

TRAVEL ➡ SNAP CARDS

SETTING GOALS



If your interest is to become a “Travel Photographer”, that is someone who is not just creating snapshots while on vacation, then you must view it as a business. You’re in the business of creating travel photography- whether you are doing this full-time or part-time. The more businesslike you become... the more successful you will be, and this includes Setting Goals.

PRINT SIZE: A5
14cm x 21cm /
5.83" x 8.27"



☐ MAKE IT PERSONAL

Create goals that align with your personal values and interests, as they will then motivate you.



☐ BE SMART

Follow the SMART Goals Plan: get **S**pecific, make them **M**easurable, create **A**ttainable goals, make them **R**elevant and most importantly make them **T**ime specific.



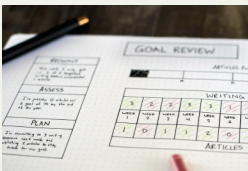
☐ WRITE IT DOWN!

It is proven that goals are far more effective when you write them down.



☐ COUNT YOUR STEPS

Follow the “Five-A-Day-Rule”. Each day take at least 5 steps toward accomplishing your goals.



☐ PLAN YOUR ACTIONS

Goals are only effective with an accompanying ‘Action Plan’ to achieve them. First create your goals, and then create your action plan. For example, if one of your goals is to create a stunning photograph of the Eiffel Tower using a drone? Your action plan may include researching whether drone flight is allowed. Do you need a permit? What time of day would be best? Do you want crowds or no crowds?



☐ MEASURE YOUR GOALS

Choose achievable goals. If you aren’t physically and economically able to climb Mount Kilimanjaro, then don’t set that as a goal.