

Some questions to help you figure out goals for your business

Think about what you'd really like to achieve in terms of **your creative business in the next 6 months-12 months**. If it helps, visualise your next birthday or other significant date, and have a look around at your life – if you could realistically have whatever you wanted in the next year, what would your life look like in the near future?

- Maybe you have a financial goal (*to be earning x amount in 12 months time?*), a business goal (*I want to create a marketing plan by the end of this month*), a creative or artistic goal (*I need to finish that play by next year*), or a combination of all three!
- Set your goal based on what you have control over - Is your success dependent on other people? How are you going to define your own fate?
- Make sure your goal is specific, measurable by time, realistic and positive.

My one main goal in terms of my creative business is:

Thinking backwards from the end, what smaller milestones need to be accomplished to achieve that larger goal? Make as many steps as you need.

In terms of time, I want to make this goal a reality... when? Be as specific as you can.

Things that could get in my way are...

Things I can do to start solving those problems before they happen ...

How will I get in my own way?

For more info read: <http://www.creativeplusbusiness.com/map-making-beginners/>

If you found this info sheet helpful, please visit
www.creativeplusbusiness.com
for more resources aimed at helping creative businesses.