



THE GOAL SETTING WORKBOOK.



Introduction

The aim of this booklet is to help you to plan attainable, manageable goals in a way that makes them easy to work towards.

Achieving goals isn't easy - it takes work and determination - but they can be easier to work towards if you plan them the right way.

This method has worked for me for a number of years, I hope it works just as well for you!

Each of the steps have Step Questions, I would recommend completing these questions before moving on to the next step - the answers will fuel your final stages and provide motivation for goal successes!

Remember, you get out what you put in - so put the graft in now!

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Step 1: The Now

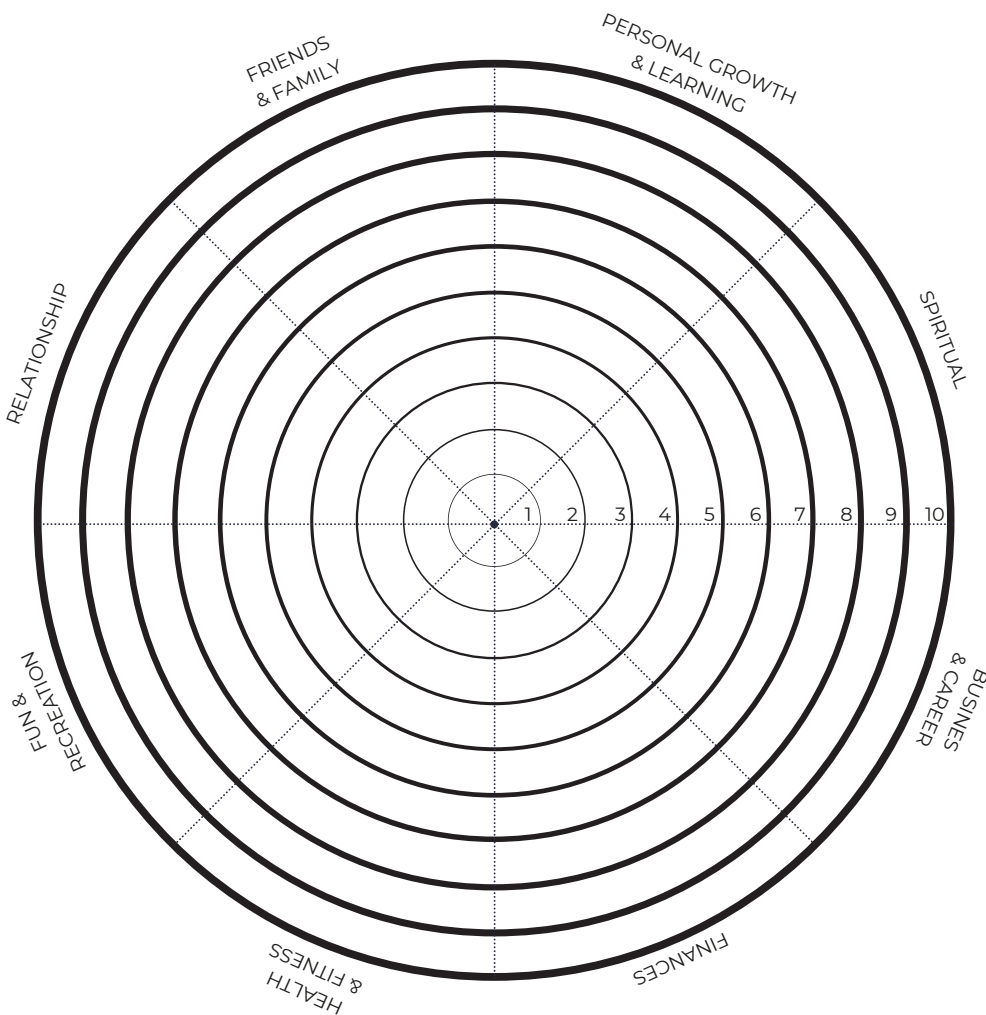
It's extremely difficult to set goals without taking stock of the here and now. You need to know where you're at to set realistic future points on your own journey.

I like to do this using the Wheel of Life because it makes me think about areas of my life that get very little attention. To do this step, first mark on the wheel where you think you are right now in each of the zones from 1 to 10, 1 being really very bad and 10 being insanely amazing.

Then, with that complete, mark onto the wheel where you want to be in each of those areas in 12 months time.

Step Questions:

1. Which zones have the largest gaps between now and then?
2. What is it specifically in each of those zones that you want to change?
3. Optional: Ask a trusted friend/family member to complete the wheel for you. Do your answers match? If not, why do you think that is?



Step 2: Initial Goals

Your first round of overall goals can be really “out there”, they can be as mad and as vague as you want them to be. List up to 5 goals in this section that would change your life in those previous zones.

You can have more than one goal per zone, and you can have no goals in a number of zones if you are happy with where they are at right now.

I'll pop a few examples in for you:

E: Make £100,000

E: Help 100,000 people

1:

2:

3:

4:

5:

Step Questions:

1. Have you covered all of your most important zones?
2. Did you really focus on goals that could actually change your life?
3. Do you think you could make any of your goals bigger than the ones you have added here?

Step 3: Be SMART.

It's time to make your goals smart. This isn't as daunting as it sounds, you just need to make sure that your goals are specific, measurable, achievable, realistic and time bound. I'll make the examples I popped into the last page SMART to show you what I mean but a non-SMART goal would be "Eat healthier". A SMART version of the same goal would be, "To eat 5 portions of fruit a day on 5 days of the week for the next 3 months."

