step. And I also find that I end up spending more time in this step than in any of the others.



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

SPEND A FEW MINUTES WITH YOUR CALENDAR TO REMIND YOURSELF OF THE LAST YEAR –  
WHERE WERE YOU IN JANUARY,

There's a lot of processing work that gets done here. The first piece is to remind yourself of the year. You will find that when you think about spring, you're like, "Spring? I remember what I did yesterday, but I don't remember what I did 6 months ago." So that's why you want your calendar. Go through your calendar and remember where were you in January of 2009?

What was happening in your life? What projects were you working on? Who were you hanging out with? Who were you spending time with? And then ask yourself these questions that you might want to jot down...memory joggers.

*WHAT WAS HAPPENING IN YOUR LIFE,*

*WHAT PROJECTS WERE YOU WORKING ON,*

*WHO WERE YOU SPENDING TIME WITH?*

*ASK THE SAME FOR FEBRUARY, MARCH AND SO ON...*

But this is not a big writing piece. This is just for you to give yourself a few minutes to say, "Oh right, January...Oh yes, February, what was February about? Oh, huh, March, what was I doing in March? Right and April." And just go through the year and remind yourself, spend a few minutes in each month. Look at your calendar, remind yourself, "What was I doing during that month? What were the big things that was going on? What were...you know, just, what was going on during those months?"

Once you've given yourself a chance to kind of bring back into conscious memory the past year, then the second step is to use the questions in the [PDF](#) that is in the, you know, as part of the resources for this call.

Now, I have done this on my own for many years, kind of coming up with my own questions of looking at, you know, what were my wins? What were my losses? What, you know, what were the biggest realizations I had, the biggest lessons learned?

**USE BRENDON BURCHARD'S QUESTIONS TO EXPLORE THE LAST YEAR**

And then last year, this guy, Brendon Burchard, who's one of the, you know, teachers or gurus out there, sent out an email with a free download of all of the questions that he asks himself at the end of each year.

And I thought it was so brilliant that I borrowed it and started using it. And I really found it to be very thorough, really looks in depth at your past year. And so you want to do the first round of those questions, which is the past year questions.



### Creation of a Successful Year

And I recommend you spend a good chunk of time, several hours doing this. I think you could probably write a page or two in answer to each of these questions. And I encourage you to go deep and go far with these questions.

Give yourself all of the credit that is due you for the past year. Once you've gone through all of those questions, and also feel free to be extemporaneous on those questions as well. If the asking of a particular question reminds you of something, jot it down right then and there.

You know, the whole point is to kind of stir things up, to bring things back into freshness in your mind, so that you can pull out of them all of the learnings, all of the growth, all of the value of the experience, so that you can give yourself credit for all of the ways that you overcame.

All of the courageous leaps you took, all of the times that you were generous of yourself, with yourself and with others. And then give yourself a moment to kind of go back and read through your answers.

**THIS IS THE FINAL STEP IN THE S.P.E.C.I.A.L. ROADMAP TO SUCCESS PROCESS – LOVE THE RESULTS!**

This is the final step in the [S.P.E.C.I.A.L. Road Map to Success](#). It's both the starting and the completion, because it's about loving the result. Right?

That's the "L": in S.P.E.C.I.A.L. is Love the Result. So this process is both assessing where you're starting from...it's also giving you the opportunity to process and embrace and really give yourself the results of the past year...big, small, medium. Okay?

## PICTURE THE END RESULT

START WITH BRENDON BURCHARD'S QUESTIONS FOR THE NEW YEAR,

Moving on to the second step is Picturing the End Result. Now again, in Brendon Burchard's questions, he has both the questions for assessing the year past, but he also has some wonderful questions to start you brainstorming about the year coming.

And so I would start with those questions. He has some really good broad strokes, brainstorming questions. And again give yourself a good chunk of time, allow yourself to write, allow yourself to daydream, to think big, to think out of the box, to put down your truest desires. Whether or not you think they're realizable in the year. Don't worry about that now. Just put them all down, brainstorm.



USE THE CREATE YOUR VISION PROCESS TO IMAGINE YOURSELF ONE YEAR FROM NOW And that will lead you to the second step of Picturing the End Result, which is using the Create Your Vision process. This is the process on the [Create Your Vision CD](#), which you guys, if you don't already have it, can download through the membership at a great discount.

