



the creative's almanac

STRATEGIC / SEASONAL / PLANNING
FOR CREATIVE ENTREPRENEURS

Karla Colahan
THE INSPIRED FOUNDRY



THE CREATIVE'S *almanac*

Practice annual and seasonal planning to reflect on &
refine your ideas, strategies, and goals as you move
through the seasons of your business.

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welcome

Greetings and welcome to the sixth edition of The Creative's Almanac!

Much like a traditional almanac, this workbook focuses on the seasonal aspects of life, meeting the ebb and flow of inspiration with discipline and consistency. Inside you'll find a strategic planning framework that gives you a 30,000-foot view of life and business and helps you engage your vision. The goal of this workbook is to provide a place for you to track your business systems, set goals and measure progress, and align your next steps with your future vision so you're set up for success.

But this is more than just a guide — it's a meticulously crafted tool tailored for the modern creative entrepreneur. In our world, seasons aren't just transitions in weather; they signify shifts in energy, focus, and strategy. By understanding and harnessing these seasonal nuances, you can elevate your creative processes, making your endeavors not just fruitful, but timely and impactful. This is the work of melding the art of beauty with the precision of business.

The process of uncovering your vision and implementing a plan is incredibly valuable to the long-term success of your craft. While it only scratches the surface, this is the start of a strategic brand strategy and the beginnings of a strong creative direction for your brand. To delve deeper into brand strategy, explore the additional resources I've curated for you at the back of this workbook.

My own vision is to provide a sanctuary for your wildest, most beautiful, and inspired ideas and be a support along the day-to-day journey of making your dreams come true. The world needs your dreams to become reality now more than ever — the time we're living in demands that each of us be fully ourselves, find our voices, and create impact, meaning, and beauty in our corners of the world.

This workbook serves as a compass, guiding your creative aspirations. While it doesn't replace the sweat and effort required, it will illuminate your path. Through its pages, you'll gain clarity on where to channel your energies, ensuring every step you take brings those visionary ideas closer to fruition.

Let's dive in.



me

how to use the creative's almanac

The Creative's Almanac is a workbook full of questions, activities, and prompts to help you engage your brand vision. The ultimate goal is to have a flexible plan for how you spend your days within your business. With that in mind, here are a few tips for moving through this brand-building workbook:

1. MAKE IT FUN!

Create a ritual around annual planning for your business. Make it cozy, cool, or calm, whatever strikes your fancy.

2. KEEP IT CLOSE BY.

You'll want to reference your annual vision, the pep talk you'll write, and the goals you'll set. Keep this somewhere close so it's easy to reference.

3. EYES ON THE PRIZE.

Annual and seasonal planning is a long game. Stay focused on your vision and enjoy the journey along the way.



inventory

Before we get started, let's lay the foundation. This workbook is divided into three parts: Reflection, Vision, and Action, with an annual planner at the end. Each part is integral for walking into a new year with a sense of purpose and focus. In order to accurately assess where your business is now and where you want it to go, we need to figure out what all is involved in your daily life as a creative entrepreneur.

The following Inventory chart includes four broad categories to help assess the different areas of your life and creative business: Management, Brand, Creation, and Lifestyle. Each of these categories will be a part of the Reflection, Vision, and Action process moving forward.

Your Inventory should encompass all the different hats you wear as a business owner, so take a moment and consider each facet of what you do to keep your business alive and well. Consider everything from your back-end tech systems for your client experience, your products and offerings, marketing systems, team members, and everything in between. Write down everything you can think of so this Inventory becomes a detailed picture of how your business functions.

Additionally, for many of us, our personal life is heavily influenced by our work. Consider work-life *integration* instead of balance for the Lifestyle section as you flesh out your 30,000-foot view of your business.

I've included an example of my own Inventory and prompts to help you map yours out on the next couple of pages.



MANAGEMENT	BRAND	CREATION	LIFESTYLE



inventory categories

MANAGEMENT

The nitty gritty - your financial health, bookings, expenses, purchases; how you manage your inbox, billing, admin work; your professional relationships with those you work with, your communication styles, diversity + inclusion; your marketing strategies and systems, growth, engagement, analytics.

CREATION

Your craft - the new ideas you have, the old ideas you want to revisit; the recording you want to complete or new work you want to write; the people you want to collaborate with; how you want to expand your educational offerings; where you want to travel for tours, inspiration, professional development, focused study; the new content you'll create to tell more of your story.

BRAND

Your story - who you are, what you value, what the purpose of your art is; how can you create an even more authentic presence in your digital and physical spaces; your current branding and its relevance to where you are taking your art next; how you want to be seen, how you want people to feel when they interact with you and your work.

LIFESTYLE

Your work-life integration: the rest you need, time off, travel, space to breathe; how you take care of yourself so you can pour from a full cup; boundaries for yourself and your team; your relationships, family life, and friendships; the status of your mental, emotional, and physical capacities as you live the life of an entrepreneur; experiences you want for yourself, family, and business.



