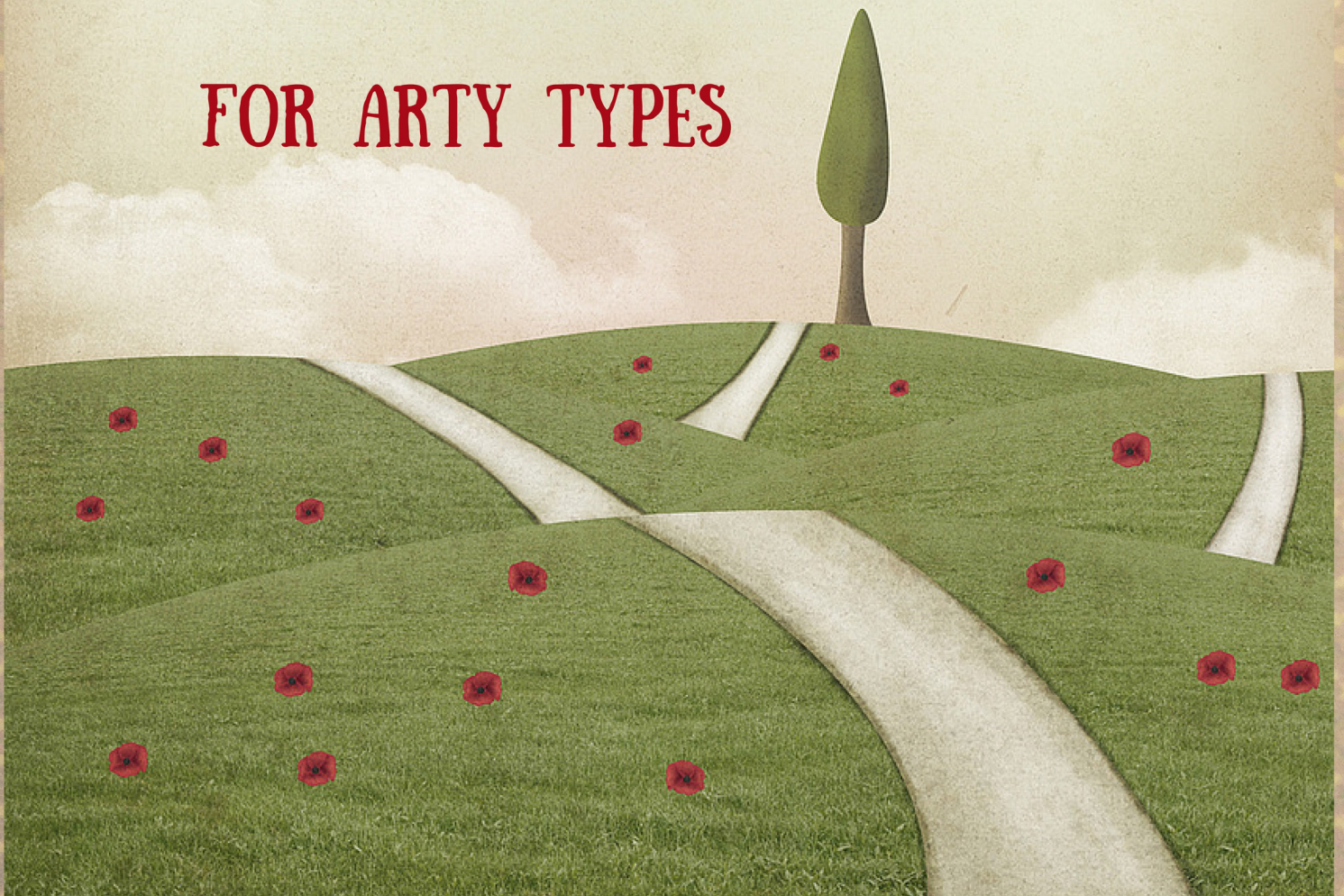


Dream Creative Life and Business Workbook

FOR ARTY TYPES



www.creativeconsultancies.com

www.facebook.com/CreativeConsultancies

Dear Fellow Creative Soul!

This Dream Creative Life and Business Workbook is a super handy tool for setting goals and making a plan that will push your arts career or business to the next level of creativity, fulfillment, joy and productivity. It will only work if you actually fill it out so press print, grab yourself your favourite pen, pour a cuppa and let the ideas flow.

My lifelong passion has been the arts and I live and breathe all things creative. I'm a muso myself and have been a film maker, actor, even briefly a fair trade fashion designer! I've gathered tons of skills and knowledge after almost 20 years working in the arts and my mission at Creative Consultancies is to unleash creative potential, support artists to thrive and inspire people to create.