### WRITE A DAY IN THE LIFE VISION

You want to kind of spend some time, imagine yourself. It's a year from now. What are you doing? Who are you with? What do you see? What are you wearing? What are you grateful for? What have you enjoyed? What's your year been like? Just imagine it. It's a year from now.

What all is happening? And then after you've done that imagining...and the reason I recommend the [Create Your Vision CD](#) is because it's got, in the middle of it, it's actually got a visualization process that can help, you know, a guided process for you to listen to on the CD.

Once you've done that then you want to capture it in writing, and you want to write your Day in the Life vision. So it's the end of the year 2010, what are you doing? Here's your typical day in your life, what is your life like now that you've realized your vision for the year?

And as I explain in the CD you want to get...you want to be specific. You want to be speaking in the present tense as if it's happening now. You want to use powerful and positively focus terminology, so it's not about what you're no longer doing. It's about what you're doing instead.

You want to get really juicy and descriptive in what you're seeing, hearing, smelling, tasting, touching, in what you're feeling emotionally. So get very...a good Day in the Life vision should be at least a page and a half, single spaced and typewritten...on 8x10...I'm sorry...8x11.5 piece of paper. So a good you know 10 paragraphs. It is a day.

The other way to do [Create Your Vision](#) you might want to do it as a Christmas letter, because a lot of people...and if this is something you do, you could do it this way. You know, you write a catch up letter to all of your dear friends and family. This is what my year has been. Just to catch you up on all my news. That's another way to structure this.

So I'm going to give you guys an opportunity to ask any questions. If you want to come off mute, Star 6. Any questions about the first 2 steps in this process?

For me, I usually take...if I'm able to pull out 2 or 3 days out of my schedule to do this process, I usually take a full day to do the first step. You know, a good 4 to 6 hours of



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

intensive writing with, you know, with some breaks in between, to do this [Starting Point Assessment](#), to go through the questions, and look at the year past.

And then on day 2, I'll do some work on the vision maybe in the morning, and then in the afternoon, I start doing some brainstorming, which is what we're going to next.

Marsha: So the questions, Debra?

Debra: Yes, Marsha.

Marsha: The questions that you said come from this person...um, were do we get those?

Debra: If you go to the call on the website, it's a [PDF](#). You can just download it.

Marsha: Oh, okay.

Debra: Yeah, so it's a [PDF](#). I think it's 3 or 4 pages.

Marsha: Okay, thank you.

Debra: Yup.

Any other, Vicky, did you have any questions? Okay. I'm going to move on then. So, now that you've really processed and allowed yourself to release the year past, and you've created your vision for the coming year, your vision from the perspective of the end of the year. So here it is...the end of 2010, and you're creating your vision of what your life is like now, a year has passed.

## EXPLORE THE WAYS TO GET THERE

Now's the time to really fill in all the pieces, and so the third step is to [Explore the Ways to Get There](#). There being the vision you just created.

### BRAINSTORM YOUR GOALS IN ALL AREAS OF YOUR LIFE – BE OUTRAGEOUS AND UNREASONABLE

So the first piece of this is to brainstorm your goals in all areas of your life, and this should be just a massive brainstorm.

This should not be organized. This should not be edited. You want to just jot down all the things that you want to have, to happen, to be, to do, to create in the coming year.

Be outrageous, and be unreasonable. This is the time for you to be completely unrealistic. Go for it. Put it all down. The essence of a successful brainstorm is that you



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

get through the ridiculous in order to get to the brilliance. So you have to be willing to be ridiculous.

You have to be willing for your brain to be like, "Oh that could never happen. I could never create that." Let it just jabber on, and write down everything you would like to have happen in the coming year. You know, world peace, what the hell.

**JUST LIST THEM OUT, DON'T WORRY ABOUT FORMAT OR WHETHER YOU CAN ACTUALLY ACHIEVE THEM IN 1 YEAR**

You want to just list them out. Don't worry about the format. Don't worry about the whether you can actually achieve them in one year.

**REFER BACK TO YOUR VISION AND THE ANSWERS TO THE QUESTIONS TO INSPIRE YOU**  
You can refer back to your vision and the answers to the questions that you did in the last step to inspire you when you get stuck.