the inspired foundry inventory

MANAGEMENT	BRAND	CREATION	LIFESTYLE
Bonsai: CRM / Finances	Values: vision, intuition, artistry, collaboration, freedom	Weekly emails	Gavin (husband), Franklin and Lucy (pups)
Notion: business dashboard and CRM	Visuals: refreshed in 2023	Tiny Brand Club	The OK Factor
Gmail & Google Workspace	Keywords: cozy, genuine, simple, beautiful, nostalgic	social media	home office
Showit website	VSCO: photo editing	12 Days of Inspiration	touring with The OK Factor, Jaerv
Thrivecart: products and affiliates	InShot: video editing	Tiny Brands, Tiny Brand Renaissance	quarterly retreats
Flodesk: newsletters	Creative Market: assets	On-Brand Sessions (coaching)	Barre3
Team: Laura & ARB	Canva: client work and social graphics	Creative's Almanac	morning routine, Swedish salad
Coaches: Kaitlyn Kessler, Harry Needham, Stephen Moegling	Adobe Suite	returning client work	
Instagram	Partnerships: One Tree Planted, Wildrose Creative, Brand Well Retreat	Library resources	
Pinterest			
Zoom, Butter: conference calls and virtual events			
Calendly: scheduling			



reflect

ion

PART ONE: REFLECTION

Here's where we look at the past, create a picture of the year, decide what we bring into the next year, and what we leave behind. Each portion is divided into the four categories from your Inventory, providing space to hold each item, turn it over in your mind, and reflect on its purpose over the last year. We begin with prompts for a quick look back at the past year and then move into a deeper year in review. The final section is all about the building blocks of your time: intentions, habits, and priorities. When we plan for the next year, we'll work on setting priorities first, deciding on the habits we'll need, and then setting intentions. Here at the start, we'll reverse the order to be honest with ourselves about what mattered most to us this year. Give yourself plenty of grace as you look back at what you went through.

year in review

Think back on memories made, lessons learned, wisdom gained. What were your most favorite moments? What unforgettable experiences did you have doing what you love to do? When did you feel gratitude for your abilities and gifts? What went well? What was a challenge? Think broadly for the Accomplishments and Challenges sections and then dive deeper for each category of your Inventory.

Speaking of, grab your Inventory page — feel free to tear it out if you want! Use the following space to excavate your year — the good, the bad, and the ugly — in your life and business.



CELEBRATIONS

CHALLENGES



MANAGEMENT

BRAND



CREATION

LIFESTYLE



OLD INTENTIONS

Did you make any New Year's Resolutions or set any goals for the past year? How did they serve you? Do you feel like you spent your time with those goals/intentions/resolutions in mind?

OLD HABITS

Your habits are the foundation of how you spend your time. Think about your goals for this past year and whether or not the habits you developed helped you achieve the kind of success you aimed for.



OLD PRIORITIES

Look back over your favorite memories from the year — your accomplishments, challenges, intentions, and your habits. Based on your answers, what would you say your priorities were?

notes:



visio

A large, elegant, white cursive letter 'm' is positioned on the left side of the page, set against a dark, textured background. The letter is stylized with flowing, connected strokes.

PART TWO: VISION

Arguably my favorite part of this workbook, Part Two is all about dreaming. We begin with a brand audit, a simple exercise to create (or revise) a statement that encompasses the why of it all. This helps ensure that your dreams are built on a foundation of purpose. Then we'll look ten years down the road, followed by five years, and eventually focus on the upcoming 365 days. We'll end this part by creating new priorities, deciding on the habits we'll need to enforce those priorities, and setting intentions for the new year with a pep talk. After all that, you'll distill your vision down to one word to hold onto.

brand audit

Let's focus on your brand for a minute.

Your brand is the experience your customer or client has when they interact with you or your business. What moves them to take action with your work, whether they purchase from you, book you, or seek collaboration with you? What makes them care about your craft?

The identity your brand takes on through your logo, color palette, packaging, etc. is a visual representation of this personality, but you can't get to the visual aspect of your brand without first understanding these questions of what, why, and who. That's our focus for this audit.

We want to know where your brand currently stands so your vision for the future of your business will come from the solid foundation of your *why*, which you can then use as fuel for your ten year, five year, and new year visions for your business.

If you haven't already, this is where you're going to discern your Brand Why. It's the ultimate reason for doing what you do and will help guide the rest of your decision-making process for annual and seasonal planning.

Your Brand Why is a deceptively simple statement. Clocking in at only a few words, this statement is a declaration of your purpose for existing. It should feel universal, weighty even. It should feel like the truest expression of your desire for your work. I realize that's a lot to ask of a few words, but give it a whirl. See what comes up as you brainstorm.

Perhaps you already know your Brand Why and you feel comfortable with your foundation. If that's you, feel free to move ahead to the next section. If not, I'm hopeful you'll benefit from having a clear "why" for your business. Use the following questions and template to craft your statement. It might feel clunky straight from the template, so work it until it feels like you.

questions to consider

1. What are the core values of your business? These values will be an important piece of the puzzle when it comes to designing your future. Write them here:

2. Who are you serving in your business?

3. What message are you sending into the world with your work? What do you hope people take away from working with your business?

4. What's the driving force behind why you chose this work?



YOUR BRAND WHY

To _____

EXAMPLES

to create beauty
to simplify & thrive
to dignify creative work
to put hope on display
to shape & encourage creative vision
to make room



ten year vision

You know your *why*. You know who you're doing this work for, and what the purpose is behind your craft. So now, let's take this to the next level and dream about how your Brand Why will inform the trajectory your business.

What does your business look like in ten years? Think dream scenarios. Maybe even bigger than your dream scenarios. There are no right or wrong answers here, but challenge yourself to dream bigger than you've let yourself dream in the past.

Defining a ten-year-bigger-than-your-dream-scenario vision allows for greater clarity around what you want to be working towards. Business leaders call it the Big Hairy Audacious Goal, but we'll call it an *Inspired Idea*.

Your Inspired Idea is compelling. It's focused and measurable, and needs to feel just slightly out of reach. A little crazy, even. It should inspire you to work towards it with the understanding that even if you don't get there, working toward this kind of goal will still take you places and provide growth. It's also likely to change over time as you grow and change, so don't worry about being tied down to this one particular goal.