Don't forget to keep an eye on your inbox for my very arty newsletter. I'll be sharing the very latest arts business and creativity advice and stories from my blog every month or so. You'll be first to hear about my upcoming events (which means you'll have first dips on early bird offers) and I'll link you in with key arts and creativity news from around the world.


If this sounds like you but you want MORE, venture over to the Facebook page (www.facebook.com/CreativeConsultancies) for an almost daily dose of inspiration, links and tips for artists, lovers of the arts and creative souls.

My website www.creativeconsultancies.com has more info about me and the services I offer (like creativity retreats, planning intensives, 1 on 1 creative life, career and business support). It also has an archive of all my blogs and articles as well as links to other cool arty stuff.

Go forth and create!

Christina

Christina Giorgio
Creative Consultancies



Congratulations!
Today is your day.
You're off to Great Places!
You're off and away!
You have brains in your head.
You have feet in your shoes
You can steer yourself
any direction you choose.
You're on your own. And you know what you know.
And YOU are the guy who'll decide where to go.

Dr. Seuss - Oh, The Places You'll Go!

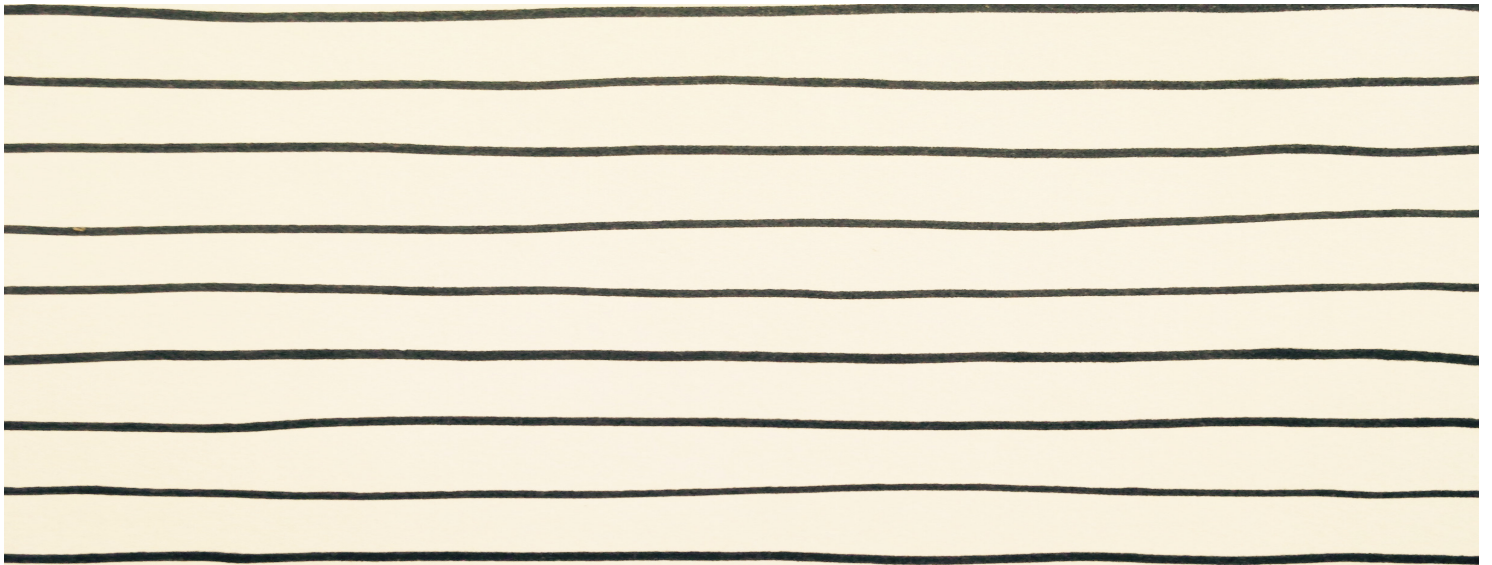
Vision

Fun fact – Your body's physiology will keep you on track if your vision is on track and embedded in your imagination/subconscious.

