

**STARSHIP ADVENTURE:
CHART YOUR STARS**

WELCOME TO YOUR VERY OWN STAR MAP!

This Chart Your Stars Guide is the place to create your very own map of what your landscape looks like. You'll use it to plan, dream, track, revise and yes, even CHART what happens this year.

While we're starting with reviewing last year and planning for this one, it's my hope that the chart will be a tool that serves you throughout the year as you learn, change your mind and dream up fresh new destinations. It can be a living document that you update monthly (or even daily!) with your income goals, planned products, and production schedule.

WHAT'S INCLUDED:

- ★ A review of last year
- ★ Plotting your North Star
- ★ Planning exploration for this year
- ★ Monthly reviews + planners to be filled out every month Worksheets, lists and prompts to help you remember (and plan for) everything that's coming up

THIS GUIDE WILL LEAD YOU TO:

- ★ Orient yourself, in where you are right now
- ★ Define your success
- ★ Shape your coming year around your own landscape

In the Starship:

I'll be sending email reminders (and check-in opportunities)

- ★ To fill out the monthly reviews and worksheets, so that you continue to look back, learn, and then bring those lessons forward.
- ★ To map-make at the beginning of every quarter. When you Map-Make, you'll use the big picture of your Star Map to chart a path for the next three months. The Map Making Guide will help you craft that path + turn it into doable steps.
- ★ A new class every quarter.

A bit about language:

This is the **Chart Your Stars Guide**. When it's all filled in, your stars will be charted, and I hope it serves as a **Star Map** - ie, the thing you use to understand and navigate your world.

The **Map Making Guide** (which we revisit quarterly, or every three months) will guide you to making a map of your next three months. This is an extremely detailed path for you to follow - it literally tells you what to do every day.

BUT IT DOESN'T MATTER WHAT YOU CALL IT, WHAT MATTERS IS HOW YOU USE IT.

Although I'll be sending monthly reminders to do the things you really want to do - it's your responsibility to first identify what those things are, and then craft a plan to get yourself there. I'm here, via Solo Sessions + the Starship forum to give you feedback and help shape your path, based on my experience.

But the landscape of your business is unique, and your Star Map will be as well.

HONOR THIS UNIQUE UNIVERSE BY COMMITTING TO

NOTICING IT, CHARTING IT, AND FOLLOWING YOUR OWN PATH THROUGH IT.

HOW TO USE YOUR CHART

I've left a wide left-hand margin so you can print these out and put them in a 3 ring binder, or have them printed and spiral-bound at a print shop.

Or you can keep these on your computer (or tablet) and answer the questions and prompts in a dedicated journal or book.

Open it up, pour a cup of something warm, and start working!

Start at the beginning, so you go into the New Year with a healthy dose of reality and hope from last year. But then, go in whatever order you like. Skip what doesn't apply and expand on what does.

Add in pages from other planners, books, classes or calendars.

If you're into dreamboards, create one every year, month, or quarter and include it in your book.

If you're more artist than writer, draw your answers.

If you can't think of an answer, make a mind-map.

Use pens, markers, stickers, highlighters, paint, fun paper or stitching to make this book as *you-filled* as you like.

Divide the book by month, by project, by quarter, or by area.

Add in anything you learn, think about or want to study.

Keep it in your laptop bag, or next to your computer, or in your studio – just make sure it's someplace handy so you can add stuff to it when you're inspired.

In other words...make this yours!

Want more help? Sign up for the e-course (free for you!)

Get it [Here!](#)

It'll walk you through each step and give you ideas and examples for everything!

GET ORIENTED

Before we look back or look ahead, let's get oriented into where you are right now. (This isn't just about last year, but about your whole life.)

Where are you, right now, in your business and life journey?

What have you overcome?

What challenges do you see ahead?

Where you are is perfect. But everyone has things they thought would happen by now, or things they wished worked out differently.

Go on and write down where you WISH you were or where you THOUGHT you'd be.

What about your current situation are you grateful for?

Everything that's come before has led you here. How has it prepared you for what's ahead?

DRAW YOUR UNIVERSE.

Let's look at what is your life right now. Draw a mind-map that includes all the parts of your life: your relationships, day-to-day, the spaces you go, the people you talk to. Include your assets - your skills, ideas, dreams...everything that makes your life *your life*.

Look back at it - this is the web that supports you in everything you do. Take a moment to bring each area to mind and feel gratitude for how it supported you last year.

What do you want to add to your universe?

What area could use more support or another branch?

DRAW YOUR BUSINESS UNIVERSE.

