



MAKERS: PLAN YOUR YEAR

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Hey there!

I'm Mikaela, and I'm here to help you start and grow a business of your own.

Are you finding it difficult to start because you're overwhelmed, under-skilled, unsure or unprepared? Are you determined to create a business that allows you more flexibility and freedom in your life and career, but have no idea where to even begin?

I'll help you cut through the bullshit so you can start creating your dream business TODAY. No more daydreaming or procrastinating, it's time to jump in.

How to use the Makers: Plan Your Year system

This guide comes with very specific instructions on how to follow the **Makers: Plan Your Year** system and they are very easy to follow! Keep in mind though, it will take some time, it's not something you can smash out in half an hour.

Ideally see if you can set aside a good 4 hour chunk or a whole day to work on your plan - this will give you the best results to really concentrate and focus on it, instead of snatching moments here and there. You'll probably need to come back to it over a few sessions, and remember nothing is set in stone - you can always come back and change things later!

Good luck!

MAKERS CO YEARLY PLANNING SYSTEM

Start big, break it down, get it done.

The system I have developed is all about breaking things down from large, over-arching yearly or quarterly goals into bite-sized daily action steps.

Every daily action you take during your work day should be working towards knocking off an item related to your weekly task. This ties in with your monthly priority, which is in turn working towards achieving your overarching goal. These goals should be aligned with your focus, or intention for the year.

Yearly Focus / Intention



Quarterly Goal



Monthly Priority



Weekly Task



Daily Action Steps

Using this system will help you “get out of the weeds” as it were and ensure you are working steadily towards a larger goal, rather than just getting super busy working on the day-to-day tasks without making any progress towards growing your business.

WHAT DOES EACH STAGE ENTAIL?

Yearly Focus / Intention

This is not actually a goal, but it is what you would like your intention for the next 12 months to be. It could be something like growth, or brand awareness, personal development... Whatever you want to focus on for the year ahead.

As an example, previously mine was to **focus**, which meant working out exactly who I was trying to serve with my products and offerings, what they need, what my purpose is, and how best to do that. It meant dropping lots of projects and making some big decisions, but it helped me gain so much clarity around what I'm trying to do, I could finally forge ahead. The following year my intention was **creation over consumption**, and I made sure I was creating content, courses, and trainings more often than I was consuming them from other people.

Quarterly Goals

Ideally the goals you set will be 90 day or 3 month goals. Yearly goals are generally too hard to stick to, and it's very hard to celebrate your wins along the way and stay motivated to achieve the goal. As an example, aiming to save \$10,000 this year, seems a lot harder to achieve than aiming to save \$2500 by the 1st April, and then another \$2500 by the 1st July, and so on.

I generally recommend following the "SMART" method for defining your goals, meaning specific, measurable, achievable, relevant & resonant, and time-bound. You can read more about smart goals in this [blog post](#).

Monthly Priority

Over the quarter period, decide what your strategy (or priority) will be for each month. If your goal will take more than 3 strategies to make it happen, you might need to break the goal down to be more specific.

Weekly Tasks

The key to getting things done is to focus on one thing at a time. For this reason, you should have one main task each week to complete, which will have multiple action steps within it to make it happen.

For example, a weekly task might be something like "Update Website", that leads into a monthly priority of "increase traffic to website", that feeds into a quarterly goal of "increase mailing list to 2k subscribers".

Daily Action Steps

The Daily Action Steps are the specific actions that need to be done to complete a task. The trick is to do these action steps, one at a time, until the task is done. One by one. Until it's done. Then move onto the next task.

For the update website example, this might be:

1. Update button styling
2. Create page for new product
3. Re-write entire copy for whole website

These three tasks would obviously vary greatly in time commitment, so one thing I do is also create an action board in Trello (or on paper) that lists all the action steps under three categories: 15 minute tasks, 1 hr tasks and 1 day tasks. Then when you know you only have half an hour to spare, you can knock two of the 15 minute tasks off the list!

HOW DO YOU IMPLEMENT THE SYSTEM?

I've outlined below how to implement the system using pen & paper for the most part, but if working digitally, I recommend using Trello (if you don't already have a system in place). It's really easy to move items between "cards" and "boards", and keeps everything in one place (instead of writing in multiple notebooks), and you can link easily to all your resources for each project.

