



Define your direction- Christina Force's annual planning document for photographers

This exercise is designed to help you visualise what you want in your future personal and professional life, and will help you feel all revved-up for the year.

Once you've completed this, you may want to set it aside and let it ferment. Or take some more time and delve in more deeply.

You can add your answers onto this document after each question. Type as much as you want. Maybe change the type colour so it's easy to see what you've written if you look back over it.

Alternatively you may decide to mind-map the answers.

Some photographers create visual diaries to record their inspiration. Or you can create a montage on your laptop, or a notice board, or the fridge 😊

Tune into my webinar to have me talk you through this with some prompts and ideas, and ways to stay focused.

1. Start by completing the personal steps before the webinar (if you can)

Let's first clear away money blocks and fear, and free you up for some successful dreaming.

Imagine this:

You are a billionaire.

You've been a billionaire for over a year and you will continue to be, so you're financially free and never have to work again.

And imagine in this scenario you cannot fail.

Imagine that whatever you write down is a guaranteed success.

NOW GO!



PERSONAL AND PROFESSIONAL TARGETS

1. **FUTURE personal life** – Billionaire-cannot-fail _____ (your name)

Where would you like to be living? (What can you see out of the window?) Additional homes?

How often are you travelling? Where to? Who would you be you spending holidays with?

Time spent resting? What do you love doing- what helps you relax/ energises you?

Health- what would you ideally be doing to stay fit and healthy?



2. FUTURE working life/ career (Taking into account your future personal life on the previous page)

What's your dream shoot?

Where?

Duration?

Describe the production/ crew (If any)?

What kind of client are you working for (if any?)

List your personal projects



How would you ideally share your work (if at all)?

Taking all this into account, how would your ideal day/ week/ month look and feel?

Your unique selling points:

What would you like people to be saying about you 10 years from now?

List your 3 greatest professional achievements to date.

1.

2

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