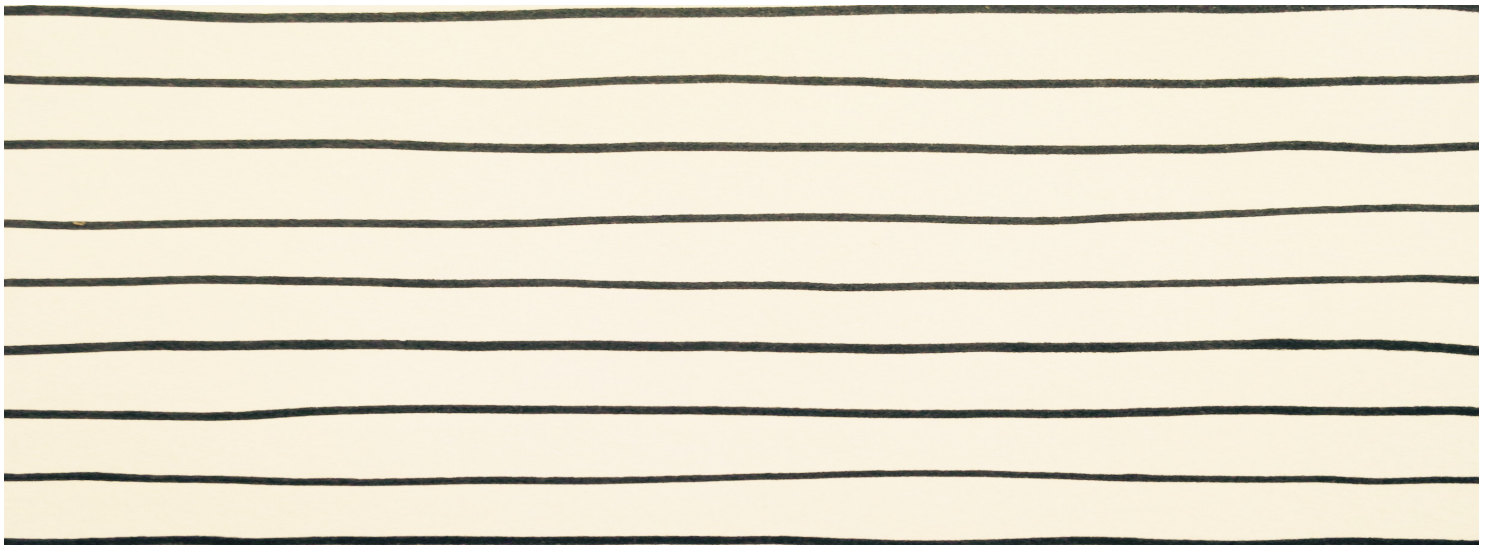
Your goals need to be aligned with your vision and your vision needs to be aligned with your most heartfelt desires for your creativity, business and life. Write your business/career and personal life visions here so you can check back with them while you write out your goals.

tip – Keep it Short and Sweet (15 words-ish max)

