

with BONNIE CHRISTINE

The Participant



crafted for you by: BONNIE CHRISTINE







STAGE #1: SPROUT

BREAKTHROUGHS:

-] If asked, I can confidently share my dream of becoming a surface pattern designer with friends.
-] I've begun making some artwork, sketching and gathering inspiration for new work.
- *I'm inspired, motivated and ready to commit to learning.*
-] I have fallen in love with surface pattern design.
- I'm doing one thing every day towards accomplishing my goal.

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I feel so inspired, I can barely sleep!

I can't believe this career exists.

All these possibilities are exciting, but can leave me feeling a bit overwhelmed.

I'm ready to move on from this stage and be established.

I have a long way to go, but I'm fully dedicated!

I'm determined to make this dream a reality.

FEELINGS TO WATCH OUT FOR:

Wanting to rush this stage.

Imposter's syndrome.

Feeling too overwhelmed.

RECOMMENDED READING

SHOW YOUR WORK BY AUSTIN KLEON

BIG MAGIC BY ELIZABETH GILBERT

GIRL WASH YOUR FACE BY RACHEL HOLLIS

This stage is exciting, as you begin falling in love with your craft and the art of surface pattern design. It's when you decide to move from dreaming to doing that things really begin happening. Start by sharing your goals and hopes with friends and family, then start sharing your unique work with the world. We're excited to see what you create!

> READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE 'SRPOUT STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

EXPECTED EARNINGS AT THIS STAGE: <\$-\$\$

STAGE #2: SEED

BREAKTHROUGHS:

- *I've decided on a brand name.*
-] I've publicly announced my status as a (or goal of becoming a) Surface Pattern Designer.
- *I'm making artwork regularly.*
-] I'm beginning to see a consistency in the style of my work.
- *I'm working to have a consistent voice in my Online atmosphere.*

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I'm feeling more confident in my design work.

I can confidently share with others that I'm a surface designer.

My goals and the path I need to take in order to achieve them are becoming clearer.

I'm focusing on creating artwork and becoming more consistent with my style.

I'm working hard on my small but mighty Online space.

FEELINGS TO WATCH OUT FOR:

The market is too saturated.

I'm an imposter.

Feeling too overwhelmed.

RECOMMENDED READING

STEAL LIKE AN ARTIST BY AUSTIN KLEON

ART INC BY LISA CONGDON

GIRL STOP APOLOGIZING BY RACHEL HOLLIS

Now that you have some wind under your wings, you can really begin settle into a new pace of building your business and creating artwork. Learning how to manage your time, plan for your year and set your own deadlines (and stick to them) will be vital to your success. Work on sharing your work consistently and enjoying this precious exploratory time in your journey.

> READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE 'SEED STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

EXPECTED EARNINGS AT THIS STAGE: \$\$\$

STAGE #3: BUD

BREAKTHROUGHS:

- *I'm proficient in Adobe Illustrator (and/or any other necessary programs).*
- I've made at least 50-100 patterns.
- I have a strong signature style
-] I've begun thinking about my first surface pattern design collection.
- *I'm making a little income from my work.*

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I'm finally finding a workflow that feels amazing!

I've fallen in love with Adobe Illustrator. Finally!

I can hardly sleep sometimes for how exciting I am about my work (and where I'm going!).

I see so much potential.

I'm beginning to trust myself. I got this.

I'm determined more than ever to make this dream a reality.

THINGS TO WATCH OUT FOR:

Looking at other's work too frequently.

Feeling creatively stuck.

Being too inspired by others.

RECOMMENDED READING

ART MONEY SUCCESS BY MARIA BROPHY

FREE TO FOCUS BY MICHAEL HYATT

STYLE YOUR BRAND BY FIONA HUMBERSTONE

Now that you have a fairly large body of work, it's time to hone your signature style and decide on what pieces of your work make you the most excited. As you look at your work through this lens, you'll better see what you should include in your portfolio. Begin thinking about what companies you'd like to work with or what type of product you'd love to see your work on.

READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE 'BUD STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

EXPECTED EARNINGS AT THIS STAGE: \$\$\$

STAGE #4: ROOT

BREAKTHROUGHS:

- I have a brand and Online platform (logo, website and social media accounts)
 I'm growing an email list that I communicate with regularly.
 - I have finished at least 3 surface pattern design collections.
 - I have both a digital and a physical portfolio (both of which I'm super proud of!)