First

Note down ALL the important dates, school holidays, markets etc into your wall planner, so you can see if there are any overlaps or bottlenecks where you might already have too much on. The [Makers Co Wall Planner](#) is designed to give you an OVERVIEW of your whole year, to avoid having too many commitments and getting overwhelmed and stressed at peak times. You don't need to put your weekly tasks or daily actions steps on your wall planner (unless that really works for you).

Things to make note of now (on the next page):

- School holidays
- Planned family holidays
- Important birthdays - need to keep weekends free?
- Weekend breaks & Date nights
- Markets/Fairs (+ lead time for production, admin, marketing & promotion etc)
- Special occasion promotions (+ lead time to create discount codes, admin, marketing & promo etc)
- Seminars / Conferences you want to attend

SPECIAL DATES

Second

Set SMART goals for each quarter, working only one quarter in advance. Write these into the Smart Goal Planner Sheet included at the end of this PDF. Remember not to get caught up in the semantics of the wording, you can always refine that later.

Third

Work out priorities for each month of the quarter, put these into your Smart Goal Planner Sheet, and pop them onto your wall planner in each month - this allows you to be reminded every time you glance at your wall planner what your focus for the month is, and what you should be working on.

Fourth

Work out the main tasks you need to complete for the month, linking to the monthly priority and feeding into the quarterly goal. Put these into your Smart Goal Planner Sheet.

Translate these into the Tasks & Action Steps Sheets.

Fifth

Before each week begins, refer to your Tasks and Action Steps Sheet, to see what you should be working on that week. Transfer the Weekly Task and Action Steps into your weekly planner or digital calendar and to-do lists for the week.

This is where you have to practise some self control: no adding new tasks to the list (very easy to do when you have shiny-object syndrome like me) or getting distracted by new ideas. Any new idea or task or thought that pops into your head should go on a master list or brain dump page (also known as “carparking” something) to come back to at a later date. Write it down, get it out of your head, but do NOT pursue it until the current task is complete.

Now you have your “To Do” list for the week ahead, and everything on it serves a purpose. Each time you tick something off that list, it’s getting you one step closer to achieving your overarching goals for the year ahead.

WEEKLY SCHEDULING TIPS

I’m very aware that as a micro-business owner, you are most likely wearing All. The. Hats. and also need to fit in your regular marketing and promotion, product design and creation, administration and all the other tasks related to running a business as a sole-trader, along with tackling growth strategies. Not to mention probably raising some kids and possibly even juggling a side-job or full-time job as well.

So how do you fit it all in?

I suggest creating a weekly schedule that outlines blocks of time dedicated to each type of task in your business. This will help to guide your week and help you be realistic about what can be achieved in a certain time frame.

You can read my post about [creating your recurring weekly schedule in google Calendar](#) (with a video of me showing you how) to get you started.

OK, LET’S DO IT!

Fill in the following sheets with your yearly focus, quarterly goals, monthly priorities, weekly tasks and daily action steps.

Yearly Focus / Intention:

Quarterly Goal:

Monthly Priorities:



Month:

Priority:

weekly tasks			
action steps			

Month:

Priority:

weekly tasks			

action steps			

Month:

Priority:

weekly tasks			

action steps			

Want more support?

Too many women are giving up on their creative business ideas because they are overwhelmed, under-skilled, unsure or unprepared. This is why I've created The Makers Academy.

I want to help you escape the daily grind, realise your potential, become your own boss and never look back.

More than 60 percent of small businesses cease operating within the first three years of starting.

I give you the tools and skills to plan, launch and grow your idea into a thriving business so you can become self-employed and stay that way.



GUIDANCE SESSIONS

One-on-one personal business training – only Makers Academy members have the opportunity for my personal guidance



MEMBERS FORUM

A dedicated area within the membership to connect and check-in, giving you the power of shared information



MONTHLY TRAININGS

Regular private trainings for members, covering new skills, strategies and techniques every month



COURSE LIBRARY

The business, blogging, photography and design classes are the backbone of The Makers Academy



LIVE EVENTS

Members-only live events with in-depth training, intensive planning and implementation sessions



MASTERMIND

An opportunity only given to Academy Members, every 6 months just 5 places are available to join the Mastermind

Want to know more?

Email me on info@themakerscollective.com.au
or head to www.themakers.academy