Step Questions:

1. Really think about whether the goal is achievable given your current zone rankings. Do you need to tweak this part?
2. Have you put a time limit on each goal?
3. Is each goal measurable with a literal metric (£, %, cm, units ect)?
4. Are you in control of the outcome?

E: Make £100,000 in product sales between the 1/1/21 and the 31/12/21.

E: ~~Help~~ Have 100,000 unique views on help videos with a watch-time of >5 minutes by the 31/12/21.

1:

2:

3:

4:

5:

Goal: (Main goal goes here)

Step 4: Sub it.

It's time to break it down and at this point, people usually give up and just leave their SMART goals as is - bad plan!

Without breaking those big whopper goals down, you're going to be facing a mountain with no clear way up. It's time to create a map.

For each of your goals, find 2-4 steps that simplify the progress and would be points of achievement along the way. These need to be practical but don't worry about them being SMART just yet - let's just get them on the page. Repeat this graphic for each of your goals to end up with sub steps for each of your main goals:

Sub Goal 4: _____

Sub Goal 3: _____

Sub Goal 2: _____

Sub Goal 1: _____

Repeat x (goals)



Step 5: Sub SMART.

It's time to make your sub goals smart. Just like before, you need to make sure that your goals are specific, measurable, achievable, realistic and time bound.

Each sub goal should be a clear stepping stone to your main overarching goal. Repeat this process for each of your sub goal groups created in step 4.

Step Questions:

1. Have you put a time limit on each sub goal?
2. Is each sub goal measurable with a literal metric (£, %, cm, units ect)?
3. Are you in control of the outcome?

Main Goal:

Sub Goal 1:

Sub Goal 2:

Sub Goal 3:

Sub Goal 4:

Main Goal 2 (continue)

Step 6: Microtactics

I would recommend going even further and adding tactics to each of your sub goals at this stage. Essentially, these are the HOW on success. HOW are you going to retain people on your website? HOW are you going to get more customers in December?

This step is optional, but I would strongly advise doing it. Think hard!

Step Questions:

1. Do you have clear tactics for achieving your sub goals?
2. Can you implement these tactics or do you need to hire help?
3. What would you do if something went wrong with your progress?
4. How are you going to measure the success?

Sub Goal 1:

Tactic A:

Tactic B:

Tactic C:

Sub Goal 2 (continue)

Step 7: Plot & Plan.

It's time to plot your success.

On the following page is a template that you can use to create the outlines of a plan to reach your goal.

You should have put timelines on each goal and sub goal (the T in SMART), so it shouldn't be too tricky to plot them into a calendar at this stage.

Remember to also pop in your tactics if you can. It'll help with Step 8!

Step Questions:

1. Do you think, looking at the plotted plan, that the timelines are still realistic? Do you need to move anything?
2. Have you set super clear and measurable sub goals?
3. Are you committed to achieving these goals?
4. How much do you really want this?



Step 8: Diarise it.

You've done all of the planning now, all that's left to do is put it in your preferred diary method.

For some people, this is a wall calendar, for others, it's sticky notes on the fridge and for me, it's in my digital calendar (phone, ect). It's important that wherever you do this step, you'll see it regularly.

So pick a location and get those deadlines in your diary in massive huge bright coloured letters.

Step 9: Make time.

Remember those sub goals and tactics? Yeah well you are actually going to have to make time to do them you know!

It's time to look at your weekly schedule (or start one!) and map in focussed time to work on those goals. It's not as hard as it sounds, just find windows of 30 minutes here and there to make genuine steps towards those goals.

Unsure what to do in these windows of time? Don't panic - head back to Step 6 and set some additional microtactics. It might be posting daily on Instagram, in which case you need to get your content ready. It might be to network with local businesses - you're going to need to either pick up the phone or leave the couch. This time is vital - don't skimp on it.

Step Questions:

1. Have you put your timings from the plan into a diary?
2. Will you honestly look at this regularly?
3. How much do you want this again? (just checking)

Step Questions:

1. Have you set aside enough time each week to make positive movement towards your goals and sub-goals?
2. For the next 12 weeks, do you know what you are going to do in these windows of focussed time?
3. Do you need to assess your goals again if there is not enough free time available? Maybe you could move the end dates?

Step 10: Review.

At the end of every month, I review where I'm at in relation to my plan. However, this might be a bit overwhelming at first, so to start with maybe pop a reminder in your diary to check in with your goals in 12 weeks time.

A quarter, or 3 months, is a great amount of time to see progress developing. Honestly, a LOT can happen in 3 months if you've been hammering away at Step 9 like a legend.

If you get to week 12 and progress is great, keep going!

If you get to week 12 and it's not looking great, you either need to re-evaluate your original goals in terms of their SMARTness or you need to reassess your tactics (Step 6) and the time you are giving to them (Step 9). Something is out of place and it's your job to find it and fix it.

Hit your goal already? Make a new one! (Maybe make it a bit harder this time, challenge yourself because you've got this nailed!)





That's it.

If you follow these steps to the letter, I promise you that you can reach any goal you choose. Sometimes they take more than 1 year, sometimes they can take a decade to complete. That's ok - strive for progress not perfection!

If you've found this workbook helpful, please do let me know!

Remember what you started this for and never lose the love for creating your art. If a community or individual makes you feel less than awesome and empowered, aside from constructive critique, leave. Nothing is worth your time less.

If, at any time, you feel lost or alone - reach out. As fellow photographers we must build each other up, not tear each other down.

With love,

Janina
AT THAT PHOTOGRAPHY SPOT