Let's look at what your business actually is. Draw a [mind-map](#) that includes all the parts of your business: your products, sales channels (shops, website, etc), customers, marketing channels, supporters, experience, mentors, assets ... everything that makes your business your business. (See [this for an example of mine.](#))

No matter how big (or small) your business is, it has a universe including your skills, network, and dreams.

Look back at it - this is the web that supports you in everything you do. Take a moment to bring each area to mind and feel gratitude for how it supported you last year.

What do you want to add to your universe?

What area could use more support or another branch (another shop, a new communication channel, etc)?

WHAT'S A TYPICAL DAY?

Below, list what a usual day of working in your biz looks like. If you have different kinds of days (admin days, dyeing days), make a different list for each kind of day. (If you work a day job (or night job!) just start your list wherever you start your work. If you only work on weekends, start there!)

What do you like about this?

What do you want to change?

How do you currently track your gross and net income and expenses? (How often and using what?)

What do you like about this? (if anything!)

What do you want to change?

What new thing would you like to track?

(Craft show profits? Wholesale profits? Production? Words written per day or week? Newsletter subscribers?)

If you have the info, go ahead and put the current number here:
(Newsletter subscribers, monthly traffic to your website, whatever)

What new thing would you like to plan and schedule in a new way?
(expenses, production, shipping, daily or weekly projects, etc)

CASTING OFF FROM LAST YEAR

What did you accomplish last year?

(If you made a map or two, pull them out and check against your list of mile markers)

Include both big and little:

(Leave space under each one, and take up the next page too!)

NOW GO BACK AND FILL IN:

How did you feel when you reached each of those accomplishments?

LOOKING BACK AT YOUR LIST OF ACCOMPLISHMENTS

What surprised you?

(about how it happened, when it happened, results you weren't expecting)

The Secret of My Success

Go back through your list of accomplishments and look for an underlying theme or lesson.

What was your secret?

What lessons did you learn about yourself last year?

What lessons did you learn about your business?

What specific lessons do you want to bring with you into the next adventure?

GRATITUDE

List what you are/were grateful for
(*Write, draw, mind-map, collage*)

Remembering the good

What were some of your favorite moments?

What challenged you?

How did you spend your time?

What are you proud of?

What changed?

Who was significant in your life?

What were you loving last year?

What will you be glad to leave behind?

What do you want to remember?

What do you wish to celebrate?

RELEASING THE MEH

What didn't work for you last year?

What was crazy-making? Ineffective? Frustrating?

What easy solutions do you see to what didn't work?
(It's ok if there isn't an obvious solution yet, just list what you see/think might work.)

WORDS

Did you pick a word for last year? If so, write it here:

If not, think back through your year, what word sums up everything?

Last Year was the year of...

NOW THINK BACK THROUGH YOUR YEAR WITH THIS WORD IN MIND.

Write down all the ways you encountered this quality through your year (lessons, experiences, conversations).

THE REAL MONEY STUFF

Now it's time to get specific! If you haven't already, take a break from the workbook and go total up your sales and expenses (if you're not sure how to get this info, shoot me an email!).

Then get a tasty beverage and come back for the next section.

What were your gross sales last year?

(The total money you took in, before fees and expenses. You can count anything you want to count -whatever seems like your business to you.)

NOW, TAKE A MINUTE TO CELEBRATE THIS NUMBER!

Even if it looks teeny in comparison to what you wanted, if it's above \$0 you are **already** a success at building a business that makes something that people want to buy! **Yay!**

What were your business expenses?

(Count whatever counts for you - supplies, fees, shipping, computer, website hosting.)

What was your net income?

(Take the gross income and subtract the expenses.)

What were your 3 best-selling products?

(And if you sell a lot of colorways or styles, what were the top-grossing ones?)

What surprises you about the money stuff?

What lessons can it teach you?

What do you want to remember about the money stuff and bring into the next year?

Anything you need to write/think about before you feel complete with last year?

IT'S TIME TO RELEASE THE MISTAKES AND PAIN IN THE LAST YEAR.

This isn't that fun, but listing and then destroying regrets is a way to acknowledge that you see the pain and that you're ready to be done with it.

LIST EVERYTHING THAT YOU REGRET IN THE LAST YEAR

harsh words, bad decisions, anything that you don't feel awesome about, big or small.

Now burn this or shred it or wad it up and throw it ceremoniously in the trash. It's important that you remove it from your life today (don't keep it around to stew over).

Is there anything on the list you didn't feel ready to release?

Write about it, including some steps that might bring you closer to closure.