Business/Career Vision



Life Vision



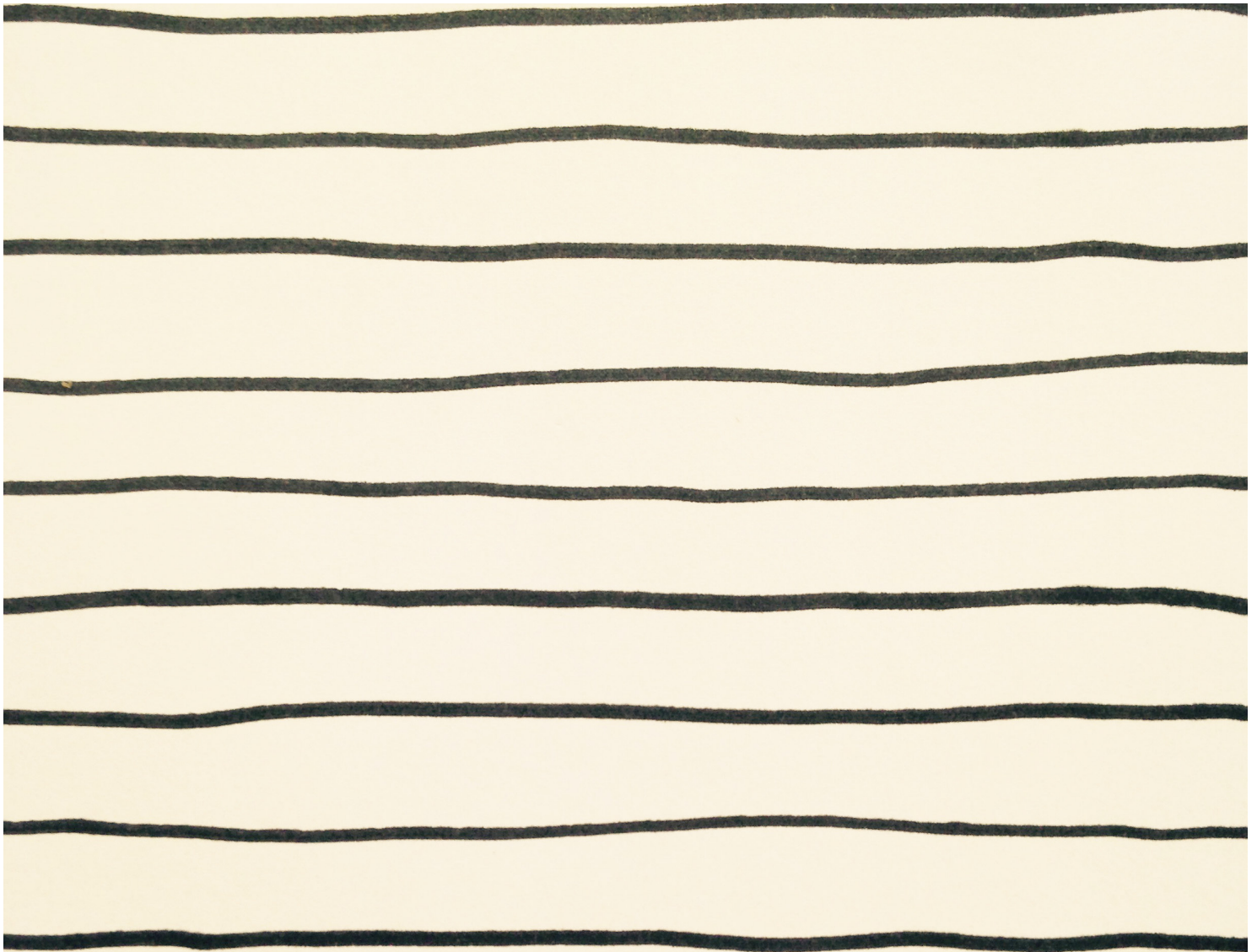
My Cheer Squad

Fun fact - Statistically artists who are well supported have a higher chance of success than those who aren't.

Surround yourself with people who will lift you up and spur you on. These are people who understand and support your vision. When the going gets tough (and chances are at certain points it will) have them on speed dial!

tip – Have people who can support various aspects of your career/business.

Who you gonna call?



