

Finding the Plot

Make 2012 the year of awesome...

If my aim is to go somewhere new, it only makes sense that I would need to know my starting point as well as my destination. These plot lines determine what's possible.

This brief exercise will help you get your bearings prior to developing the strategy and tactics needed for implementation. The definitions below may help give you a little context before you dive in.

Current Reality

When I want change, I always begin with current reality. If you're like me, it might be tempting to paint a current picture that's either slightly better or worse than what is actually happening. Neither of these approaches are helpful. Current reality, no matter how awesome or bleak, is your best friend... as long as it's current and it is real. Anything more or less is deceiving and starts you from the wrong plot on the map.

Future Vision

Future vision is where you intend to go. If your aim is New York City and you know you're in Los Angeles, there are likely many paths on a bunch of vehicles to get you there. But, if you don't know where you're headed, there's little chance of success. In fact, it would be more resourceful to make a decision on where you want to go and miss the mark than to fail to decide right from the start. If you find you're off course, then you can at least recalibrate and go again.

Our aim is to get clear, get committed... so you'll ultimately get there and maybe then some. This exercise is the first step in that process.

I hope it's helpful.

- Dane



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Current Reality Worksheet

1. How much revenue did you actually bring in over the course of 2011 from photography? Please be honest, concrete and specific.

2. How many clients did you actually work with in 2011? Again, reality is will be your best resource in the long run.

3. What was your per client average in 2011? The easiest way to get close is to take your answer to Question #1 and divide it by your answer to Question #2.

4. How satisfied were your clients with your performance based on tangible, measured results? How are you measuring their satisfaction?

BONUS: Where did you feel most stuck this year with your business?
(please [leave this comment on the blog](#) so we can respond directly)

Future Vision Worksheet

1. How much revenue would you like to bring in over the course this coming year from photography? Be candid, concrete and specific.

2. How many clients would you ideally like to work with in 2012?

3. What would you like your client average to be in 2012? Again, just divide your answer to Question #1 by your answer to Question #2.

4. How satisfied will your clients be in 2012 based on tangible, measured results? How do you plan to measure their satisfaction?

BONUS: Where are you feeling most stuck looking ahead to next year?
(please leave [this comment on the blog](#) so we can respond directly)