



MAKING A PLAN
FOR YOUR
CREATIVE BUSINESS

& making it happen

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Step 1
FIND YOUR FOCUS

Make a list of all the project ideas you've got for your business and lifestyle - these are possible focus areas for your plan.

Start by getting clear on the lifestyle you want to live, what does it look like, what are your non-negotiables? You might want to do some journaling around this or create a moodboard to help you get some clarity.

Health check your business and understand what you need to be working on to get it closer to where you want it to be, and to enable you to live the lifestyle you long for.

Go through your list and ask yourself which projects and tasks are going to get you closer to the lifestyle and business you dream of, in the quickest, easiest way.

Pick 1-3 focus areas for the next 12-weeks, and let go of the rest, or put them on the back burner for now.



MAKE YOUR LIST

Make a list of all the project ideas you've got for your business and lifestyle - these are possible focus areas for your plan:



Step 2 MAKE YOUR PLAN

Take your focus areas and set a clear, specific goal for each of them. Make sure your goals are crystal clear so you can visualize exactly what achieving that goal will look like, and make sure it has a deadline.

Break each of your goals down into the steps it'll take you to achieve each goal. The smaller the chunks the more approachable, and less overwhelming that goal will be.

Make your 12-week plan. This is the easy bit, because you've done the groundwork!

But first, why plan in 12-week chunks? Well, it's long enough to make some BIG thing happen but not such a long timeframe that it feels overwhelming, and we can be more realistic with how much we can achieve in 12-weeks, rather than planning for a year in one go.

Write your goals into the top of your plan and plot the steps you're going to take to achieve each goal out over a 12-week period.



SET YOUR GOALS

FOCUS AREA ₁

FOCUS AREA ₂

FOCUS AREA ₃

GOAL ₁

GOAL ₂

GOAL ₃

- Are your goals crystal clear in terms of what you're setting out to achieve?
- Can you visualize exactly what achieving that goal will look like, and feel like?
- Does your goal have a deadline?



BREAK DOWN YOUR GOALS

GOAL 1

GOAL 2

GOAL 3



Step 3

SET UP FOR SUCCESS

This is the bit that people so often miss out. It's a short and simple step but it's super important, because you're now at the point where you need to show up and do the work - aka the scary bit! So, you're going to put things in place now, that will help to stay you motivated as you work through your plan.

First up, reality check your plan, if your gut is telling you it's feeling quite busy, take some things out now, cut down your goals or put one of them on the backburner.

Look at the first steps on your plan (getting started is usually the hardest bit), can you make them any simpler or smaller. If you can, you're more likely to be able to get started, and when you've started you're halfway there.

Think back to what's kept you motivated in the past, was it your support network, feeling accountable to your goals, setting yourself a reward. Put those things in place now, to help you stay motivated later on.

A top-down photograph of a desk. On the left, a blue pen lies on a white notebook. In the center, a black keyboard is partially visible. On the right, a blue and white floral patterned cup sits on a matching saucer, containing a cup of tea with a tea bag. The background is a light-colored, textured surface.

SET YOURSELF UP FOR SUCCESS

Things I will put in place now, to keep me focussed, and motivated as I work through my plan:



Step 4 MAKE IT HAPPEN

This is the meaty part of my planning framework because this is where you're showing up, doing the work, and making progress through your 12-week plan.

As you make your way through your plan stay conscious of what resistance you're feeling and what blocks are showing up for you. For example, if you find yourself procrastinating or getting distracted by shiny ideas, question why that is. Are you avoiding something that feels big and scary in your plan, are you not working to your strengths enough? Depending on the WHY you're experiencing these blocks, you can then figure out how to overcome them a lot easier.

Also stay conscious of what feels good, what feels easy, what just works, and lean into this stuff even more.

Stay conscious of what's coming up for you as you work through your plan and why. This will help you to overcome the hurdles along the way.



MAKING IT HAPPEN

The hurdles that are showing up for me as I work through my plan:

The things that feel easy, fun, joyful that I can lean into even more:



Step 5 CELEBRATE & REFLECT

You've reached the end of your plan! It is time to celebrate your wins (although I advocate doing this throughout your plan too). Take some time to acknowledge the progress you've made over the last 12-weeks.

Celebrating your wins will help you stay motivated and uncover strengths that you've never noticed before - strengths that you can take more advantage of in your next 12-week plan.

At this point you're also going to reflect on the last 12-weeks. Take note of things like what's worked, what's not, what you want to change moving forwards and spend some time collecting the lessons you've learned that can help you guide you forwards with your next 12-week plan.

This will set you up perfectly to start working through my planning framework all over again. Each time you work through it adapt and flex it to suit you and your business.



CELEBRATE & REFLECT

My wins and successes from the last 12-weeks:

My challenges & struggles from the last 12-weeks

I will celebrate my wins by:

learnings from the last 12-weeks about myself, my audience, my business etc:

Changes I'll make for my next 12-week plan:



*Thank you for joining me for this masterclass & a BIG thank you to
The Slow Living Guide for inviting me in to talk to you!*

Josephine Brooks is a make it happen mentor whose mission is to help creative business owners, and side-hustlers build a business that enables them to do the work they love, and live the slower, more meaningful lifestyle they ache for by helping them find clarity and uncover their priorities, and then - make a plan, and make it happen.

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You can also get your hands on one of my 12-week wall planners at 10% off with this discount code:
SlowLivingGuide10

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WALL PLANNER HERE! >](#)