



TEN STEP ACTION PLAN

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December 2017



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 this Ten Step Action Plan

It's pretty simple really - just follow the steps!

This plan is best used in conjunction with the **Makers: Plan Your Year system** (found in the [free resource library](#)) and the **Makers Wall Planner**.

You can use this plan digitally (simply click in the coloured boxes and start typing, then re-save your PDF to your computer), or you could print it out and make good use of all those pens you've been collecting (because, Stationery ♥).

Be sure to make time in your [weekly schedule](#) to take action on the **Ten Step Action Plan**.

Good luck!

10 STEP ACTION PLAN

To help you smash your business goals

ONE ▷ REVIEW THE PAST YEAR



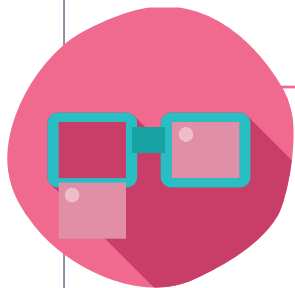
One of the most important things to do before diving into new projects, plans or goals, is to review the previous 12 months (or 3 months if working on quarterly goals). Look at what worked and what didn't, and how you can do things differently in the next 3, 6 or 12 months to improve. Look carefully at what didn't work - should you develop the idea further, or would it be best to ditch it completely?

TWO ▷ GET A WALL PLANNER

For me, this is the number one thing that has helped me achieve more in the past few years and be more effective in almost every aspect of my business. Putting everything in my [wall planner](#) has helped me to prioritise my goals and also make sure I've scheduled down-time, weekends off and family holidays (SO important!).



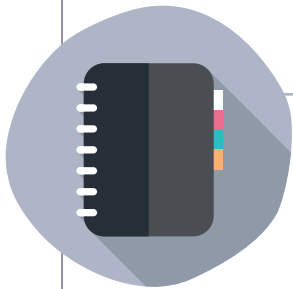
THREE ▷ BE SMART WITH YOUR GOALS



Your goals are pretty much useless unless they are SMART. They need to be specific, measurable, achievable, relevant (and resonant!) and time-bound. It's no good having a goal of "I'm going to make more money this year", it's far too arbitrary. Once you have your goals, you need to create an **action plan** to make them happen. We go into SMART goals in great detail with [The Makers Academy](#) with step-by-step worksheets for you to fill in, to make sure you nail it.

FOUR ▷ FOCUS ON ONE THING

You MUST focus on one thing at a time. One main quarterly goal, one marketing avenue, one project, one priority... Whatever it is, you need to work steadily on that one thing until it's done. If you have a squirrel brain like me - *ooh look, shiny thing!* - it is far too easy to get distracted by new ideas, and it's something I am constantly working on improving in my own business.

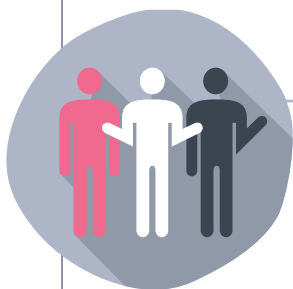


FIVE ▷ SCHEDULE EVERYTHING IN

It's all very well saying you're going to do X, Y and Z this year, and commit to this market and that exhibition and go to this awesome conference... but you need to be able to schedule these commitments in your wall planner, to be able to visualise if it's actually possible or not. EVERYTHING should appear in your wall planner, so you don't over-commit and get overwhelmed with too much on at once.

SIX ▷ INVEST IN YOUR BUSINESS

Invest money to grow your business, but be smart about it and do your research first. Sometimes you may be better off investing your own time. Hire a professional designer for your branding, as this is a super important part of your business to get right. Before spending lots of \$ on advertising or marketing that may not bring any return, find your ideal customer and reach out to them and only them. [The Makers Academy](#) helps you figure all this out so you're not running around in circles or wasting heaps of cash!



SEVEN ▷ GET HELP

I know it's your business, and you don't really trust anyone else to do it as good as you do, right? I am exactly the same! But the smartest thing I ever did was hire a Virtual Assistant (or three). My VA's help with emails, draft blog posts and newsletters, and handle most of my social media. It's made me so much more efficient in other areas of my business. Give it a go!

