Introduction:

Envisioning the Results
Envisioning the Results

- Although this is an intro lesson, we’re going to get right into taking your first action!
- The very first thing I want you to is to spend some time thinking about what your photography business will become
Envisioning the Results

¢ There is no wrong or right answer here – the correct answer is the one that brings you joy
¢ Some think all photographers are the same, but…
  ¢ If you asked ten professional photographers to photograph the same subject, the photographs created would be amazingly different
¢ The same applies to each photographer’s ideal business
¢ We all have different definitions of success, so take your time and think this through
A lot of people start businesses without setting goals.

The issue with this is it gives you nothing to aim for.

When you have a vision in mind, it’s easier to find motivation, take action, and make progress.

We’re going to create both a vision and specific goals so that you have more tangible results to reach for as you begin growing your business.
The difference between envisioning results and setting goals?

**Def.:**

- **Vision:** something that you imagine: a picture that you see in your mind
- **Goals:** something that you are trying to do or achieve

A goal is more solid and specific than a vision

- It’s important to get specific with goal setting- it’s easier to then break that goal down into achievable steps

Vision, however is also very important!

- We will be considering your vision your ultimate outcomes – things that are less easy to define
Homework

- Open your Envisioning the Results & Business Goals Worksheet on your laptop or print out a copy and grab a pencil.
- To begin, find a quiet room where you can concentrate.
- When I studied Anthony Robbins many years ago, there were many thought provoking and soul-searching exercises that helped me find the motivation and create the goals necessary for getting my business off the ground.
- This worksheet is inspired by memories of some exercises that helped clarify my thinking.
Homework

Step 1: Envision the Long-Term Results

- In the first section, write your ideal vision for your future business and life – 3 years from now

- **Write down your business goals**
  - What does your studio look like, and where is it located? How much money would you ideally bring in each year?
  - This is the big picture dreaming section, so don’t hold back

- **Next to each goal, write why you want to achieve this goal.** This is important – this will help you better understand your desires and find deeper motivation
Step 1: Envision the Long-Term Results

- Next, there is a space to compare your business goals to your personal goals
  - Are they in harmony and complement each other? Or do some seem at odds with each other?
  - Ex: if your business goal is to travel the world doing sessions and your personal goal is to be home more with your family, something is going to have to give
  - It will be hard to feel happy if your goals are not in agreement
Step 1: Envision the Long-Term Results

- Finally, there is a space to write all of the fears you have.
  - What fears are keeping your from taking the first step?
  - Do you have any fears of what may happen if you actually reach your goal? (This sounds weird but sometimes the fear of success can be a major issue!)
Step 2: Determine Your Short-Term Goals

- You are going to write down where you would like to be six months from today
- Here, we want to be more realistic and very specific
- Six months is just around the corner, so write down your optimistic yet realistic goals here!
- Let’s get started!