



DREAM DECREE WORKBOOK



DREAM DECREE // GOAL SETTING

DECLARE YOUR DREAMS (15-30 min)

LONG TERM GOALS

As I designer I set goals all the time for client projects and for professional growth, both short and long term goals. It is important to know what your long term goals are. So you know where you are going and you will know when you have arrived. As a Dream Decree you are claiming it as truth. According to Dictionary.com Decree is “a formal and authoritative order, especially one having the force of law; Law. a judicial decision or order. Theology. one of the eternal purposes of God, by which events are foreordained.” (dictionary.com)

Any way you look at it it is big and mighty. A dream can be ethereal and not have legs but I want to make my dreams have legs, so I have to plan for it. Every year I dream, I analyze and plan how to make that dream come true. But it starts with goal setting. I need small wins to help me feel like I am making progress towards my dream. You will determine how many little wins you need.

Long Term Goal Setting with Two Short Term Goals Example: I want to buy a house, to do this I have to build up my savings and work on increasing my credit score.

Then that goal gets broken down into even smaller goals.

Save ____ amount every month for a down payment. Pay an extra ____ amount on my credit cards for the next five months. Take a second job or freelance to create the extra ____ amount down each month. Go to two new networking events either online or in person to make new connections to be able to connect with potential clients and create the money needed.

FINISH THE FOLLOWING SENTENCES

When I really dream about my future life and what I would want it to look like. Make these like bullet points not sentences. What is it you want?

Example: I would like to have a few places small homes or cabins to stay at when I travel to my favorite places. Cabin in Colorado, house on Dauphin Island, house in Royston, current house, build a shop so John (husband) can work on cars, build art etc. Be able to have freedom to travel four to six times per year for longer visits.

My personal life looks like:



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RESEARCH THE MONEY

What amount would you need to make to maintain all these goals. How much does it cost to ____ . This research turns the dream into an attainable goal instead of a pipe dream with no legs. Then create short term goals based off the research. What research can I do to help me understand what it would take?

WHICH DREAM DO I START WORKING ON FIRST?

The answer is the one that is most attainable quickest. I need to start with the business goals first then after gaining momentum I can begin to attack the properties and assets.

The first time I did this I randomly picked a number I thought would sustain me and give me some room, but it was no where at all close to the number I would need to sustain all those houses. With property taxes, maintenance, and upkeep. When I started doing research I realized there was more involved than I thought and really my dream changed. It became more about having a place I could stay at instead of something I had to own.

The business goals were much the same. I declared that I wanted to do more consulting, but realized I need to establish trust before I expect to get new consulting clients. I have to share what I have done with current and past clients first.

HOW DO I START BUILDING INCOME TO GET ME TO REACH THAT INCOME

What are the baby steps I take to get to achieve these goals?



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FIGURE OUT WHERE YOU ARE

You should keep this as a yearly and monthly record. Keep them in the same document so you can see your wins.

See my example below then use the lines to fill out your info.

CURRENTLY

2015: My take home pay is _____ per month from the day job.

2016: My take home pay is _____ per month from the day job.

2015-2016: I also make anywhere from _____ (\$500-1500) per month from outside clients.

OUTSIDE MONEY CURRENTLY COMES FROM:

2015: Jim doing web updates at least twice a year.

2015-2016: Beverly monthly various design work and social media management.

2008-2016: Walks and Wags and Social Dog Examiner monthly and twice a year various design projects.

2015-2016: The other comes from various other web clients which are usually once a year or quarterly. (I probably need more of these re-builds)

2016: Walks and Wags rebuild, Concordia rebuild, Mommy Masters (new client) for rebuild

2015-2016: Other design work comes from various on-campus clients. Which I take home about half of invoice because they take taxes out of it.

CURRENTLY



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OUTSIDE MONEY CURRENTLY COMES FROM:

RESTATE YOUR DREAM AGAIN (CLAIRIFYING THIS TIME)

DREAMING AGAIN but more realistic:

In the next 7-10 years STATE THE YEAR (2022– 2025) I would like to take home \$_____ per month that is approximately \$_____ per month before taxes. Not including passive monthly income.

Short term goal: Passive Monthly income at the end of 2017 I want to equal \$300/month.

WHAT DO I NEED TO DO TO GET THERE

- Create product
- Build a List
- Create weekly content for that audience
- Promote ads of product on social media (to target audience)

WHAT DO I NEED TO DO TO BUILD A CONSULTING BUSINESS

- I need to create case studies
- I need to tell people what they will accomplish by hiring me
- I need to promote my services
- I need to have a website and social media presence for these business endeavors.



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I need to create content these people would be interested in

I need to giveaway a few of these to build testimonials or create a low cost option for a limited number of participants to help me test out the theories.

WHAT DO I NEED TO DO TO BUILD MY DESIGN BUSINESS

I need to create case studies

I need have a website that explains what I can help my clients do

I need to develop a team of designers who can work freelance and are clear about how to charge per project and how to estimate a time frame that is accurate.

I would like to hire a few people even if only one part time person.

I need to research some other small businesses who have done similar things. Going from doing it on their own to doing it with a team they are leading.

MY ATTITUDE FOR...

2016 was take any job opportunity.

I was not strategic about my design opportunities.

2017 is be prepared to say "no" more. Listen to my gut, potential clients who want lots of one-on-one time but don't want to pay the price for that service.

2017 I want to have a clearer seamless process for bidding a job.

I want my process on my website. I want to explain progress billing and copyright on my site.

The easiest way for me to make an extra \$416 per month is to go up for full professor. This means that I need to commit 2 hours per week to completing this task. I also need to submit to at least 2 more competitions before May 2017.

SHORT TERM GOALS

When you understand your long term goals you can better set realistic short term goals. Short term goals are important because they create the feeling of accomplishment. You are more likely to continue at any task if you feel you are making progress. Many projects get stalled, so short term goals help us feel like the project is attainable, instead of overwhelming us. When you understand your long term goals you can set better short term goals.



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WHAT DO I NEED TO DO TO CREATE A CONSISTENT PASSIVE INCOME STREAM

WHAT DO I NEED TO DO TO BUILD MY CONSULTING BUSINESS

WHAT DO I NEED TO DO TO BUILD MY DESIGN BUSINESS



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MY ATTITUDE FOR...

WEEKLY CHECK-INS

How much time did I spend this week doing the things that will get me towards meeting my easiest (quickest to attain) short term goal? *Give hours and minutes* (for me this is building my website)

How much money did I bill out or receive that helps me towards the short term goal?

How much money did I spend on the short term goal?

What is my attitude towards the short term goal?

Did I finish any short term goals this week?



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MONTHLY CHECK-INS

PROJECT 1: Where am I (percentage of the project)? How much have I accomplished of the project and what is a reasonable amount to attack on this project for next month?

PROJECT 2: Where am I (percentage of the project)? How much have I accomplished of the project and what is a reasonable amount to attack on this project for next month?

PROJECT 3: Where am I (percentage of the project)? How much have I accomplished of the project and what is a reasonable amount to attack on this project for next month?

Limit yourself to three projects max or you run the risk of overloading yourself and wind up not working on anything.

How much time did I spend on these projects this month? *Give time in hours and minutes*

Project 1: _____ Project 2: _____ Project 3: _____

How much money did I bill out or receive this month?



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What is the difference in this income than last month? Is it more or less than last month?

How much time did I spend learning new skills or researching for new skills this month?

What is my attitude towards the short term goal?

YEARLY CHECK-INS

Rinse and Repeat each year.