RELEASE IT ALL

You've found the good, the bad, the lessons and real money-stuff. Now it's time to let it go + accept that this year is going to be different. No matter what happened last year, a whole new batch of things are going to happen, change, and shift. You will transform. You have already transformed! You are not the same person who went through last year.

This exercise will help you fully process this. By breathing deeply, you kickstart your [parasympathetic](#) response, which is a fancy way of saying: you let your body know it can relax - that it's safe and taken care of.

TAKE THREE DEEP BREATHS.

Feel your body. Feel where you're sitting, and how supported you are, at this very minute.

TAKE ANOTHER DEEP BREATH.

As you take it in, feel around your body. Are you tense anywhere? If so, direct the breath there. Breathe into that tenseness until it starts to release.

TAKE ANOTHER BREATH.

RELEASE LAST YEAR.

(If you don't know where to start, just breathe into your belly, and on the out breath, say: *I release last year.*)

INVITE IN THE NEW YEAR.

(Breathe in: I welcome you, new year.)

TAKE A FEW MORE BREATHS.

Notice anything that doesn't feel released. As you breathe out, let it go.

WHEN YOU'RE DONE, REST.

Drink a big glass of water.

Lay down, under covers.

Let yourself rest + think about the new year and all the possibilities.

You've done a lot. You've processed a lot. You're allowed to rest.

LAUNCHING INTO THE NEW

BRING IN THE OLD GOOD

The New is new + shiny + exciting! But you found quite a bit of good in your last year, so before you start thinking about the New, let's bring all the Old Good into the new! Go back through the last year worksheets and copy any of the good bits from last year (or things you want to bring with you) here:

Feelings and other soft stuff

I like to start thinking about the New Year in the most big picture-y way possible, so that we set goals that are in line with what we really want: how we want to feel, how we want to spend our time, and what we want to create.

How do you want to feel this year?

What are the qualities or values you want to see or express in your life?

What do you want to experience?

What do you want to invite into your life this year?

What would you like to learn?

Who do you want to become?

What's one thing you'd love to accomplish?

What word or phrase will guide you through this year?

What do you want to be celebrating next December?

FIND YOUR NORTH STAR(S)

Go back through the last three worksheets and look for connections. What seems to really matter to you, based only on the answers you've given? Where is your focus?

List the connections or repeating themes here:

Is anything that is truly important to you missing from the list?

THESE ARE YOUR NORTH STARS

(yes, you're allowed to have more than one). These are the things that truly matter to you and thus, these are the things that should influence all your planning - they guide what you do and how you do it.

For the rest of the workbook (and quarterly Map Making), keep your North Star in mind - use it to double check everything:

- ★ Will this lead me towards my North Star?
- ★ Is this in integrity with what matters most?
- ★ Is this the most North Star-like way to do this?

LONG TERM AWESOMENESS

This is the place to get big and crazy. We'll make these do-able in the coming pages and through quarterly map-making.

IN 5 YEARS I'D LIKE TO:

IN 4 YEARS I'D LIKE TO:

IN 3 YEARS I'D LIKE TO:

IN 2 YEARS I'D LIKE TO:

IN 1 YEAR I'D LIKE TO:

THIS WILL BE THE THE YEAR OF...

This year!

Tell the story of the coming year. Paint a picture (with words or with art!) that includes personal, financial, business, relationships, family, spiritual stuff. Imagine the awesomest version of this coming year + tell it as if it already happened. (Imagine you're telling a very interested friend at the end of the year.)

What do you want to DO or ACCOMPLISH this year?
(List everything, big and little)

Look over your big list and find the big 3 or 4 things that are most important - the things that matter most or symbolize other, smaller goals.

Put one at the top of each of the following pages, and then write about it. Include lists of what can get you there (people, to-dos, events) and any ideas you have.
(We'll work these out in detail during map-making.)

BEAUTIFUL THING #1 -----

Why do you want to do this?

(What will it bring into your life? What makes you enthusiastic about it? How is in line with your North Star?)

What resources and support do you already have for this?

(Count everything! Things you already know, people you can talk to, customers who want this...)

How do you think you'll feel when you accomplish this? Be specific!

Off the top of your head, what will this involve?

(We'll work these details out during map-making).

AMAZING THING #2_____

Why do you want to do this?

(What will it bring into your life? What makes you enthusiastic about it? How is in line with your North Star?)

What resources and support do you already have for this?

(Count everything! Things you already know, people you can talk to, customers who want this...)

How do you think you'll feel when you accomplish this? Be specific!

Off the top of your head, what will this involve?

(We'll work these details out during map-making).