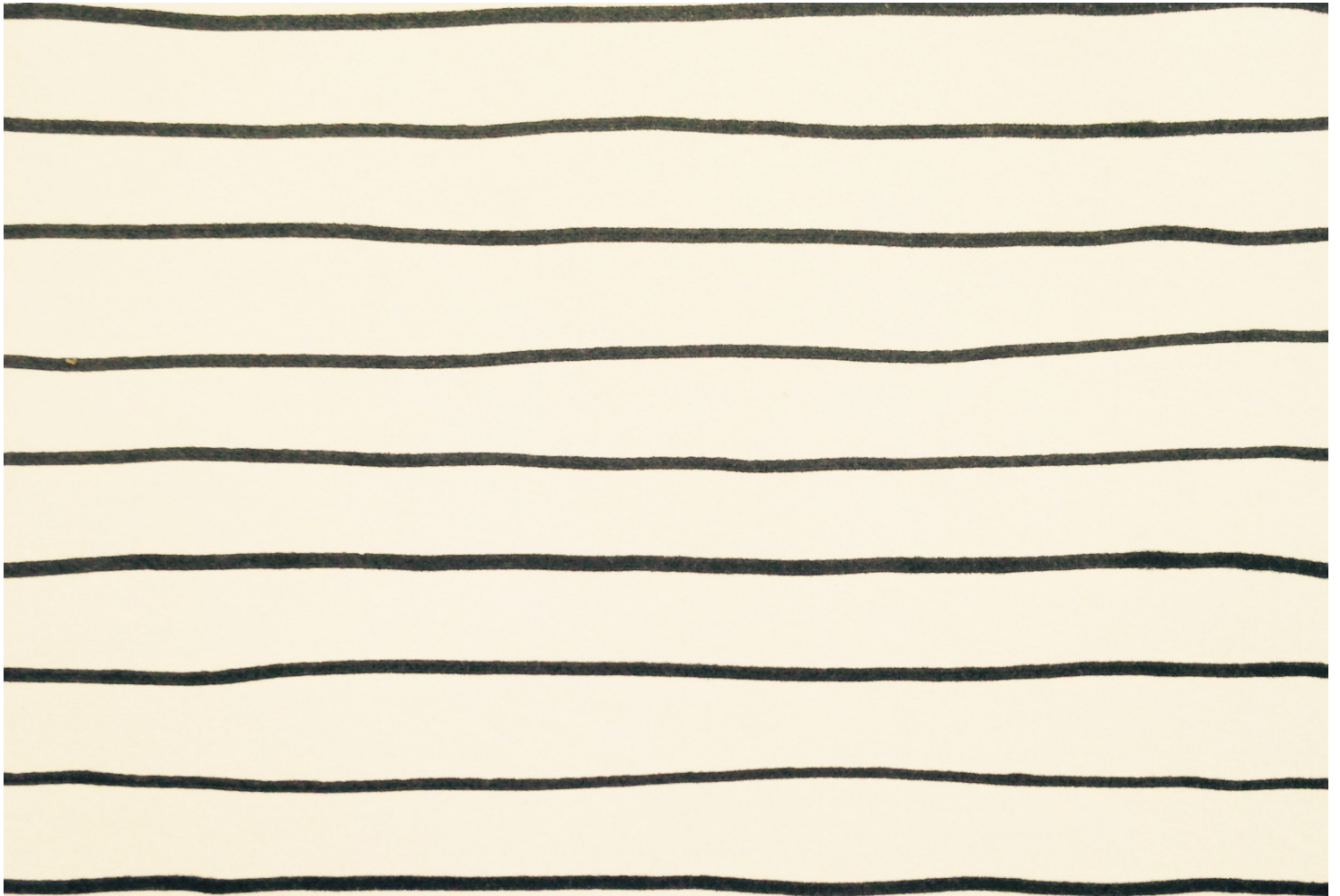
A Kick Up The Arse

fun fact - Artists with drive and a solid work ethic are much more likely to create a profitable and successful arts career than those who float in that right brain, creative ether.

If self motivation is a problem or straying off task can scatter your energies find someone to hold you accountable to your goals and your allotted time frames. This person is going to keep it really, really real with you.

tip – Pick someone you feel emotionally safe to receive constructive feedback from.

Who's going to be your drill master?
And
How often are you going to check in?



Setting Your Goals

Fun fact – Put your goals up on the fridge, your studio wall, in the rehearsal space or somewhere you can check in with them regularly that way you have a higher chance of sticking to them.

When you set your goals it can be very handy to follow the S.M.A.R.T method. Now go on and set yourself some goals!

tip – Make sure your goals are realistic and achievable. Goal setting is about creating roadmaps and not road blocks.

Specific – Be clear and precise

Measurable – Make sure there's a way to check in on your success

Achievable – Make it realistic given your available resources (time, money, skills etc)

Relevant – Does it gel with your vision

Time-Bound – Give yourself a deadline

R.O.A.R

fun fact - Creative people are usually amazing problem solvers and innovators so have faith in your ability to come up with the perfect solution to problems you might be facing.

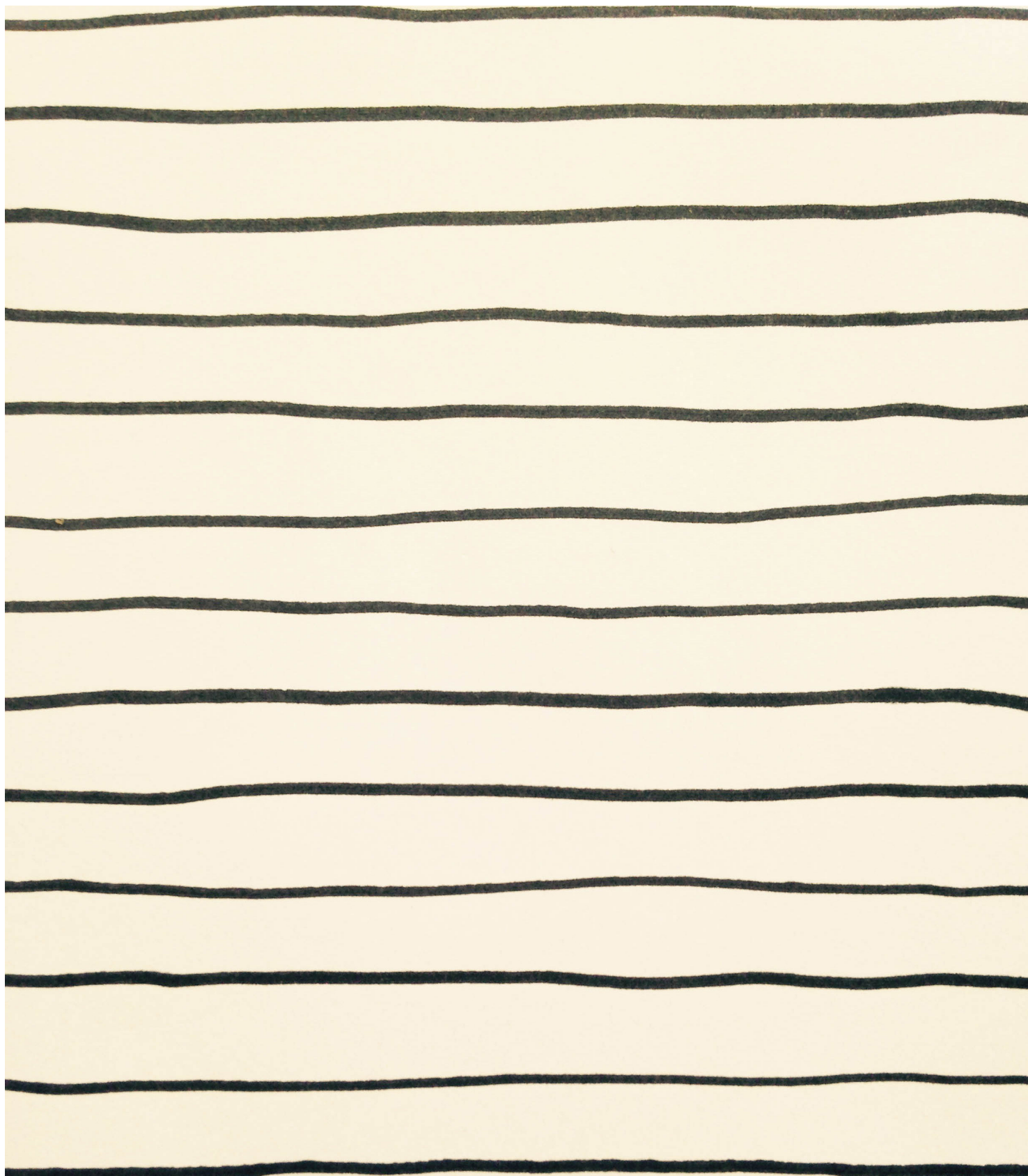
If you are feeling overwhelmed or blocked by some part of your goals. Make like a lion and ROAR! **R**evisit, **O**utsource, **A**dd Skills or **R**eschedule. Unlike your business vision your actionable plan is a mutable document. I don't mean shift the goal posts willy nilly, but if something isn't working don't bash your head against the wall, ROAR!

