

TVAl Peer Group Goal-Setting Guide

Creating goals is essential to your personal and professional success and a key component of your participation in TVAl Peer Groups. Here are some steps to help you develop successful goals for the next four months.

1. Start with a clear objective: Create SMART goals, your goal should be specific, measurable, achievable, relevant, and time-bound. What do you want to accomplish this year? You can journal and think about where you'd like to be in twelve months and then set goals to help you get there in clear and straightforward language.
2. Set goals you want to do. There are a lot of things you probably think you should or could be doing as an artist, but what will you be motivated to work on over the next four months? If you don't want to do something, setting a goal is not going to make you want to do it more. Think about the why for each goal and if it is enough to motivate you to work on the goal when time is short and obstacles arise as they are sure to do.
3. Break it down into smaller tasks: Now that you have a general idea of where you'd like to be a year from now, what are some things you can do over the next four months to help you get there? Divide your goal into smaller tasks or steps so you can focus on one step at a time.
4. Don't try to do too much. Often you overestimate what you can do in the short term and underestimate what you can achieve in the long run. If you'd like to do something weekly, start with a monthly goal. For example, if you'd like to start a newsletter, perhaps sending one once a month is more realistic at the beginning than once a week. If you'd like to post more to social media, perhaps 2 to 3 times a week is more realistic than once a day.
5. Set a deadline: Give yourself a deadline for each task or step. This will help you stay focused and motivated to complete the task on time. What can you do each day, week, or month to reach your goal by the end of the four months?
6. Make a plan: Create a plan or strategy to achieve your goal. Identify what resources you need, such as time, money, or skills, and how you will obtain them.
7. Measure your progress: Keep track of your progress by regularly reviewing your goals and the tasks you have completed. Celebrate your successes along the way and learn from any setbacks.

Setting goals is an ongoing process, so be flexible and adjust your goals as needed. Below are some ideas to help with setting each of your goals.

PERSONAL GOALS

- Get adequate rest daily
- Get regular physical activity
- Eat more plant-based foods
- Eat more whole-grain breads and cereals
- Spend quality time with family or friends
- Develop a morning and/or evening routine.
- Take time daily for spiritual renewal
- Use a planner
- Listen to a podcast. Keep a journal of something that you learned or can apply from each episode. Here are a few suggestions you could try out.
 - The Inspiration Place with Miriam Schulman
 - The Art Biz Podcast with Alyson Stanfield
 - Art Juice with Louise Fletcher and Alice Sheridan
- Read a book. Commit to implementing 3 ideas into your art practice or business. Here are a few books that may be helpful or choose your own!
 - *The Artist's Way* by Julia Cameron
 - *The Creative Act* by Rick Rubin
 - *Artpreneur* by Miriam Schulman. You can [download the first chapter for free!](#)
 - Use journaling or morning pages to increase your creativity
- Attend a free webinar
- Sign up for an online course
- Join an artist membership
- Go on an [Artist Date](#) to fill your well of inspiration.
- Use [Morning Pages](#) or journaling to assist you as an artist.
- Craft an artist statement and bio

IN THE STUDIO

- Commit to a consistent studio practice
- Develop a cohesive body of work
- Track your time so you know how long it takes to make your work

- Read a book about an artist's process. Try implementing some of the ideas into your own practice.
- Take a class or workshop
- Attend an artist retreat
- Complete a large-scale artwork
- Use a sketchbook to support your practice
- Introduce, experiment, improve, or refine materials, techniques, and processes
- Develop or improve your framing process
- Establish your practice to accept commissions
- Participate in a collaborative art project
- Learn how to create murals
- Create systems for finishing and framing your work
- Research, apply, and participate in an artist residency

PROFESSIONAL: CONNECT WITH COLLECTORS

- Set up at least one social media platform
- Post regular content on social media
- Install a simple website with e-commerce capabilities, or update if you already have one
 - Etsy
 - Square Space
 - Shopify
- Create or build your mailing list
- Send regular emails to collectors
- Improve how you photograph your process and your artwork
 - Research [DIY guides](#)
 - Use resources at your local [library](#).
 - Hire a professional

PROFESSIONAL: BOOKKEEPING AND FINANCES

- Open a business checking account
 - Use your business checking account to pay for all business-related expenses
- Set yourself up to collect sales tax
 - Loveland Guide to [Starting a Business](#).

- Includes registering a trade name, FEIN, state, county, and city licenses, etc.
- If you are interested in learning more about sales tax, you can contact Loveland's Outreach & Education Agent, Dusty Durston at 970-962-2315 or by [e-mail](#) to schedule a one-on-one consult or a class for your workgroup
- Visit the [Taxpayer Service Center](#) in Fort Collins. They are very helpful and can assist you in applying for your state license and answer any questions you may have about sales tax. (Seldom need an appointment, just go!)
- Invest in a workshop or program to help with bookkeeping, sales, and taxes
 - [A Short Guide to Doing Your Taxes as an Artist](#) Free!
 - [Get Legit Toolkit](#) Free resources, program \$\$\$
 - [Sunlight Tax Money Bootcamp](#) Free resources, program \$\$\$\$
- Bookkeeping- develop a monthly system for tracking and recording inventory, sales, and expenses

PROFESSIONAL: SELLING YOUR WORK

- Show your work!
 - Open Studio
 - Art Fairs
 - Galleries
 - Online
- Set consistent prices, raise your prices as needed
- Establish a way to take payment online and in person
- Research and apply to open calls for artwork
 - [CaFÉ](#)
- Learn how to talk to customers at events and follow up
- Establish a way to sell reproductions of your artwork
- Explore other avenues of income from your art
- Hold a workshop