Just fill up the following page with as many audacious, wild ideas as you can. Use every square inch of this paper, or more if you need it, to brainstorm what amazing things could be possible for your business in ten years. Then, go back through your notes and circle the most compelling idea, the one that makes your heart leap out of your chest and your stomach twist with a healthy combination of excitement and fear. That's your Inspired Idea.

TIPS

1. Write your 10 year vision "as-if." Instead of, "we could" or "I wish," write sentences in the present tense: *I am, we are, we have, etc.*
2. Include your personal vision as well. Work-life balance is a myth; think instead of work-life integration, and let who you want to be in ten years help guide your vision.
3. If you've never done any dreaming like this before, here are some questions to get you thinking:

WHERE DO YOU LIVE? WHO DO YOU COLLABORATE WITH? WHERE DO YOU TRAVEL FOR WORK? DO YOU HAVE A TEAM, STAFF, OR EMPLOYEES? WHO IS CALLING YOU FOR BOOKINGS/PERFORMANCES/APPEARANCES? WHERE IS YOUR WORK CURRENTLY SHOWCASED? WHAT PROJECTS ARE UP NEXT? WHAT DID YOU JUST FINISH WORKING ON? WHAT ARE YOU CELEBRATING? HOW HAS YOUR FAMILY GROWN? WHAT KINDS OF VACATIONS ARE YOU TAKING? WHERE DO YOU SHOP FOR CLOTHES NOW? WHAT KIND OF CAR DO YOU DRIVE? HOW MANY FOLLOWERS DO YOU HAVE ON SOCIAL MEDIA? IS OPRAH CALLING YOU FOR INTERVIEWS? WHAT KIND OF LIFESTYLE ARE YOU LIVING? HOW MUCH MONEY ARE YOU MAKING? HOW MUCH MONEY ARE YOU GIVING AWAY? WHAT PERSONAL DREAMS HAVE COME TRUE FOR YOU BECAUSE OF HOW WELL YOUR BUSINESS HAS DONE? WHAT DO YOU WITH ALL YOUR FREE TIME?



10 YEARS FROM NOW:

inspired idea:



five year vision

How will you make it to your Inspired Idea?

Defining your ten-year goal leaves you with some decisions to make: What does the half-way point look like? Where can you take your business in the next five years to get to that Inspired Idea?

Your objective here is to work backwards from your Inspired Idea and decide what you need to do within the next five years to stay on track towards your epic 10-year vision. Rewrite your Inspired Idea in the box and then use the space provided below to set up some targets to aim for in the next five years.

INSPIRED IDEA:



gut check

Before we get too deep into making plans for the next year, let's do a quick check-in with your intuition.

Whether or not you listen to it, your gut knows what's up. That little voice is usually the first to respond when it's time to make a decision, assess a situation, or face a challenge. I bet you can think of times in the past year that you didn't listen and regretted it. Let's change that.

This page is a rapid fire exercise in exploring what you want, no ifs, ands, or buts. You might find some similarities in your answers for the prompts, but just go with it. Sometimes thinking about something as "More of This" instead of "Say Yes To" will open up new ideas. The second you start to overthink it is when you know your intuition is being drowned out by fear or limiting beliefs.

Keep in mind — you are allowed to say no to the things that don't push you closer to what you want. Time is valuable and there's only so much of it. You have full permission to ignore any guilt that comes up around 'saying no.'

SAY YES TO:

SAY NO TO:

MORE OF THIS:

LESS OF THIS:



new year vision

While it's helpful to have a long-term vision in mind to push you and keep you going in the direction you want to go, you don't have control over *the future*. You have the most control over what you do with the time right in front of you. So let's begin to think about the upcoming year and how you want to use that time.

Review what you wrote down in *Part Two: Reflection* and use those accomplishments and challenges from the past year as a starting point for what you want out of the new year for you and your business. Consider your Brand Why, your intuition's responses, and your 5 and 10-year visions as you work through the next few pages. Each page will take you through one category of your business, asking you to consider all aspects of that category in depth and how you can make progress or changes in the upcoming year. Then we'll create new priorities, habits, and intentions.



management

THE NITTY GRITTY - YOUR FINANCIAL HEALTH, BOOKINGS, EXPENSES, PURCHASES; HOW YOU MANAGE YOUR INBOX, BILLING, ADMIN WORK; YOUR PROFESSIONAL RELATIONSHIPS WITH THOSE YOU WORK WITH, YOUR COMMUNICATION STYLES, DIVERSITY AND INCLUSION; YOUR MARKETING STRATEGIES AND SYSTEMS, GROWTH, ENGAGEMENT, ANALYTICS.

HOW DO YOU WANT THESE THINGS TO GROW OR CHANGE?



brand

YOUR STORY — WHO YOU ARE, WHAT YOU VALUE, WHAT THE PURPOSE OF YOUR ART IS; HOW CAN YOU CREATE AN EVEN MORE AUTHENTIC PRESENCE IN YOUR DIGITAL AND PHYSICAL SPACES? YOUR CURRENT BRANDING AND ITS RELEVANCE TO WHERE YOU ARE TAKING YOUR ART NEXT; HOW YOU WANT TO BE SEEN, HOW YOU WANT PEOPLE TO FEEL WHEN THEY INTERACT WITH YOU AND YOUR WORK.

