

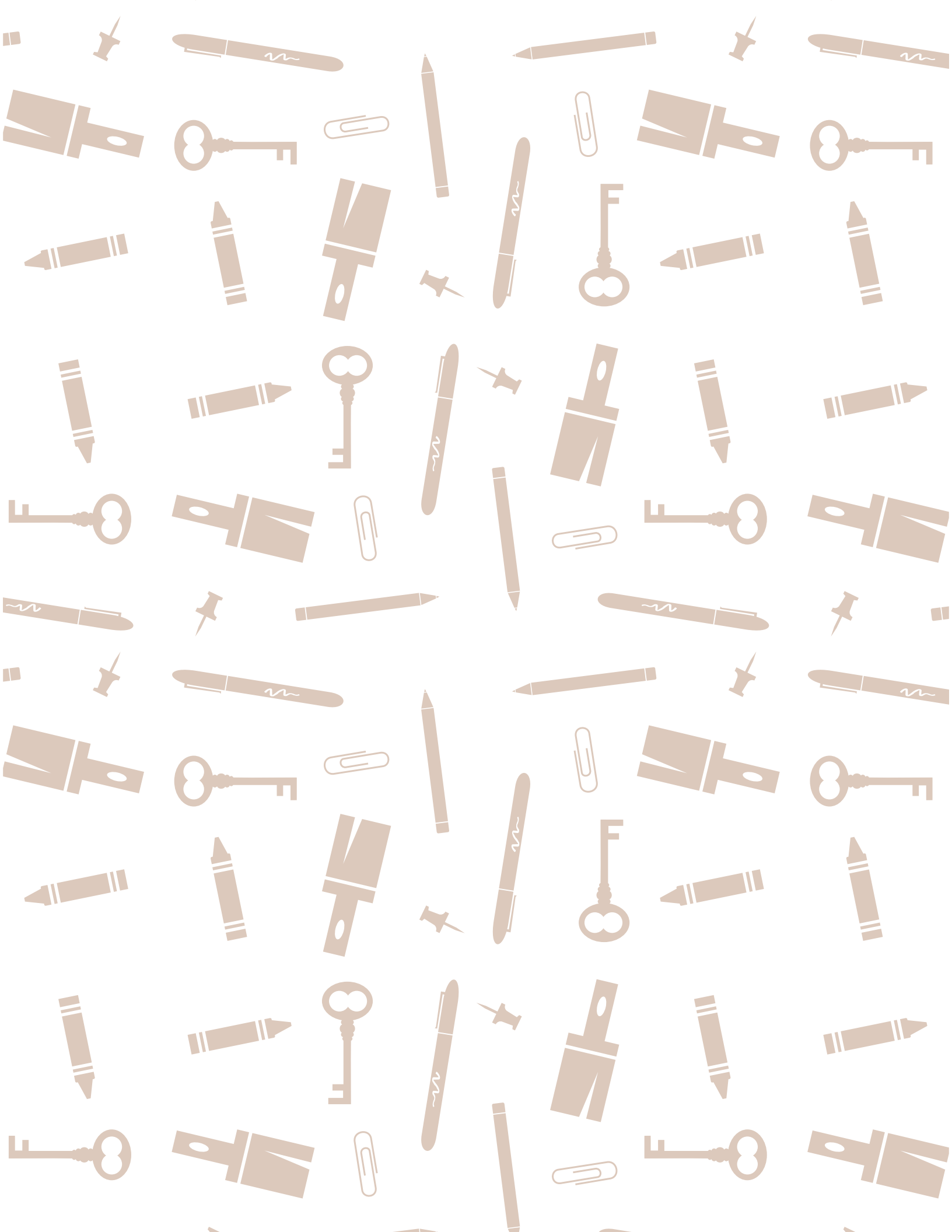
THE  
CREATIVE'S ALMANAC

*from the inspired foundry*

SEASONAL / STRATEGIC  
ANNUAL WORKBOOK

2022

*Excerpts*





hello

Welcome to the fourth iteration of The Creative's Almanac (Excerpt Edition). Much like a traditional almanac, this workbook focuses on the seasonal aspects of your life, but with the bent towards your creative work and with a strategic and seasonal planning framework that provides a thirty-thousand foot view of your life and business.

When the first edition of this workbook came out at the end of 2018, my business partner and I had zero planning systems. We were a fly-by-the-seat-of-our-pants kind of operation, and it worked for awhile. We didn't realize the burnout and exhaustion we were feeling was due to our lack of planning — we just assumed the entrepreneur life was hard.

And it is hard. But with no plan? It's nearly impossible. So, I attempted to find a planning system that didn't totally turn me off with its corporate jargon or that didn't have too much extra fluff and came up dry. Rather than avoid planning or planning poorly, I tried changing the language — 'seasonal' instead of 'quarterly' planning, 'Statement of Intention' instead of 'mission statement'. Our creative nature and desire for structure needed to be reflected with a flexible balance of dreaming and doing, and so this workbook was born.