**INCLUDE THE BIG GOALS AND THE LITTLE GOALS**

When you run out of ideas, don't worry about repetition. Just brainstorm. You want to include the big goals and the little goals in this. You know, if you just want to organize this closet, put it down. You know, if you want to travel the world, put that down too. So the big stuff and the little stuff.

**THIS IS NOT ABOUT "HOW" BUT WHAT, WHO AND WHERE.**

And remember, this is not about how you'll get there. This is about what, who, and where. These are about your goals, and remember goals are not how-tos. Goals are what you want, where you want to be, who you want to be hanging out with, and who you want to be. Okay?

## CREATE THE PLAN

**ORGANIZE YOUR BRAINSTORM INTO THE AREAS OF YOUR LIFE**

Now, once you've done this massive brainstorming, you want to take this long list and organize it.

Now, there's a couple of different ways you could do this. If you're very tactile and you like to write things out, you could do this by taking each goal and putting them on a 3x5 card. I would recommend that you get multi-colored 3x5 cards.

So maybe you get 3x5 cards with 5 different colors, and I forgot to put that in on your list of supplies, what you'll need, but I'm adding it now for next time.





## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

If you're someone who likes to work on the computer, who likes the way you can move things around and structure, and you know, save and delete and all of that stuff on the computer, then I would recommend putting this into an Excel spreadsheet.

And in the spreadsheet, have several worksheets: one for each major category of your life. Now, if you've done the [Time Management](#) class, you'll know what I'm talking about. That you want to come up with 5 basic areas of your life, 5 or 6.

And you want to match those 5 or 6 areas of your life to what this process, because they all... you want them all to dovetail with each other. One of those categories...they might be health and wellness. They might be relationships and community, family.

They might be your business. It might be finances. It might be spirit or continuing education. You know, everybody kind of thinks about their life differently, but it, you're usually able to get it down to 5 or 6 categories.

And since all of you guys, I know, are also business owners, because you are artists and your artist are...your art is your small business, right? You might also want to sub-categorize out the work to the major categories of work as well.

But you may not want to start with that. You may want to just start with the 5 main categories. And if you're...so you would have a different, a separate worksheet for each category, and type in your...the goals into the category that is appropriate too.

So for example, if you have a goal around your, you know, your weight or your physical well-being, your fitness level, you know, you're not going to put that in with the category, with the goal around making a new CD.

So you want to kind of separate these things out by category. And, organize, so you're going to organize all of these goals that you brainstormed into the areas of your life.

**LOOK AT EACH GOAL AND PUT A COMPLETION DATE ON IT – BE CONFIDENT THAT YOU CAN REALIZE IT IN THAT TIME FRAME OR PUSH IT FURTHER OUT.**

Then you're going to look at each goal and put a completion date on it. Now, that completion date needs to be a completion date that you are confident that you can realize it in that time frame or push it further out.

It's okay if some of these goals are actually longer than one year, because right, we weren't editing, it's just a brainstorm.

You can also choose in this organizing process to take a goal and say, "Maybe later. Maybe not now, maybe later." You can look at a goal and say, "This is an intention I have for the world, like world peace, but it's not something that I'm going to personally





## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

focus on." I mean, I have friends who are personally focused on world peace. I mean it's a huge part of their day to day life.

We can still desire it and have it as a goal without really making it part of our day to day life. That's a judgment you need to make. Then you want to put your goals in order by date. Now if you're doing this with 3x5 cards, you just would shuffle them. And you want to do this separately for each category.

The cool thing about doing it in Excel spreadsheet...excuse me... is that you can use the "Sort" feature and have Excel sort it by date. So, you just, you know, click the button and it sorts it by date.

**PUT YOUR GOALS IN ORDER BY DATE – AND IF THEY'RE LONGER THAN 1 YEAR, WHERE WILL YOU NEED TO BE IN 1 YEAR TO BE ON THE ROAD TO ACHIEVE THAT GOAL.**

If they're longer than 1 year, at this point, what you want to ask yourself is, "Where do I need to be in a year in order to be on track to achieve that goal?" So if you come up with a goal for 3 years out, where do you need to be in a year to be on track to achieve that goal?

