

# DAY DREAM LIFE

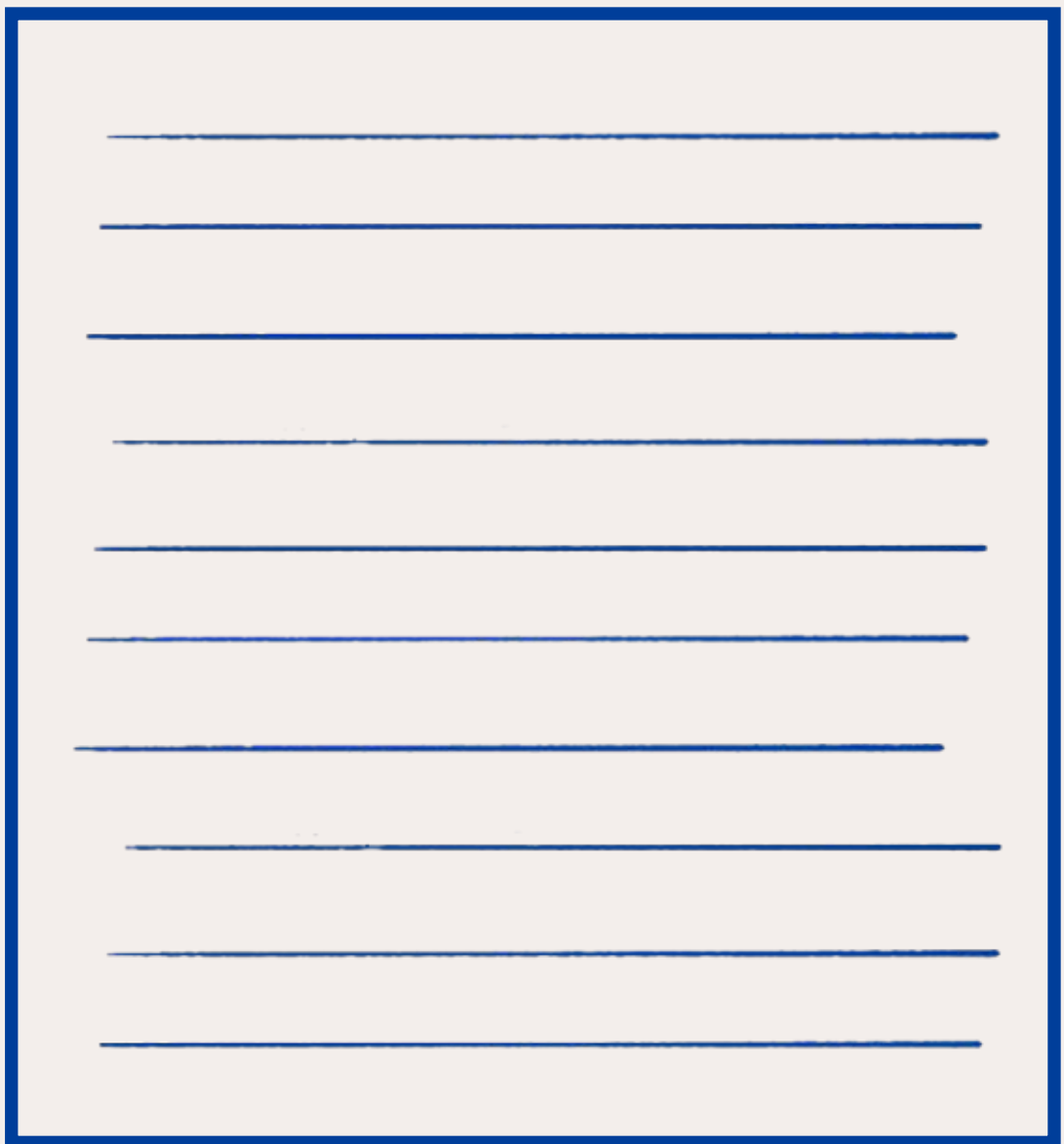
Time to fantasize about your dream career and lifestyle. There's plenty of time for being realistic later, dream as big as you like right now.

**WHAT?**

**WHERE?**

**WHEN?**

**WHO?**



A large blue-bordered box containing ten horizontal lines for writing, intended for the user to describe their dream career and lifestyle.

# VALUES

Choose the most important 3 values to you.  
Circle one of the ones below or write your own.

Persistence

Connection

Consistency

Creativity

Dependability

Surprise

Devotion

Down-to-Earth

Accountability

Accuracy

Beauty

Belonging

Fast

Flexibility

Originality

Performance

Consciousness

Perseverance

Philanthropy

Playfulness

Recognition

Respect

Satisfaction

Accessibility

Sustainability

Sympathy

Tranquility

Transparency

Trust

Uniqueness

Unity

Useful

Wisdom

Work/Life Balance

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# MARKET RESEARCH

Your Chosen Market

What Do They Buy?