HOW DO YOU WANT YOUR ART TO LOOK AND FEEL?



creation

YOUR CRAFT — THE NEW IDEAS YOU HAVE, THE OLD IDEAS YOU WANT TO REVISIT; THE RECORDING YOU WANT TO COMPLETE OR NEW WORK YOU WANT TO WRITE; THE PEOPLE YOU WANT TO COLLABORATE WITH; HOW YOU WANT TO EXPAND YOUR EDUCATIONAL OFFERINGS; WHERE YOU WANT TO TRAVEL FOR TOURS, INSPIRATION, PROFESSIONAL DEVELOPMENT, FOCUSED STUDY; THE NEW CONTENT YOU'LL CREATE TO TELL MORE OF YOUR STORY.

WHAT NEW LIFE WILL YOU BRING TO YOUR WORK?



lifestyle

YOUR WORK-LIFE INTEGRATION — THE REST YOU NEED, TIME OFF, TRAVEL, SPACE TO BREATHE; HOW YOU WILL TAKE CARE OF YOURSELF SO YOU CAN POUR FROM A FULL CUP; CREATING BOUNDARIES FOR YOURSELF AND YOUR TEAM; YOUR RELATIONSHIPS, FAMILY LIFE, AND FRIENDSHIPS; THE STATUS OF YOUR MENTAL, EMOTIONAL, AND PHYSICAL CAPACITIES AS YOU LIVE THE LIFE OF AN ENTREPRENEUR; EXPERIENCES YOU WANT FOR YOURSELF, FAMILY, AND BUSINESS.

HOW CAN YOU MAKE **YOU** MORE OF A PRIORITY THIS YEAR?



NEW PRIORITIES

With a vision in mind of what your life looks like at the end of the year, you need to figure out what it's going to take to get you there, and the building blocks of your life — priorities, habits, and intentions — are the key to bringing you closer to that vision of your future self.

First, priorities. What needs your focus and attention this year? Review your thoughts on the last few pages and come up with a short and intentional list of what you want to focus on.

NEW HABITS

What are the habits you need to develop in order to see your priorities through?

Building new habits will help you achieve long-term success in the areas that are most important to you, and by focusing on building habits your priorities will feel much more manageable and will simply become *things you do* instead of *things you wish you were doing*.



NEW INTENTIONS:

It's one thing to make plans. It's another thing to see them through. You are the only one who can follow through on your intentions. No one in your life and no amount of worksheets will achieve your goals for you.

And, no matter what you set as your priorities for the new year, there's one ahead of them all: *you*. You need to be your first priority. You can't serve others, pursue your dreams wholeheartedly, or show up for your family if you're not taking care of yourself first.

So, on days when you wake up and find that you've abandoned all the plans you made, you'll need a pep talk. And because I know all too well that those days will come, the best person to give you advice in that moment is yourself, right here at the end of the year, cheering on the you of the future.

Use the space below to set your intentions and write yourself a pep talk that you can come back to again and again when you need to be reminded of what you're aiming for.

dear me,



WORD OF THE YEAR

Here's one final exercise before we move from vision into action. If you could sum up what you want out of the new year in one word, what would it be? The nice thing about choosing a Word of the Year (WOTY) is that making plans or setting goals simply becomes about choosing what aligns with your WOTY. With a WOTY, decisions are simpler and easy to manage.

Look back over everything you wrote for your New Year Vision. What are the themes that kept coming back? Did anything show up more than once? Maybe you are more invested in one Inventory category over another - why is that? Whatever they may be, use the space below to write out similarities, themes, patterns, or other energies, emotions, or feelings that are coming up for you as you look over your New Year Vision and Year In Review. Circle the words that stick out to you the most, the words that truly embody what you want for this next year.

Then, see if you can narrow them down to one word. One word that feels really good when you say it from the lens of your work. One word to help you craft the whole of your year, to guide your steps and help you make choices, to sum up your vision.

word of the year:



actio

om

PART THREE: ACTION

Now it's time to take your dreams and turn them into plans. This is where we create a seasonal vision for your life: a three-month or 90-day focused period to plan and execute specific goals. We begin by extracting the dreams that feel the most realistic to begin the year with and settle them into to-do lists. The second part of this process is defining what *your* versions of growth and success look like for this season. Having clear definitions will allow you to be realistic with your energy as you consider obligations, events, and the other unexpected plans life might throw your way.

seasonal planning

Go back through your answers for your New Year Vision and find the one idea or goal in each category that feels good to start the year with, keeping in mind your new Word of the Year (WOTY).

It is totally normal and expected for visions to grow and change. The point of this exercise is not to lay down the law of what will happen, but rather to give you structure and forward motion for your day-to-day. One way to do that is by taking your year-long vision and paring it down into seasonal action steps. The business world calls it quarterly planning, but for our purposes we'll talk about it in terms of a *season*, or a three-month period. Once you're set with the first three months of the year, you can continue to plan based on the cyclical seasons of the year as this system is laid out, or follow the seasons of your business. Either way, starting the year off strong and focused will lead to a greater chance of staying focused for the rest of the year.

If you'd prefer to have more than one goal in each category or no goals in one category, feel free. This is simply a tool to help you decide what you want. When the end of this season rolls around, you can come back to the goals you brainstormed throughout Part Three and use the worksheets in the Planner section to help you plan for the next season.

seasonal planning breakdown:

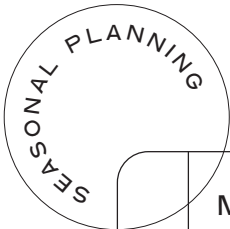
	YOUR GOAL	TASK DUE DATE	CURRENT SEASON
DATE:	BRAND GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		completion:	0%

THE DATE WHEN YOU ASSIGN YOURSELF THIS GOAL

BREAK DOWN YOUR GOAL INTO TO-DOS

MEASURE YOUR PROGRESS BY COLORING OR SHADING AS YOU GO





DATE:	MANAGEMENT GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		completion:	0%100%

DATE:	BRAND GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
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DATE:	CREATION GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
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		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
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growth & success

One final and important step: defining what growth and success will look like for you during this upcoming season. It is very likely that your definitions of growth and success will look different as you move through a year. This is an important aspect of business planning that is often overlooked because we tend to assume we have as much energy, time, brain space, etc. as the season previous. However, most of the time that's just not the case.

