



2. KEEP YOUR GOALS IN A VISUAL PLACE IN FRONT OF YOU REGULARLY... SEEING AND FEELING EXCITEMENT ABOUT YOUR GOALS INSTILLS HOPE

Hope ignites belief. The key to this is regularly viewing them. Again, what we focus on expands. So keep your focus on your goals. I (Amy) have made a regular practice of this for years. I usually cut out something I would love to have when I meet my goal for the month and keep it by my bed and on my desk. Having a little reward like this helps me stay motivated. Being my own boss always has its rewards, but staying self-motivated 100% of the time is always a challenge. This type of reward system for myself keeps me doing the things that I don't want to do so I can have the things that I want to have.



SPANKI MILLS SAYS...

When I first started I was like many of you, "photography found me" so I was not prepared to "run" a business. If I could do something wrong... I am pretty sure I DID. I had no direction. No GOALS. I was working but I didn't know what I was working for. If you don't know what you are working for, how do you know what to charge? How do you know how many clients to take? How do you know WHAT clients to take? As you grow and your business expands, so do your goals. Keep them written. Be specific. Adjust them regularly. My business took curves I never could have expected so being flexible is key but over all knowing what you are working towards makes your focus so much more clear.

I have a notebook where I keep my business plan and I refer to it often. Each month I make a to-do list and every Monday I take a few things from the list and add whatever has popped up for the week. Each morning I take from that list and make a daily to-do list. I have found that as long as my goals are small they are achievable. The bigger my goal the more overwhelmed I get and tend to pass it over, so breaking my goals down into manageable to-dos has kept me more efficient and who doesn't like that feeling of crossing something off your list?

HOPE IGNITES BELIEF.

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