DIVINE THING #3 -----

Why do you want to do this?

(What will it bring into your life? What makes you enthusiastic about it? How is in line with your North Star?)

What resources and support do you already have for this?

(Count everything! Things you already know, people you can talk to, customers who want this...)

How do you think you'll feel when you accomplish this? Be specific!

Off the top of your head, what will this involve?

(We'll work these details out during map-making).

SPECTACULAR THING #4 _____

Why do you want to do this?

(What will it bring into your life? What makes you enthusiastic about it? How is in line with your North Star?)

What resources and support do you already have for this?

(Count everything! Things you already know, people you can talk to, customers who want this...)

How do you think you'll feel when you accomplish this? Be specific!

Off the top of your head, what will this involve?

(We'll work these details out during map-making).

REAL MONEY STUFF

What big expenses do you expect to have this year?

(shows, travel, buying equipment, replacing computers, etc)

What's the estimated cost?

(Give a number!)

What's your yearly Income goal?

How can that work?

(How many of what products would you sell? Where? Mess around with some different math until it feels do-able.)

REMEMBER THE OTHER THINGS YOU DECIDED TO MEASURE ON PAGE 11? THIS IS THE PLACE TO GET SPECIFIC!

List each metric and your goal for it:

TOOLS AND SUPPORT

What supports your business and your life?
(friends, mentors, books, systems)

What would you like to add to your support system?
(a babysitter, an assistant, a book about marketing, a shop-owner friend...)

How you want to use the Starship as a tool in the new year? What do you want to get out of it?

How much time do you want to spend on your business each week?
(Time you spend building it and improving it, not time you spend working in it.)

How do you spend your time now?

Draw a pie chart or make a list.

How would you like to spend it?

BIZ-GOAL SPECIFICS

What are the shows you want to apply to this year?

(Write in their application date beside it ... Go on! Look it up!)

What are the shops you want to approach this year?

Who is the "gate-keeper" you need to connect with?

(This might be an artist's rep, a magazine editor, a book agent.)

BREAKING IT DOWN

Now's the time to take your big goals, tiny missions and everything in between and put it on a month. It's ok if you don't have every single to-do from every goal (we'll make you get that specific in the quarterly map-making, when you're ready to focus on it), but think about it in terms of big projects or current commitments.

On the next page, list your answers to the following questions under the appropriate month.

What projects are already planned (travel, shows, family stuff)? What projects will be in what months?

What do you want to focus on in what months?

Take your yearly income goal, and break it down by month
(Remember: if your biz grows, you might be making more later than in the closer months. Also: some businesses are seasonal.)

Add in craft shows, and their prep in previous months.

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

DARLING! YOU DID IT! YOU SET IN MOTION A MOST-FABULOUS YEAR!

The next step is to plug things in to a real-life calendar. We're going to take your big goals and break them into do-able to-dos and plug them into a calendar with even more specificity in the quarterly Map-Making Sessions (January, April, July, October). And then every month, you can revisit your maps, your plans, your income, and your growth with a series of monthly worksheets (included in the next section).

Throughout the year in the Starship I'll be sending you more stuff to include in the Star Chart: worksheets for figuring out the profit of an item, and of a show; maps for creating customer paths, and of course your regular map-making ... and anything else you ask for!

The BEST way to make all your dreams come true?

1. Break it down into do-able steps.
2. Tell someone who can hold you gently, non-guiltily accountable
3. Reassess and adjust regularly.

You've done #1 in this book (yay!), so the next step is to come to the Starship and TELL US. Share it on the forum ([in this thread](#)) and then keep telling us (and holding yourself accountable) by coming to the weekly chats (*if the time doesn't work for you, set your own time to update a thread in the forum with your progress*). Use the following worksheets to reassess and readjust and this time next year? Your book will be full of what you've done!

If something you use in your planning isn't here, let me know!

BEST WISHES AND GODSPEED,
Tara

THE MONTHLY REASSESSMENT

REVIEWING THE LAST MONTH

Last month was:

What went smoothly?

What surprised you? What did you learn?

What to-do, mile-marker, goal do you need to adjust (or let go of) based on what just happened?

What goal (big or small) did you reach this month?

What was your gross income for this month?

How does that compare to your goal?

Why the difference?

What might you try differently next month?

NEXT MONTH PLOTTING

Next month is:

What expenses are coming up this month?

How much I need to make:

How much I want to make:

How might that work:

What projects need your attention this month?

What are you enthusiastic about this month?

How do you want to feel as you move towards your goals this month?

What to-dos and mile markers from your map fit in this month?

How will you move closer to your map's destination?