EIGHT ▷ JOIN A SUPPORTIVE GROUP

It's really helpful and important to have a group of like-minded small business owners that you trust, to throw ideas around with, regularly. Find a group who will support you in good times and bad. You can find these groups online or have some local meet ups. Find a smallish group of great women (or dudes) who totally get you and you'll find it invaluable. The Makers Academy gives you access to a private forum of like-minded business owners, and everyone in there is super great, and passionate about what they do. You can also join the [Makers' Co community group](#) on Facebook, which is free and also very supportive.



NINE ▷ TAKE A WORKSHOP

It's important to keep being inspired, but more importantly, motivated in your business, and taking a workshop or class on business, design or creativity could be the perfect way to do it. [The Makers' Academy](#) offers a range of e-courses on these topics, all designed for creative people to get shit done. The courses are open to everyone (world wide!) with private support groups as an added bonus (see step 8!). I also recommend seeking out quality conferences and seminars in your industry.

TEN ▷ JUST FUCKING DO IT

If you're not familiar with my motto, you soon will be. Get off your bum, stop over-thinking, take the plunge and just fucking do it. Set the goal, work out the action to take, and do what it takes to get there. Learn from the bumps and turns in the road along the way, reset your compass, pick yourself up and get on with it. Your mountain is waiting!



USE THE FOLLOWING PAGES TO CREATE YOUR ACTION PLAN FOR THE NEXT PERIOD IN YOUR BUSINESS



MY ACTION PLAN



ONE ▷ REVIEW THE PAST YEAR

What worked really well?

Best Sellers
You enjoyed doing it
Great feedback from people

What didn't work so well?

What was hard to sell
You resented doing it
Not much feedback

What will I focus on, moving forward?

Highlight two things in the list above that worked well, that you will focus on

What will I ditch, moving forward?

Cross out two things in the list above that didn't work that you will stop doing

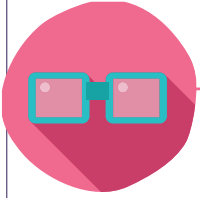
Where will I change things up and try something new?



TWO ▷ GET A WALL PLANNER

Where will I get a wall planner from?

And where will you hang it?



THREE ▷ BE SMART WITH YOUR GOALS

WHAT IS ONE THING I REALLY WANT TO ACHIEVE IN MY BIZ?

Be Specific.

What kind, type, genre

Be measurable.

How many, how much

Make it achievable.

Aim high, but be realistic

Make it relevant.

How will this grow your biz

Make it resonant.

How much do you want it

Make it time bound.

When will you make it happen



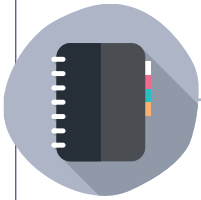
FOUR ▷ FOCUS ON ONE THING

WHAT I WILL FOCUS ON

This week

This month

This quarter



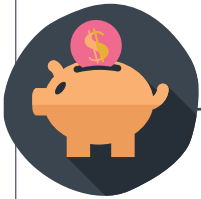
FIVE ▷ SCHEDULE EVERYTHING IN

Business Commitments

*Product Launches
Conferences
Markets*

Personal Commitments

*Family Holidays
Birthdays
Date Nights*



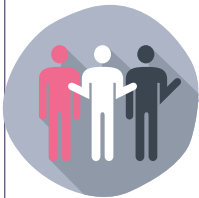
SIX ▷ INVEST IN YOUR BUSINESS

Where I should spend

Advertising? Education?

Where can I save

What can you DIY?



SEVEN ▷ GET HELP

Tasks I can outsource

*Admin, emails etc
Labour, production
Marketing & Promotion*

Help at home

*Regular cleaner
Child minding
Home office space*



EIGHT ▷ JOIN A SUPPORTIVE GROUP

Online groups to join
Facebook? LinkedIn? Forums?

Local groups to join
Social? Networking? Mastermind?



NINE ▷ TAKE A WORKSHOP

What courses or workshops will I enrol in?

Business foundation

Skills development

Mindset / Motivation

Business Growth



TEN ▷ JUST FUCKING DO IT

One thing I'm going to do
What can you do THIS WEEK to make it all happen?

Ready to step it up a notch?

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 indepth 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