Acknowledging this fluctuation and appreciating that it provides an opportunity to work for a different kind of growth and success is one of the healthiest mindsets you can adopt for your life. You'll be able to course-correct when you need to, feel accomplished regardless of metrics or finances because you're rooted in the truth of what you're capable of giving right now, and lead your business, your team, and your family down a path that avoids burnout, disappointment, and frustration. You'll also have a clear measure of what needs to be accomplished this season and a place to start from when you get ready to plan for the next season.

Below, clearly define what growth and success will look like for you.

How do you want to measure your growth? What does success look like right now?

BRAND WHY:	
SEASON:	
WORD OF THE YEAR:	
BENCHMARKS FOR GROWTH:	
1.	
2.	
3.	
BENCHMARKS FOR SUCCESS:	
1.	
2.	
3.	



ONWARD 



blann

er

PART FOUR: PLANNER

The Planner includes three things: space to brainstorm your seasonal goals; worksheets to outline your goals, to-do lists, and defining growth and success; and 12 monthly calendars divided into seasons for project planning, important dates, deadlines, etc. Use this space however you see fit. It's here for you to be able to review and plan your entire year in one place, season by season.

it's a new season

season: _____

timeline:

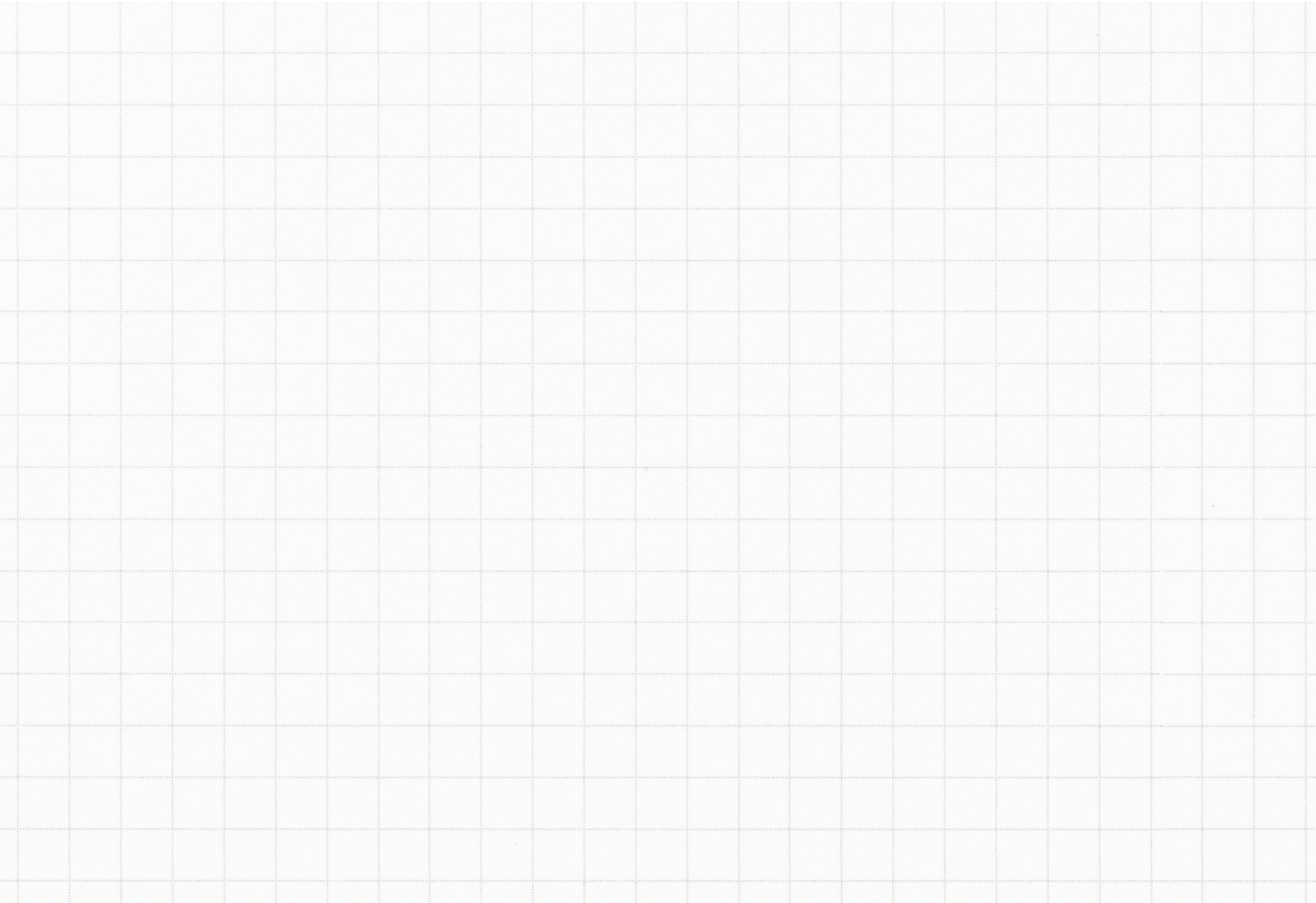
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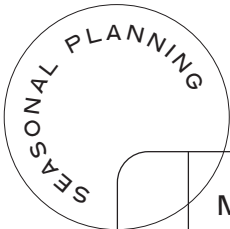
MONTH OF:



