



HOW TO PLAN THE YEAR AHEAD




You know what you want...

...let's plan how to get there.



If you DON'T yet know...

Then go work through this workshop first:
Your Vision, Goals and Priorities for the
Year Ahead.



This plan is a
guide, not a
rulebook.

- Be prepared that you WILL change some of the things in your plan as the year progresses.
- This plan is simply a guide - to help you ensure you don't keep putting off the important things - but it can be changed if **more** important or urgent things arise.
- The aim is to give you a solid plan, so you're not just stumbling from day to day, week to week, with no larger goal/plan of what you are trying to achieve, feeling like you're never getting anywhere.
- It also helps you realise that your time is not endless, and there are limits on how much you can get done.

Step 1: Schedule Planning Time



- In my experience, deep planning like we are going to do is best done a) in a decent chunk of uninterrupted time, and b) somewhere away from home/where you normally work.
- This helps you to get in a different state of mind, and reduces distractions.
- Ideally, you will have one whole day (or more) to get this done.
- Ideally, you'll go to a co-working space, an airbnb, a library - somewhere you can be alone and undisturbed.

Step 2: Look at the Big Picture First

- I always start by looking at the WHOLE of the next year.
- If that is too much for you, do 3 - or even better - 6 months.
- I decide what my priorities and responsibilities are, what events/actions will make those happen, and when they will happen by.
- This may be a product launch, a project (like a website overhaul) getting featured somewhere, tax/super due dates, markets, getting into certain shops, etc.

Step 3: Lock in your Events (& Breaks)

- Now, on your year planner (I use a big one that lives on my wall all year) write in all events AND all holidays/breaks you are planning. PERSONAL AND BUSINESS!
- This may (and probably will) change somewhat as the year progresses, but it's ideal to have these dates all planned out in advance so you can work towards them AND make sure you're not over-committing.

Step 4: Plan Backwards

- Once you have those locked in - plan backwards.
- That is - if you have a market - when you have to apply by? When do you need to have stock made?
- If you have a holiday - when do you have to close your shop by? When do you need to announce this ahead of time?
- Ditto with a launch - when will you start designing/making/marketing...
- This is where you may have to re-organise things because stuff ends up overlapping...

Step 5: Break it Down

- **Put all these dates into your calendar/diary.**
- THEN, if you have time, you can actually start putting together detailed plans for each event you are working towards.
- E.g. put together a Trello (or other) board of your 'getting prepped for a market' workflow so you can just refer to it each time, rather than reinventing the wheel.
- Do this sort of high-level, high-leverage work NOW to save you time later.



2 Minute Activity

- **Look at your calendar. When can you set aside 1 whole day for planning?**
- **Make a plan/date to gather your planning materials if necessary (wall planner, diary, etc.)**

Further Resources

YouTube, Workshops
& Podcasts

- Workshop: [Your Vision, Goals and Priorities for the Year Ahead.](#)
- Workshop: [Review Your Year](#)
- Workshop: [The #Top3Priorities Planning Method](#)
- Workshop: [Time Management for Creatives](#)
- Workshop: [The Power of a Planning Day](#)