This is the time to think of wild and beautiful and inspired ideas for your life. Honestly, 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, create impact, meaning, and purpose for the people we serve.

This workbook is one small way to help you achieve your dreams. It won't do the work for you, but it will help you figure out how to focus on the right things to take you one step closer to bringing those inspired ideas to life.

Though this is only an excerpted version, I hope you'll still find clarity and forward motion for the upcoming year. You can always splurge and grab the full version for a more fleshed out framework and additional exercises to help you make the most of your planning time.

Enjoy, and Happy New Year!

# INVENTORY

Before we get started, let's lay the foundation for the rest of this workbook. This workbook is divided into four parts: Reflection, Vision, Action, and the 2022 Planner. Each part is integral for walking into 2022 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. Each category includes suggestions for things to consider as you reflect on and evaluate the future of your craft. These suggestions will fit most businesses — we all have a brand, ideas for new work, administrative tasks to take care of, and priorities outside of our business — but ultimately you can make this your own. Add or subtract whatever you need to so this Inventory becomes a detailed picture of how your business functions.

For many of us, our personal life is heavily influenced by our work. Consider work-life *integration* instead of balance as you flesh out your thirty-thousand foot view of your business.

A Field Notes box is included for brainstorming and other thoughts. You'll see Field Notes boxes throughout this workbook, an indication that there is room to brainstorm, journal, or take notes as needed.

*only included in the full version. sorry!*

*field notes:*

<b>MANAGEMENT</b>	
Finances	
Systems + Technology	
Marketing	
Team	

<b>BRAND</b>	
Audience	
Core Values	
Why	
Visual Identity	

<b>CREATION</b>	
Collaborations	
Projects	
Products + Offerings	
Content	

<b>LIFESTYLE</b>	
Relationships	
Environment	
Self-Care	
Experiences	

# BRAND AUDIT

Let's focus on your brand for a minute.

While there are virtually a thousand different books, people, courses, blogs, you-name-it that describe what a brand is and how it works, let's break it down into its simplest form to quickly assess where you're at.

Ultimately, 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 what, why, and who, which you can then use as fuel for your 10 year, 5 year, and 2022 visions for your business.

To sum up those big questions of who, what, and why, you're going to create a Statement of Intention. It's a cross between the corporate mission statement and vision statement, but essentially declares the same thing: what we do, why we do it, and who we do it for.

Perhaps you have a similar statement guiding your business and you feel comfortable with your brand 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 Statement of Intention for your business. Use the following questions and template to craft your statement. It'll feel clunky straight from the template, so work it until it feels like you.

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 STATEMENT OF INTENTION

\_\_\_\_\_ will \_\_\_\_\_  
YOUR BUSINESS/ARTIST NAME WHAT YOU DO

so/to \_\_\_\_\_  
WHY YOU DO THIS WORK + WHO YOU DO IT FOR

*field notes:*

# 2021 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 your abilities and gifts? What went well? What was a challenge? Use the following space to excavate your 2021, the good, the bad, and the ugly in your life and business.

A large, empty, light beige rectangular area intended for writing a year-in-review. It occupies the lower two-thirds of the page and is completely blank, providing a space for the user to reflect on their 2021 experiences.



# 2022 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 your Year in Review and use those accomplishments and challenges from 2021 as a starting point for what you want out of 2022 for you and your business. Don't forget to consider everything from the lens of your Statement of Intention so you stay focused on what will truly move the needle for you.

*This section will inform your first seasonal goals for 2022. Write down as much as you can and then pick the first few goals for Winter/Spring 2022*

# SEASONAL PLANNING

MANAGEMENT GOAL:
BRAND GOAL:
CREATION GOAL:
LIFESTYLE GOAL:

	MANAGEMENT GOAL
	BRAND GOAL
	CREATION GOAL
	LIFESTYLE GOAL

# GROWTH + SUCCESS

STATEMENT OF INTENTION:	
SEASON:	
WORD OF THE YEAR:	
BENCHMARKS FOR GROWTH:	
1.	
2.	
3.	
BENCHMARKS FOR SUCCESS:	
1.	
2.	
3.	

*field notes:*

*Thank you! Here's to an amazing 2022!*

THE  
INSPIRED  
FOUNDRY

ESTD  2020

The Inspired Foundry exists to help creative entrepreneurs bring their ideas to life through curiosity and collaboration. Come hang out at our virtual space at [theinspiredfoundry.com](http://theinspiredfoundry.com), dream up new ideas for your latest project, and leave feeling inspired. It's an honor to support you with strategic, curated, and artistically aligned design that reflects the magic of what you do.

STRATEGY // CURATION // DESIGN

*for the makers*

SHOP THE FULL VERSION OF THE CREATIVE'S ALMANAC