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I'm focusing on putting the final touches on my brand.

I'm sharing my work with the world... and they like it!

I've been working in sets of collections.

I'm so proud of the body of work I've completed.

My portfolio is finished!

I'm feeling nervous about contacting a company with my work, what will they say?!

FEELINGS TO WATCH OUT FOR:

Feeling nervous about submitting your work.

Struggling with inconsistency.

Feeling lonely.

RECOMMENDED READING

MARKETING PLAYBOOK BY LISA JACOBS

GRAPHIC ARTISTS GUILD HANDBOOK: PRICING & ETHICAL GUIDELINES

You're humming along now, consistently creating new work and sharing it with the world. As you begin to manage more of your business and make a more consistent income, you're beginning to think more like an entrepreneur. You can begin considering more revenue streams as your audience and influence begins to grow.

> READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE 'ROOT STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

EXPECTED EARNINGS AT THIS STAGE: \$\$\$\$

STAGE #5: BLOOM

BREAKTHROUGHS:

-] I'm consistently reaching out to potential partners with my portfolio.
- I've signed at least one contract.
- I'm submitting my work to companies on a regular basis.
-] My artwork is on a product out in 'the real world'.
- *I've started making income from my artwork.*

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I have found my niche and I'm never leaving it.

Even though it's terrifying, I finally feel confident in pitching my work.

I've heard a lot of No's, but also some YES's!

I'm beginning to think like a real entrepreneur now.

EXPECTED EARNINGS AT THIS STAGE: \$\$\$\$\$

I'm looking to built out my team and outsource more of the work I've been doing myself.

THINGS TO WATCH OUT FOR:

Perfectionism

Imposter's Syndrome

Limiting beliefs on money and success

RECOMMENDED READING

LAUNCH BY JEFF WALKER

YOUR BEST YEAR BY MICHAEL HYATT

THIS IS MARKETING BY SETH GODIN

Congratulations, you're artwork is on a product! You're pitching your work to clients on a regular basis and have a workflow that feels efficient and on point. You have several revenue streams running at this point - all backed up by an annual plan and launch schedule. This is a beautiful stage. Now when you look back at where you started, can you believe how far you've come?!

> READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE BLOOM STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

STAGE #6: FLOURISH

BREAKTHROUGHS:

- *I've sold or licensed multiple collections or pieces of artwork.*
- *I'm making a sustainable income from my artwork.*
- *I'm working as full time surface pattern designer.*
-] I'm looking for ways to expand what I offer and begin giving back to my industry.
- *I'm making an IMPACT on my industry, in my community and in the world.*

THINGS SOMEONE AT THIS STAGE MIGHT SAY:

I'm working full time at my absolute dream career.

I can't believe how far I've come. All of my hard work has paid off!

I'm have purpose in my work and a bigger WHY to my mission.

I have multiple streams of recurring and/or residual income.

I have a team that works for me and have outsourced as much as I can.

FEELINGS TO WATCH OUT FOR:

Distracted by new opportunities.

Burned out.

RECOMMENDED READING

THE ONE THING BY JAY PAPASAN

ASK BY RYAN LEVEQUE

KEEP GOING BY AUSTIN KLEON

You've not only accomplished your dreams, but you're helping others accomplish their's as well. You're leading your niche and changing the industry. You've shifted from "I can do it all" to "I'm a virtual CEO, and I must have a team if I want to make a bigger Impact!". Congratulations, the ripple effect that you're leaving will change the world!

READY FOR HELP WITH THIS STAGE? JOIN THE FLOURISH MEMBERSHIP AND BEGIN WORKING THROUGH THE 'FLOURISH STAGE' LESSONS TO MAKE PROGRESS ON THIS STAGE.

EXPECTED EARNINGS AT THIS STAGE: \$\$\$\$\$\$

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MID-TERM STEPS THAT SUPPORT YOUR LONG-TERM GOALS 6-12 months



SHORT-TERM STEPS THAT SUPPORT YOUR MID-TERM GOALS 1-6 months





MY IDEAL WEEK

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GREAT THINGS ARE DONE BY A SERIES OF SMALL THINGS BROUGHT TOGETHER.

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Vincent Van Gogh