tip -Start simple. Sometimes all you need is a slight tweak and your road block is gone.

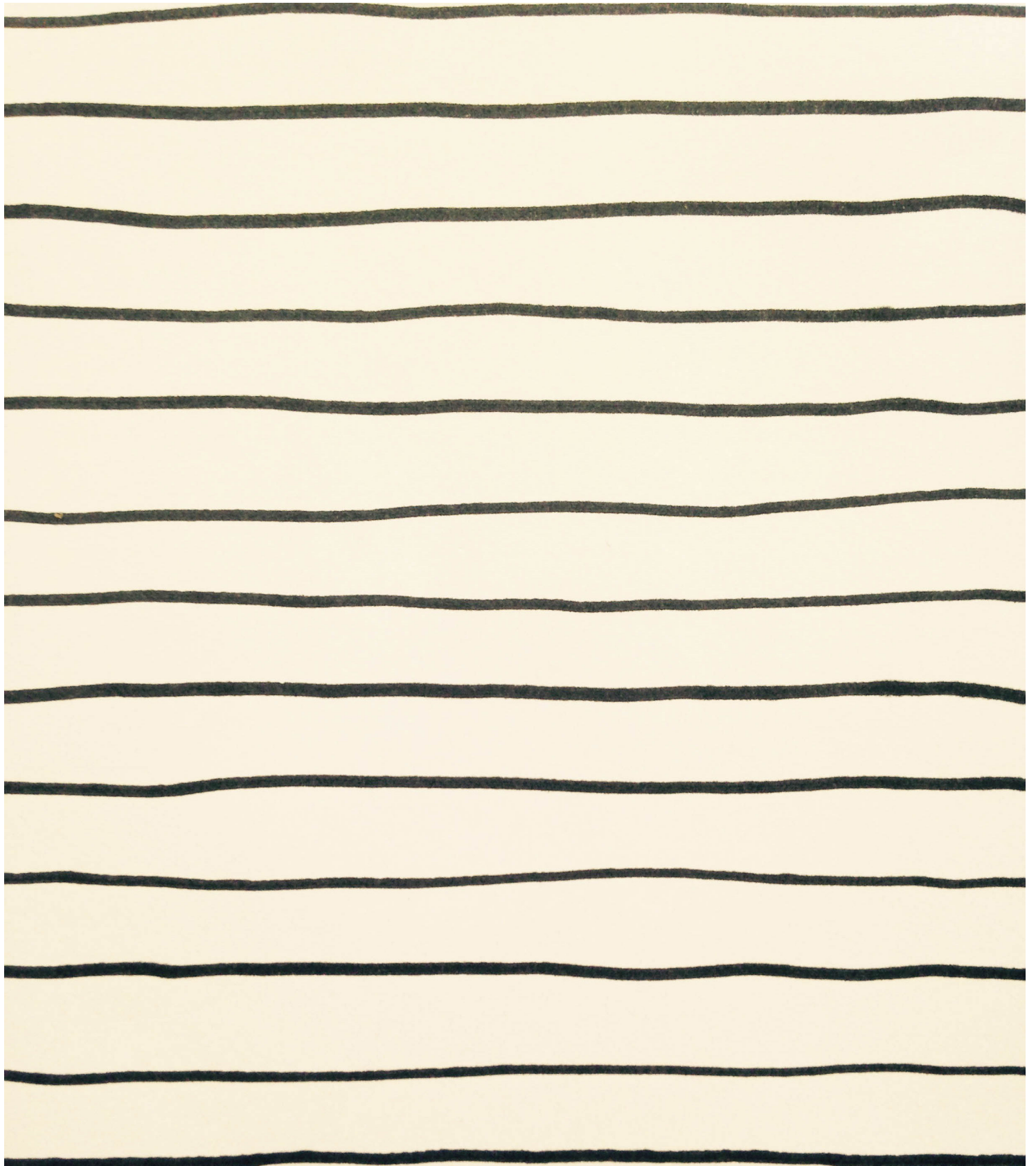
What part(s) of your business plan do you need to Revisit?