So what's the milepost? And that becomes your 1 year goal for that larger goal. Does that makes sense to you guys?

**MAKE SURE THAT EACH GOAL COMPLIES WITH THE GOAL SETTING CRITERIA IN THE GOAL SETTING CLASS**

You want to, at this point, make sure that each goal complies with the goal setting criteria that I lay out in gory detail in the [Goals That Get Results](#), I think is the name of the class. That's in the starting, in the quick start section of the membership.

So you want these goals to be specific, measurable. You want these goals to be inspiring and visionary. You want to have all of those pieces in place for each goal. And you want to make sure that a goal is not about a doing, but it's about a having or being.

So for example, if you have a goal to work out 3 times a week, that's not a goal. That's a strategy. What's the goal that that's going to give you? Well that's, you know, going to give me the ability to climb half dome or whatever it is for you. That's what the goal is, okay?

Making sure that each goal is positively focused. It's about what you will have, not what you don't have. If you have a goal about getting out of debt, then your goal needs to be stated in positive terms.



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

What will you have? A zero balance on all your credit cards or \$50...\$500 saved. If you have a goal about saving \$50 a month, well, if you do that for 12 months, what will you have in the bank? You see where I'm going with this? So you want to state these all in positive terms.

YOU WILL FIND THAT SOME GOALS LOGICALLY LINK TO EACH OTHER AND OTHER GOALS ARE KIND OF HANGING OUT THERE WITHOUT ANY SUPPORT. FOR EACH GOAL, WORK BACKWARDS SO THAT YOU HAVE A QUARTERLY MILEPOST IN THAT AREA (GIVE EXAMPLE) You will find in this process that some goals logically link to each other, and other goals are kind of hanging out there without any support.

You want to kind of put the goals...group the goals together that link to each other. And put them in the order that seems to make the most sense. If I do this, if I have this, and then I have this and then I have this, then I'll get to this one year goal.

If you have a goal that is just hanging out there and doesn't really have any milestone goals leading to it, then this is your time to actually work backwards and create those milestone goals.

So now that you've organized your goals, you've put them in order. You've grouped goals together that are kind of in the same areas. You've fleshed out your brainstorming in the areas that are missing pieces. You want to look at each kind of chunk of goals and identify what is the 1 year goal? What is the 9 month goal? What is the 6 month goal? What is the 3 month goal?

So that each 1 year goal has quarterly goals leading up to it. I would suggest that that is enough. If you do that in a day, that's a lot. This takes a lot of thinking, and I would take a break at that point, but we're still in the [Create the Plan](#) piece.

So you would take a break here, go have something to eat, maybe visit with some friends, take a walk, stretch or go to bed for the night, and start again in the next morning.

NOW LOOK AT YOUR GOALS FOR 3 MONTHS FROM NOW. LOOK AT THEM AS A WHOLE – IS THIS ALL REALIZABLE WITHIN THE NEXT 3 MONTHS? MAKE DECISIONS ABOUT WHICH GOALS YOU WILL ACHIEVE IN THIS QUARTER AND WHICH GOALS WILL NEED TO BE PUSHED FURTHER OUT

Because now you want to take your goals for 3 months from now, and look at them as a whole. Look at all 5 goal areas, and ask yourself, "Knowing what I have on my plate, knowing that I'm, you know, dealing with a day job or an aging parent or children or



whatever else is going on in your life that might get in the way of these goals...is all...are all of these goals realizable within the next 3 months?"

I think it's really important in this process that you...that you deal with yourself in a way that creates wins. That creates a belief in your own capacity to achieve what you say you want to achieve.

And part of that is looking at what you've set yourself, and the number of hours you'll have to give to it every week, and be honest. Is this realizable? It's okay if it's not.

It's okay if you decide, you know what, I do really want this book of poems, but you know, the um...the CD is more urgent, and it's got more energy. So I think I'm going to put...going to push that poem book to the 6 months and bring it in after this quarter, and really focus this quarter on getting the CD done or whatever it is for you.

#### CREATE YOUR PRD'S FOR THIS QUARTER BASED ON THESE GOALS.

Look at it as a whole. Make decisions about which goals you will achieve in this quarter, and which goals need to be pushed further out. And then, using the [Performance Results Descriptions](#) from the Project Management class, and again, if you haven't listened to the [Project Management](#) class yet, that's cool. Make listening to it part of this process this time for you.

