

THE SMALL-BIG PICTURE PARADIGM

Get Down. Get Real. Get Going.

AMP'D RECAP

To make a difference, we have to know the difference. The first step to success is to “Get Down.”

The Small-Big Picture Paradigm:

The integral relationship between long and short term goal setting, stating that long-term goals must be broken down into smaller, manageable short-term goals to be achieved successfully.

Remember, there will come a time when you find yourself at a point where looking at your big picture is just too overwhelming. This is why the smaller short-term goals are imperative.

Know when to make the shift between the big and small goals.

Big Goals: Best for monthly and yearly planning, encourage motivation and perspective.

Small Goals: Best for daily and weekly planning, battling discouragement and overwhelm.

ACTION STEPS

STEP 1: Write down your five biggest accomplishments in the last 6-12 months. Writing them down makes them tangible and concrete. Reference this when you have to battle your “emotional self.”

ACHIEVEMENT 1: _____

ACHIEVEMENT 2: _____

ACHIEVEMENT 3: _____

ACHIEVEMENT 4: _____

ACHIEVEMENT 5: _____

STEP 2: Think about your goal setting strategy last year. What was one of your greatest goals that you accomplished? How did you accomplish that end goal?

ACCOMPLISHED GOAL: _____

HOW I MADE IT HAPPEN: _____

THE POWER OF CREATIVE LICENSE

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AMP'D RECAP

Like the story we portray through our photos, we have the power to influence people's perception (and ourselves) of our stories through *how* we speak about our businesses and accomplishments.

Each of us have successes to highlight!

Creative License:

A way in which we speak about our personal and professional lives that highlight the goals we have actually accomplished in an ultra-positive way, while leaving out the nitty-gritty details that could otherwise devalue or distract from our achievements.

ACTION STEPS

Get Specific

Quantify (outline the numbers) or qualify (underline the details) the *specific* characteristics that make your recent achievements **unique** and **significant**. The aim of this exercise is to put your best foot forward in an ultra-positive way because YOU are your brand.

INSTRUCTIONS: Review your past year. Look at your success/misses list from the Small-Big Picture Paradigm worksheet. Take an inventory of your highs and lows and your overall feeling of the past year. The nitty gritty is good for you to know, but now it's time to craft our "elevator pitch" about our business.

The Nitty-Gritty (the good, the bad and the ugly)

The Elevator Pitch (the enthusiastic, ultra-positive take away from our past year efforts)

BUSINESS PLANNING & STRATEGY OUTLINE

BUILDING STRONG FOUNDATIONS

Get Down. Get Real. **Get Going.**

CRAFTING YOUR WHY & HOW

Why is your "WHY" is so important? This is the framework that sets your brand. It is the lens by which clients view your work. It is the sounding board that you bounce all questions and ideas off of when you make business decisions, and it is the reason you do what you do every day. Your why is your **vision** and it's what keeps you going even when the going get's tough.

ACTION STEPS: HOW TO ESTABLISH YOUR "WHY"

1. What are the top reasons that motivate your excitement for photography?

2. What do you want your photography business to afford you in the future?

3. What do you want your clients to experience through your services?

4. What are my top personal priorities now and five years from now?

5. What are my top business priorities now and five years from now?

**Look back to questions 4 and 5. Do these priorities compliment each other? If not, what can be adjusted so that both can be achieved successfully?

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THE _____ WHY STATEMENT
(Fill in Your Full Name Here)

Keep things personal for this section. This why statement is the reason you are here right now. Why did you start this venture and what are you working towards on a personal level? Based on the answers you just listed, fill in the formula to create your why statement.

“I desire to _____ so that _____.”

EX: I desire to increase my income and flexibility so that I can be present to raising my children, donate to meaningful charities and contribute to my family’s financial security.

I desire to make romantic, whimsical images using light and gesture with my couples to allude to and manifest the presence of God (the divinity) that is within each marriage.

Remember that this is an evolving statement. As your business grows, you will grow, and your intentions and desires will change too. Let it! This is how you build your legacy.

THE _____ VISION STATEMENT
(Fill in Your Company Here)

Again, using the answers you already stated, fill in the formula again, but this time through the eyes of your business and what you seek it to influence.

“My company’s vision is to _____ so that _____.”

EX: Anne Molnar Photography’s seeks to document the most important milestones in people’s lives through authentic storytelling, so that each person’s legacy can be preserved and their history, love and devotion can be remembered for generations to come.

THE 12 MONTH OUTLOOK

Get Down. **Get Real.** Get Going.

Ok, it is the moment of truth. The moment you have been waiting for and the moment that defines what the next 12 months will look like. Yes, we're answering the big question -

WHAT IS YOUR SALES GOAL FOR THIS YEAR?

By all means, set the bar high! You are capable of achieving more than you may know. We are still in the planning stages, so this total can change. When we break down the numbers below, we will make sure that this goal is realistic and figure out exactly how we are achieving it.

{ The secret to successful goal-setting is not making "small" goals, but breaking down your ideal goals into manageable, actionable steps. }

LET'S MAKE THIS HAPPEN

What is your current average sale? _____

How many weeks of time off do you want this year? _____

TOTAL WEDDINGS PER YEAR	AVERAGE SALE	TOTAL GROSS WEDDING INCOME	TOTAL MISC. INCOME

TOTAL SESSIONS PER WEEK	AVERAGE SALE	TOTAL GROSS SESSION INCOME	TOTAL GROSS INCOME

IS YOUR SALES GOAL REALISTICALLY MANAGEABLE? YES NO

BUSINESS PLANNING & STRATEGY OUTLINE

THE SMALL-BIG PICTURE *REMOVED*

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GOAL PLANNING & STRATEGY BREAKDOWN

Big Goals: Best for monthly and yearly planning, encourage motivation and perspective.
Small Goals: Best for daily and weekly planning, battling discouragement and overwhelm.

ANNUAL PLANNING (BIG PICTURE)

YEAR FINANCIAL GOAL:

TOTAL WEDDINGS TO BOOK:

TOTAL SESSIONS TO BOOK:

MY ADDITIONAL BIG PICTURE GOALS

[i.e: Get published, improve client management, book destination wedding]

1. _____
2. _____
3. _____

THE STRATEGY (SMALL PICTURE)

Use a notebook/planner (A.K.A your new business bible) to outline the big-small picture goal planning for your upcoming year. Rewrite the "Annual Perspective" goals you just completed above in your notebook. Then, use the steps below to create your actionable strategy.

1. Breakdown the Annual Perspective into a Monthly Perspective.

What needs to be accomplished each month to achieve the big picture? Figure out how to separate EACH YEARLY GOAL into 12 manageable groups of tasks to accomplish each MONTH. (i.e: if you need 60 sessions per year, then you need to book 5 sessions per month).

2. Breakdown the Monthly Perspective into a Weekly Perspective.

What needs to be accomplished each week to achieve the monthly goal? Figure out how to separate EACH MONTHLY GOAL into 4 manageable groups of tasks to accomplish each WEEK. (i.e: if you need 5 sessions per month, then you need to book 1.5 sessions per week).

3. Breakdown the Weekly Perspective into a Daily Perspective.

What needs to be accomplished each day to achieve the weekly goal? Figure out how to separate EACH WEEKLY GOAL into 7 manageable groups of tasks to accomplish each DAY. (i.e: if you need 5 sessions per month, then you need to book 1.5 sessions per week).