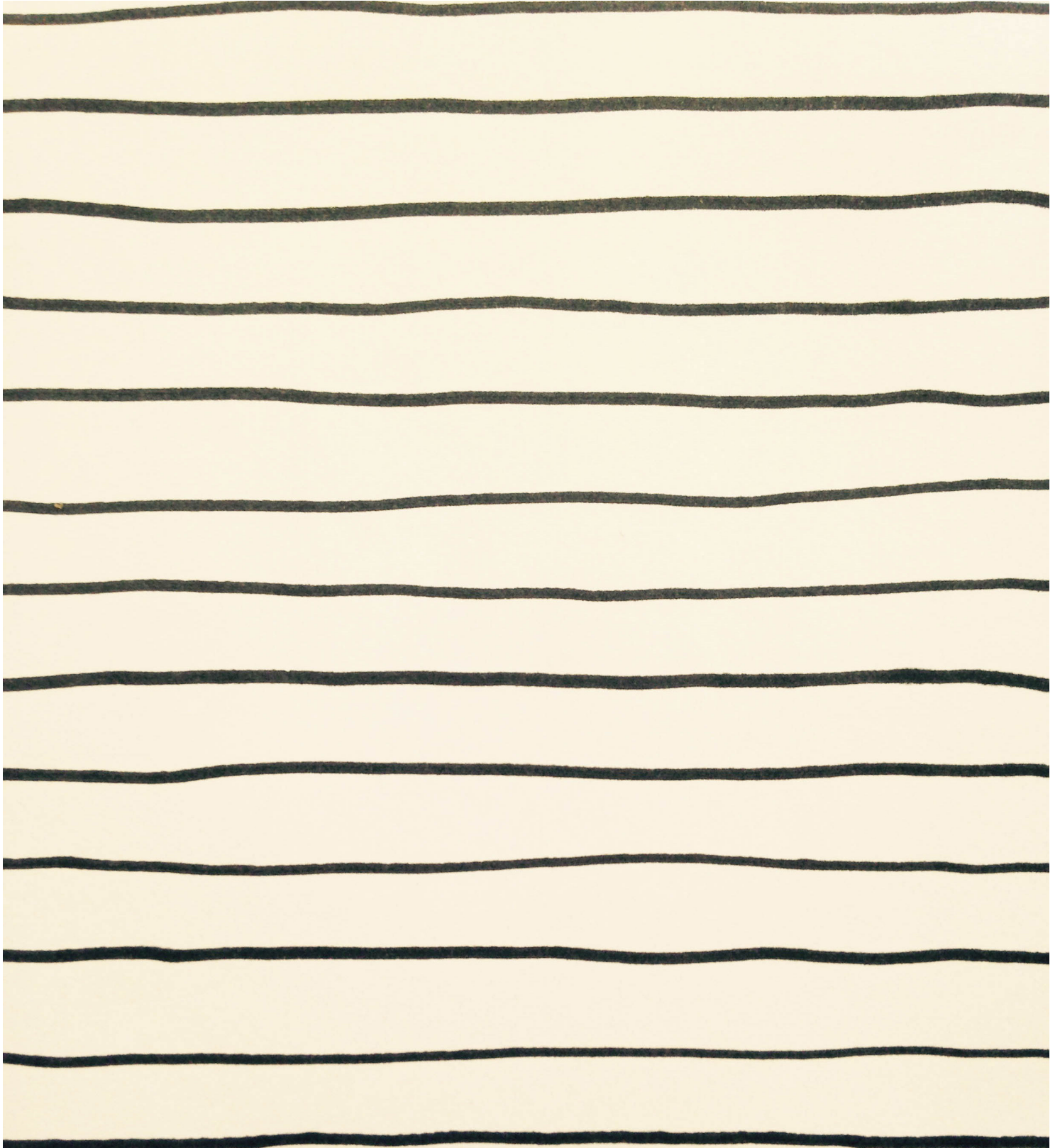
Are there parts of your action plan that you can Outsource?



Do you need to Add skills in order to achieve your goals?