So that it's fresh in your mind and you know how to do the [PRDs](#). Create your [PRDs](#) for this quarter based on these goals. So you have built backwards from your vision, where you want to be at the end of this year, and you've built backwards for what needs to happen at 9 months, at 6 months, at 3 months, and now you're looking at the hows.

#### INTEGRATE THE ACTIONS FROM YOUR PRD'S INTO YOUR TO DO LIST AND SCHEDULE FOR THE NEXT THREE MONTHS.

Here are my goals for 3 months. How am I going to get there? And that's the questions that the [Performance Results Description](#) asks and answers. What if, you know, I will have this 3 month goal when I have accomplished these objectives, and the way I'm going to accomplish these objectives is through these action items.

And so you break all of that down. You make yourself a plan for achieving the goal in 3 months, and then you build those actions into your To Do List and into your schedule for the next 3 months, okay?



## IMPLEMENT, ASSESS AND ADJUST, AND LOVE THE RESULTS

The key to this is to actually implement this plan that you've spent the last 3 or 4 days working on it and creating. You want to now do the rest of the [S.P.E.C.I.A.L. Road Map for Success](#). Right?

We did those [Starting Point Assessment](#) for the year, [Picture the End Result](#) for the year, [Explore All the Ways to Get There](#) for the year, [Create Your Plan](#). The I is [Implement the Plan](#). The A is Assess and Adjust, and the L, again, is Love the Results.

PLAN TO LOOK AT YOUR PRDs ONCE A WEEK OR A, T LEAST TWICE A MONTH.

You want to plan to look at your [PRDs](#) once a week or at the very least, twice a month.

SET AN APPOINTMENT WITH YOURSELF FOR 3 MONTHS FROM TODAY, TO REVIEW YOUR GOALS FOR THE YEAR AND YOUR PRD'S AND ASSESS AND ADJUST YOUR GOALS, AND CREATE YOUR PRD'S FOR THE NEXT QUARTER

Set a date with yourself for 3 months from today. To review your goals for the year, your [PRDs](#) for the last 3 months. Assess and Adjust your 6 months goals and create your [PRDs](#) for the 2nd quarter. And again at the 9 months mark, and again at the 1 year mark, you're going to be doing this process again.

THE FINAL STEP, LOVE THE RESULTS, IS SOMETHING THAT CAN BE DONE DAILY, WEEKLY AND MONTHLY, AS WELL AS QUARTERLY AND YEARLY.

This final step Love the Results, is something that can be done daily, weekly, and monthly, as well as quarterly and yearly. Most of my clients I help set up bookends for their day. In the morning, they look at the day to come, what items on their to-do list they're going to do, and at the end of the day, they look at their results.

What were their wins? What were their successes? What did they achieve? What do they need to reschedule, because they didn't quite get to it or there was a piece that needed a...something in from someone else, and you didn't get it today, and you'll get it tomorrow or whatever it is.

Loving the Results means really allowing yourself to embrace the process. It's not just about the end product. It's about the journey. And if you do this process every year, you will find yourself embracing your journey in a way you never have before, because you give yourself the room, the space, and the permission to truly love the results. Even when your life doesn't look like the way it's supposed to or whatever. All the things that we allow in our heads to stop us from really loving our results.



## OPEN IT UP FOR QUESTIONS.

Okay, we've got about 10 more minutes. Feel free to take yourself off mute and ask any questions or share any thoughts that you have about this process. Remember star 6 will take yourself off mute...Who is off mute now?

Marsha: I'm off mute.

Debra: Hey, Marsha.

Marsha: Marsha. Hi.

Debra: Vicky, are you still with us?

Vicky: Yes.

Debra: Yeah!

Marsha: Well this is so elegant. It's really...it's really helpful and is in keeping with everything else that I'm doing so it's...I don't feel like, "Oh my God! Another thing!" It's just right in keeping with what I'm already starting to do, but needing to learn how to do. So, thank you.

Debra: You're very welcome.

Marsha: Yeah. I'm heading into a whole new, uh, stage of what I want to do. So I need to keep my...I need to have it together to do what I want to do. It's a lot.