Why Do They Buy?

Why Should They Buy From YOU?

# LEVEL UP

Learn from your Competitors: Study 3 Role Models who are super successful in your market. What is notable about the work they do and how do they present it?

Role Model #1

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Role Model #2

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Role Model #3

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What can you adapt to your own unique way of doing business?

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# SHINE BRIGHT

## You Beautiful Diamond

What makes YOU stand out? What makes your ART stand out?

What strengths or advantages do you have that others may not?

How can you use these differences to get ahead?

# BRANDING

What do you want people to think about you when they see your art, products, and marketing materials?

## Sample Branding Ideas

Playful

Serious

Youthful

Fashionable

Edgy

Elegant

Eco-friendly

Truth Worthy

Harmony

Experienced

Luxurious

Efficient

## Your Top 3 Attributes

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What colors, fonts, way of speaking or visual presentations expresses those attributes?

Common attributes associated with colors:

Red = Passion

Orange = Earthy

Yellow = Happy

Green = Eco-friendly

Blue = Calm

Purple = Rich

# SET YOUR GOALS

## The Best Goals Are:

Specific  
Measurable  
Realistically Achievable  
Outside your Comfort Zone  
Deadline Based

## By What Date?

## What Specifically Will You Achieve?

## What is Your Reward?

## When Will Your Work On This?

## Mark Every Day You Worked On Your Goal

|                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |                          |
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# DAILY CHECK IN

Date

What went well today? Why?    What didn't go well? Why?    What can you improve on?

Date

What went well today? Why?    What didn't go well? Why?    What can you improve on?



# OVERCOMING DOUBTS AND FEARS

What do you have to gain by trying to achieve your goals?

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What the inner critic says

Reframe that thought

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# GET SUPPORT

List 5 creative friends you can talk with when things get tough and celebrate when things go well

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List 5 mentors, experts, or other resources who can you can learn from

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- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# FINDING CLIENTS

**Make a list of 10 clients you'd like to work with.**

Try to find clients who are in the same field, so you can share the same kind of art with them. You may find the lesser known the company, the easier it will be to sell your art to them.

**If you're selling to customers, list 10 places you can find the kind of people who will buy your art.**

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# MARKETING

**What are you trying to achieve with your marketing?**

**What are you selling:** your services, your art? Get as explicit as possible, even if it seems obvious.

**What do you want people to know about you/your art?**

**How can you share this in a fun, interesting way?** Think back to the lesson on why people buy.

# FIGURING YOUR MINIMUM RATES

## 1. Figure out your Annual Expenses

$$\begin{array}{r} \text{Personal Monthly Expenses} \\ \text{Business Monthly Expenses} \\ \text{Savings} \\ \text{Tax} \\ \hline + \\ \hline \text{Total Monthly Expenses} \\ \hline \times \quad 12 \quad \text{Months} \\ \hline \hline \text{Annual Expenses} \end{array}$$

## 2. How many weeks off do you want per year (holidays, vacations, sick days, etc)

$$\begin{array}{r} 52 \text{ Weeks in a Year} \\ \text{Weeks Off} \\ \hline - \\ \hline \hline \text{Working Weeks} \end{array}$$

**3. How many hours a week are billable?** It may be easier to figure your unbillable hours and subtract from a 40 hour work week. Examples of unbillable hours may include accounting, marketing, etc.

$$\text{Weekly Billable Hours}$$

## 4. Figure your Annual Hours

$$\begin{array}{r} \text{Weekly Billable Hours} \\ \text{Working Weeks} \\ \hline \times \\ \hline \hline \text{Total Annual Hours} \end{array}$$

## 5. Figure Your MINIMUM Rate

$$\begin{array}{r} \text{Annual Expenses} \\ \text{Annual Hours} \\ \hline \div \\ \hline \hline \text{MINIMUM Rate} \end{array}$$

# MAXIMIZE YOUR INCOME

How can you leverage your money making efforts?  
What ways can you take less of your time to make more money?

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## SALE TERM CHEAT

### Category Buyout

- Sometimes called a flat fee license.
- Art can be sold in forever or for a set number of years
- Categories can be broad or narrow *i.e. All Paper Products vs Greeting Cards*
- Try to limit the rights to only the products a company makes

### Full Buyout

- Also called selling outright, work-for-hire, or selling your copyright
- You no longer own the art
- Requires higher pay than a category buyout

### Licensing

- Earning a percentage of items sold
- Sometimes you get an advance payment
- Not all licensing deals are good
- A low percentage doesn't mean a licensing deal is bad