MONTH OF:

MONTH OF:





DATE:	MANAGEMENT GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
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		completion:	0%100%

DATE:	BRAND GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
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		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
		completion:	0%100%

DATE:	CREATION GOAL:	TO-DO LIST:	WINTER / SPRING / SUMMER / AUTUMN
		DUE: <input type="checkbox"/>	
		DUE: <input type="checkbox"/>	
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growth & success

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month of:

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it's a new season

season: _____

timeline:

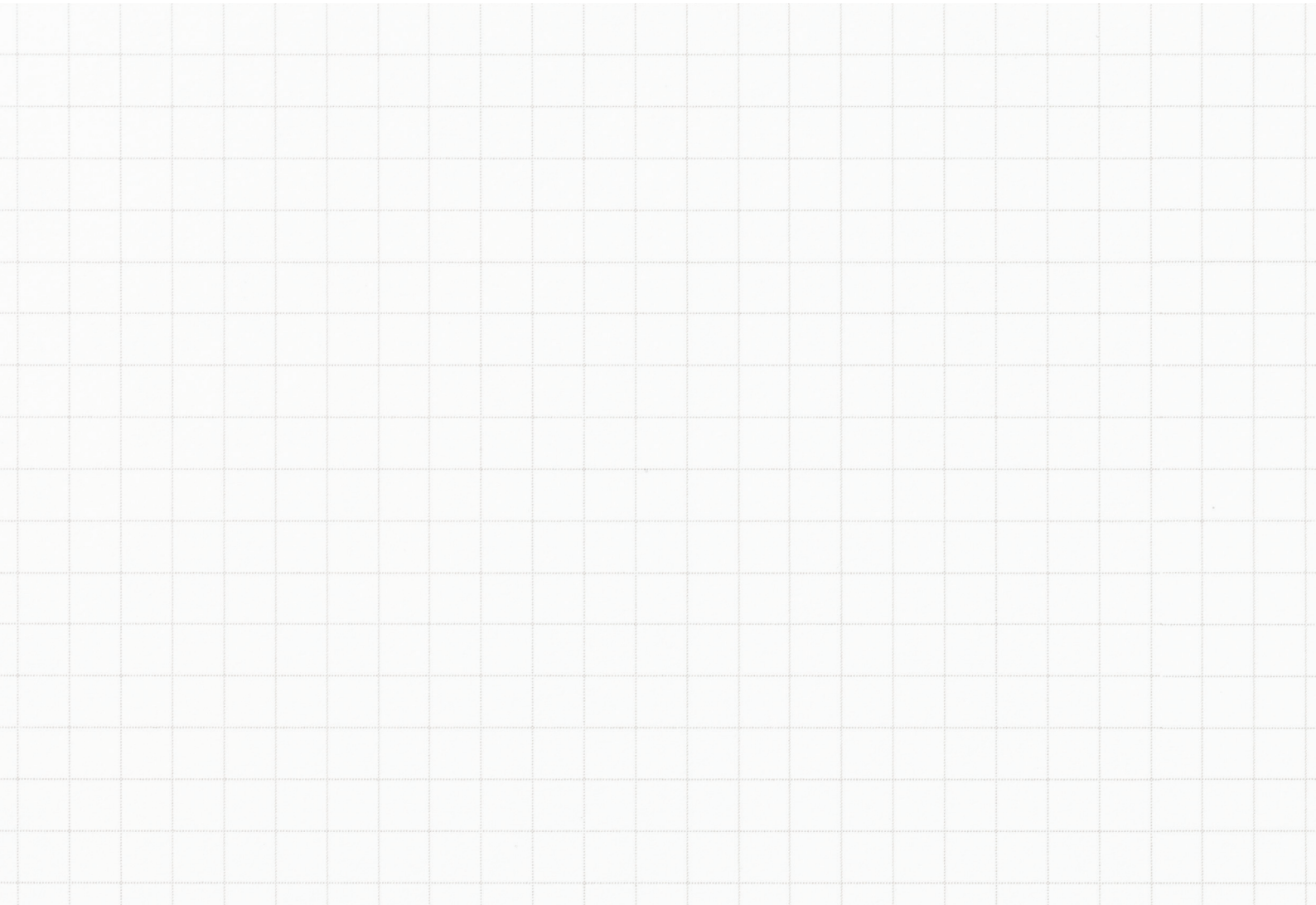
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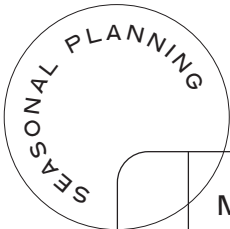
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growth & success

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reflect & r

efine

HALFWAY THERE:

REFLECT & REFINE

We're halfway through the year. Maybe that's crazy, or maybe it feels like the year has lasted for.ev.er. Either way, this is an amazing opportunity to revisit those business plans you made or goals you set at the start of the year.

The following pages include a quick series of prompts with blank writing space for you to do two things: REFLECT on the past six months and REFINE your strategy for the next six. In the REFLECT section, think back on your year with all its accomplishments and challenges in each category of your business inventory: Management, Brand, Creation, and Lifestyle. The REFINE section invites you to consider these categories as areas for continued growth in the next six months. Based on your answers, you'll establish new goals for the upcoming seasons as well as breaking those goals down into bite-sized action items.

reflect

ACCOMPLISHMENTS

What has gone well so far this year?

MANAGEMENT /

BRAND /

CREATION /

LIFESTYLE /



CHALLENGES

What has been difficult or a struggle this year?