Debra: Yup.

Marsha: Yeah.

Debra: I hear that. I hear that.

Marsha: And I have to run because I have to go do something, uh, in the next hour. So, I'm going to, uh, wish you, everybody, a wonderful New Year, and I'll be in touch.

Debra: Excellent! Feel free Marsha if you want to share what you're up to with the Yahoo group.

Marsha: Oh! Oh, okay. You mean, online?

Debra: Yeah!

Marsha: Just email it?

Debra: To the Yahoo group. Yeah.



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

Marsha: To the Yahoo group? Um...

Debra: Artists Edge Members...Yahoo.

Marsha: Oh, okay...Okay, I can do that. Thanks. Alright... Okay, thank you so much!

Debra: You're very welcome.

Marsha: Goodnight.

Debra: Vicky, is there anything you want to share?

Vicky: I have laryngitis. I don't know if you could hear me.

Debra: I can hear you.

Vicky: Okay. I wanted to just ask...what is the [PRD](#)? What classes was that from?

Debra: The PRD stands for [Performance Results Descriptions](#). It is a form that is on the [Project Management](#) class. [Project Management: How to Get Stuff Done](#) and in that class I also give you instructions and directions on exactly how to fill out your [PRDs](#).

Vicky: Okay.

Debra: Yup. Did you have any other questions?

Vicky: Hm, the whole outline was...was following the word S.P.E.C.I.A.L.? Is that right? And I guess I missed that in the beginning, but I can listen to that again.

Debra: Yeah it's the end...it's the um...it's the [S.P.E.C.I.A.L. Road Map for Success](#). It's the 7 step process that I take you through in order to get your goals. Starting Point Assessment, Picture the End Result, Explore Creative Ways to Get There, Create the Plan, Implement the Plan, Assess and Adjust, and Love the Results.

Vicky: Okay.

Debra: S.P.E.C.I.A.L. is the acronym.

Vicky: Right.

Debra: And you'll find the class about that in the Quick Start section of the membership.

Vicky: Okay.

Debra: Cool. Anything else? Since it's all you've been, you're it. Since it's you and me...



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

Vicky: I'm going to go through the questionnaire that you had said, and it just sounds like a lot of work.

Debra: You know, it is work, and I...that's why I do recommend setting several hours aside to do it. But it's work that has absolutely profound results. Um, and you know, for me anyway, it has had profound results.

I have been doing this process, come to realizations, come to decisions, made change in my life. I've also...it's also enabled me to get through some pretty dark times in my life, and it just, you know, it just puts such a lovely spin on it all.

To be able to kind of look at the year gone by, the good, the bad, the ugly, the funny, the weird, the, you know, the wonderfully joyous and the terribly sad. And just kind of put it all into perspective.

Vicky: Okay. No more questions.

Debra: Okay.

Vicky: Okay.

Debra: So very cool. So that's really it, and I want to just close with first of all repeating that this is a process you can do anytime. Any time you're going through transition, this is really a helpful process to do.

It's perfect timing for me because I'm going to be moving next month into an actual office space. So I'm moving out of my home office into an office space, which is a huge leap for me. And on many, many levels, so this comes at a perfect time.

So it is not just an end of year process. It is a process that you can do, you know, whenever things are either coming to a close or starting something new to really give yourself a solid foundation.

And also to remember to be loving and gentle and compassionate with yourself through the process. That there is no right. There is no wrong. There is no good. There is no bad. There just is what is. And if you can look at it from a perspective of gratitude and compassion and enjoyment, I think you'll get tremendous results from the process.

I also want to encourage everybody who listens to the class and then does the process to share on the actual class website, you know, where you can put comments, share what you got out of doing it. You know, I would love to see lots and lots of comments on this class particularly, because it really is a process. Share, tell us what you're, you know, what you got out of it. What your greatest insights are. Share with us what your



## Artists Marketing & Business Academy: Professional Program

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

#### Creation of a Successful Year

goals are for next year. However you want to use that but I encourage you to comment at the end, you know, after you've done the process.

And have a wonderful, wonderful holiday. Healthy, happy, safe holiday season and a joyous prosperous, and you know, lots of fun filled New Year to everybody. Thank you, and have a great night.

Vicky: Bye-bye. Thanks!