Is your timing a bit off and there are things you need to Reschedule?



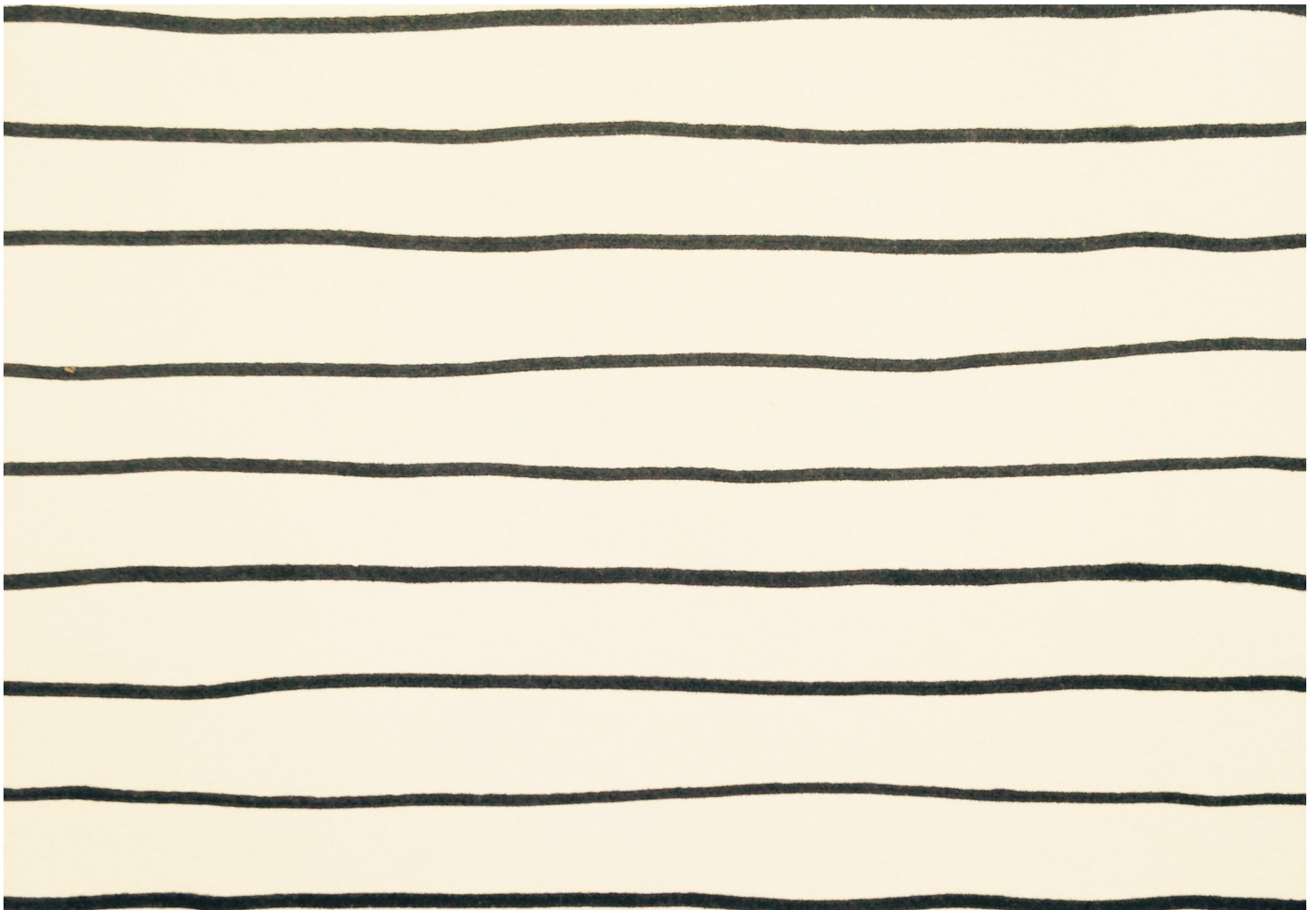
High Fives

fun fact – The Webster definition of Entrepreneur is “a person who organises and manages any enterprise, especially a business, usually with considerable initiative and risk.” Guess that makes you an entrepreneur!

Now that you’re an entrepreneur rocking your arts business there’s not always someone there to give you the accolades you deserve when you hit those goal milestones. If you are relying on sell out gigs, sold out exhibitions and a blitz on Etsy to prop you up then you might find yourself getting dispirited and running out of steam. So write yourself a list of little rewards you can give yourself when you hit those less glamorous but just as necessary milestones (think Facebook likes, accounting systems, promo photo shoots, email lists and even filling out this workbook!)

tip – Rewards don’t have to cost money if you’re not making much. Sometimes a literal high five or pat on the back is enough! Check back with your support crew list.

Treats and Rewards





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