MANAGEMENT /

BRAND /

CREATION /

LIFESTYLE /



refine

Review what you wrote down in the Reflection section and use those accomplishments and challenges from earlier this year as a starting point for what you want out of the rest of this year in life and business.

MANAGEMENT /

The nitty gritty - your financial health, bookings, expenses, purchases; how you manage your inbox, billing, admin work; your professional relationships with those you work with, your communication styles, diversity + inclusion; your marketing strategies and systems, growth, engagement, analytics. How do you want these things to grow or change in the next six months?

BRAND /

Your story - who you are, what you value, what the purpose of your art is; how can you create an even more authentic presence in your digital and physical spaces; your current branding and its relevance to where you are taking your art next; how you want to be seen, how you want people to feel when they interact with you and your work. How do you want your art to look and feel in the last half of the year?



CREATION /

Your craft - the new ideas you have, the old ideas you want to revisit; the recording you want to complete or new work you want to write; the people you want to collaborate with; how you want to expand your educational offerings; where you want to travel for tours, inspiration, professional development, focused study; the new content you'll create to tell more of your story. What new life will you bring to your work in this last half of this year?

LIFESTYLE /

Your work-life integration - the rest you need, time off, travel, space to breathe; how you will take care of yourself so you can pour from a full cup; creating boundaries for yourself and your team; your relationships, family life, and friendships; the status of your mental, emotional, and physical capacities as you live the life of an entrepreneur; experiences you want for yourself, family, and business. How can you make you more of a priority in the next season?



top four

With new priorities established for the next six months, what needs your attention first?

Use the space below to define your business priorities for the upcoming season. You can revisit this page when the following season rolls around and establish new priorities for the end of year.

You'll also see a seasonal timeline for the next two seasons on the next few pages to help you map out your priorities, launches, products, etc.

MANAGEMENT /

BRAND /

CREATION /

LIFESTYLE /



timeline

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it's a new season

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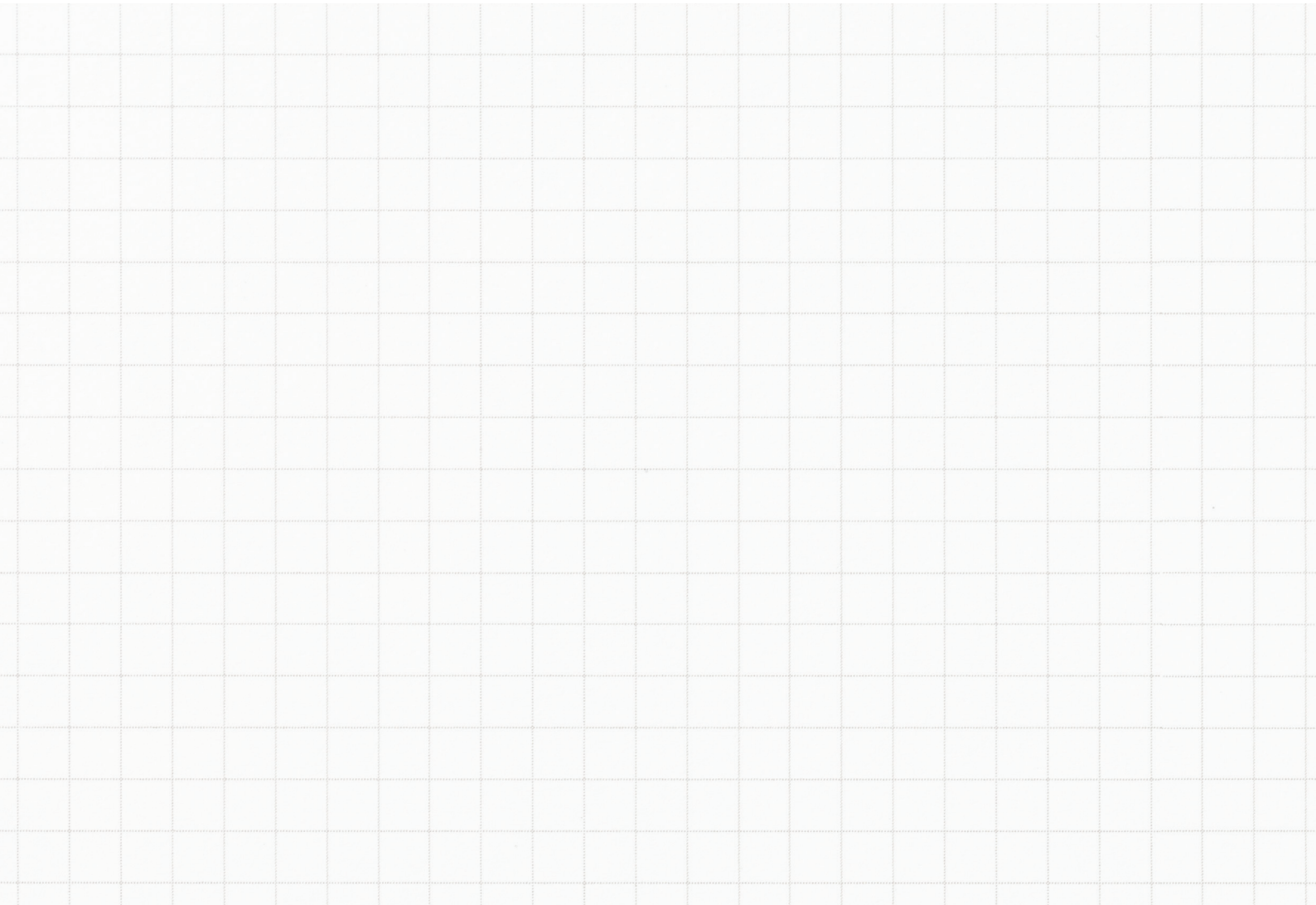
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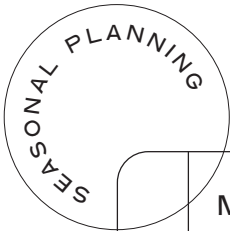
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growth & success

