



# Artist's Goal Planner

**New Year, New You.**  
Make 2023 Your Year

**VAA** | Visual Artists  
Association

After a long day in the studio marketing strategy and planning goals for the future is often the last thing on your mind. If you are planning anything, it's most likely what your next project is.

To save you time and reduce your mental load, we have created the Artist's Goal Planner. This planner has been crafted with the next 12 months in mind (that's why we recommend you start using it in December-January). We will help you define what you want from your career, what your priorities are, and how fast you need to get there.

'IT TAKES AS MUCH ENERGY TO  
WISH AS IT DOES TO PLAN'

- Eleanor Roosevelt

# Get Started

Mind mapping is a fantastic way to capture potential goals for the year. Jotting down ideas in fast succession and adding them to your map periodically helps define common themes and ideas.

What does success look like to you? What would improve your current life? Have your peers achieved anything that you could set as a goal?

Comparison is a common feeling. Humans are naturally social, and society is often built on feelings of comparison. Contrary to popular belief, these feelings can be positive and productive. Rather than feeling envious, reflect on why you feel the way you do, and how you can put in the work to achieve the same successes.

When mind mapping remember, at this stage, you can't make mistakes. Any idea is valid.

## PROMPTS

How much time can you put aside for your art career?  
Do you have any other jobs or responsibilities?

How much income do you need to generate per year?  
Think about supporting yourself, your family, travel, and expenses.

What successes have those you look up to achieved?  
Are these successes ones you would like for yourself?  
How does your career compare to theirs so far?

Where do you picture your artwork? In homes,  
galleries, offices?

What does your ideal day/lifestyle look like?

Do you want to work alone or collaborate with others?

Think back to a time you were happy and satisfied.  
How can that experience be captured at your current  
stage in life?

# Your Vision

Now that you have jotted down some loose ideas and prompts to influence your goal planning, you need to develop your vision.

Life comes at us hard and we expect your vision to change at every stage of your life. However, when you settle on ambitious goals for the long term, your short-term goals have the space to be realistic and productive. Each stage of your goal planning should contribute to your overall vision.

## **YOUR AMBITION**

When you visualise your success how does it look? If you close your eyes do you see your name in lights, are you celebrated? Or do you value close relationships with those who admire your work?

## **YOUR PURPOSE**

What impact do you hope to leave on the world? What are your values in life? How can this be reflected in your career?

## **HOW FAR TO GO?**

What skills do you already have to achieve the last two prompts? What have you accomplished so far?

# Negative Thoughts

We will admit it, goal planning is mentally draining. For many people (especially creatives) these activities can bring up many negative thoughts. Maybe these thoughts are common myths about artists, maybe these thoughts are things that have been said to you by people you look up to. Wherever this thought process has come from, here at the VAA we are the voice of positive thoughts. If you're the sort of person who wants to plan goals for the next year then you are the sort of person who should ignore negative thoughts, they are not relevant to you!

Lets look at some common negative thoughts:

## **I don't have time for my goals.**

The saddest part about this negative thought is that it is wrong at every point in your life. As a child there will have been times you wished you started earlier. Likewise, one day you will look back at your whole life before that moment and realise just how much time you had. Start now! It's never too late.

## **I don't know what I want, so I won't do anything.**

If your thought process looks like this, then your next goal is self-discovery. It is an achievement in itself to figure out where your path should take you. Use this time to practice different mediums, meet new people, travel, try new experiences, visit new exhibitions.

## **I have no luck, things never work out for me.**

Thoughts like this force you to give up before you've even begun. You make your own luck. We know you can do this.

# Smart Goals

S.M.A.R.T goals provide the foundation for effective goal planning. By incorporating the five elements of a S.M.A.R.T action plan your visions become more achievable.

## **Specific**

The more direct & specific your goals are, the easier they are to achieve. If your goal is something along the lines of 'I want to be a successful Artist', you need to be specific about your definition of success.

## **Measurable**

Measuring your goals is an effective way to ensure you achieve them. You can measure by time, sales, and followers. Setting a measurable goal allows you to stay on track with your progress.

## **Attainable**

Ambitious goals are an essential part of your creative vision, however outrageous and unrealistic goals will hinder more than help your progress.

## **Relevant**

When creating goals that will help progress your future it is important to keep them relevant. Make sure that your goals align with your values, this will keep you on track to working towards your vision.

## **Timely**

Time-based goals provide a sense of urgency that motivates you to achieve your goal. Again, make sure your goal is achievable and drives you to achieve rather than overwhelms you.

# Term-Based Goals

## **Short-Term**

What specific goals can you achieve within the next month?

## **Mid-Term**

What specific goals do you want to achieve within the next 3-6 months?

## **Long-Term**

What is a specific career goal that you want to achieve in a year from now?



# Final Tips

## **Think about where you are**

Don't get too caught up about how much you still want to achieve in life. Think about how far you have come, you are capable of any goal you put your mind to.

## **Start your day with goals**

Set a small goal at the start of every single day, whether that is getting out of bed before 7 am, going for a walk early to clear your head, or even planning the day ahead, small goals are the foundation of a successful day.

## **Reward yourself**

Teach your brain to be excited about meeting goals. Afterall, hard work deserves acknowledgement.

## **Try to make your goals public**

Using blogs or social media to make your goals public is a great way to hold yourself accountable.

Additionally, this is an awesome way to connect with your audience and build expectations.

## **Allow yourself to make mistakes**

When you allow yourself to fail and make mistakes in your journey to reaching your goals, you are more likely to discover your values and make improvements when you give yourself room to fail.

## **Prioritise the end goal**

Pursuing a creative career can be filled with ups and downs. Hold onto the idea of your ideal vision and continue to push towards your end goal. Picturing your future as a successful artist will push you to thrive and contribute to your happiness.

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