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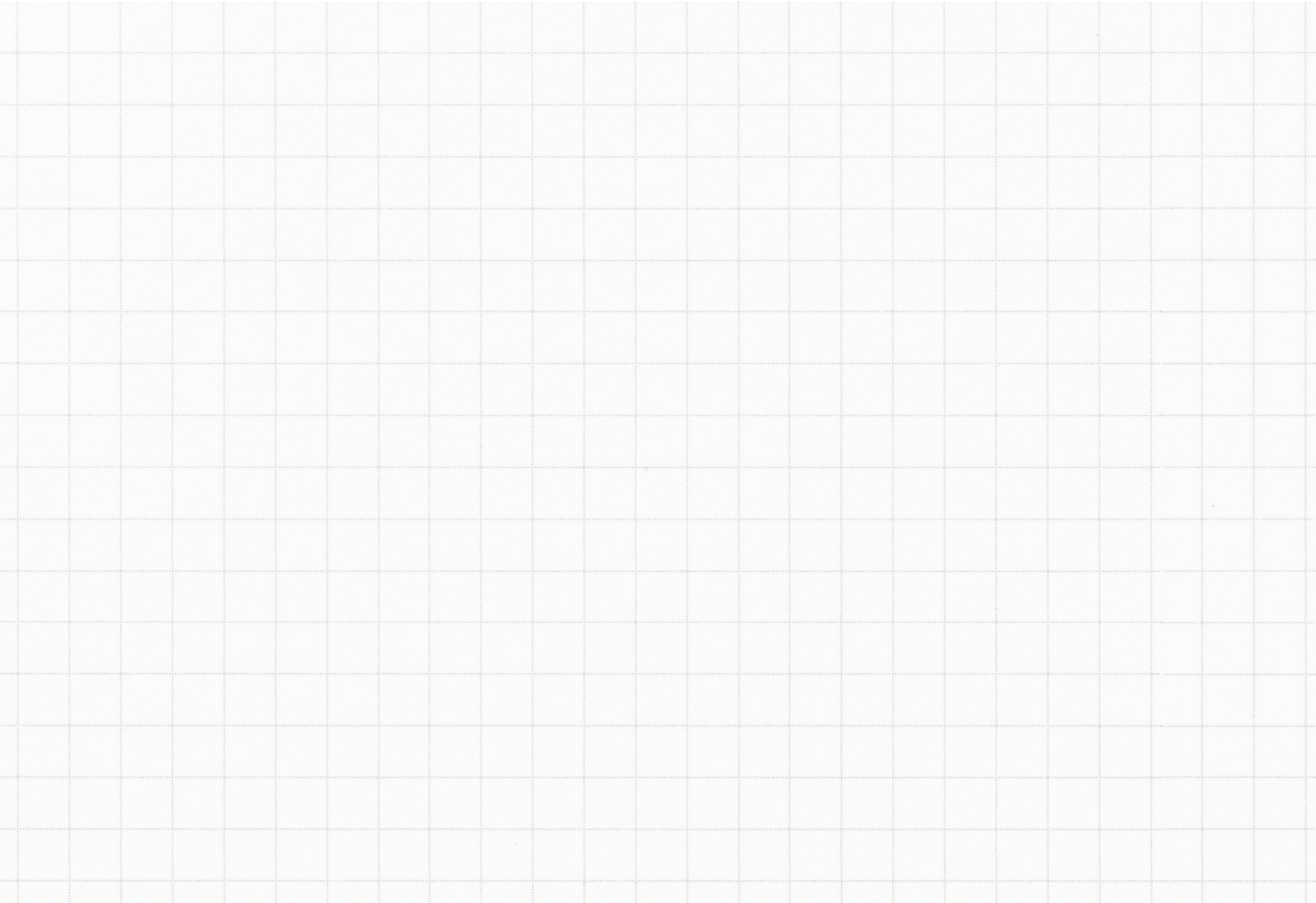
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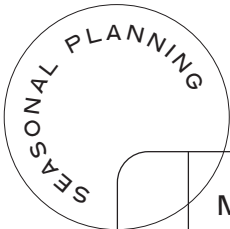
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additional resources

ON-BRAND SESSIONS

Part brand coaching, part brand strategy, and part dreamy brainstorming, an On-Brand Session is a two-hour workshop focused on the ins and outs of your business. But think of it more as a creative partnership steeped in solidarity, permission, validation, resources, and ideas. We'll cover brand strategy, creative direction, systems and tech, and seasonal planning.

YOUR TINY BRAND

Get the foundational elements of your visual branding - fonts, colors, and design elements - to kickstart your brand recognition online and IRL. We'll collaborate to craft a designer visual identity that reflects the magic of what you do *without* the designer price tag.

TINY BRAND RENAISSANCE

The Tiny Brand Renaissance Coaching Program offers creative entrepreneurs an 8-week deep dive into strategic & beautiful brand building. From defining your brand's purpose and positioning to designing its visual strategy and client experience, participants will have a clear road map for brand growth, a custom style guide, and a custom Notion dashboard tailored to your unique way of working.

Head to www.theinspiredfoundry.com for all the details.

come hangout on instagram:

Karla Colahan @THEINSPIREDFOUNDRY





