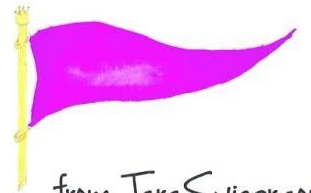
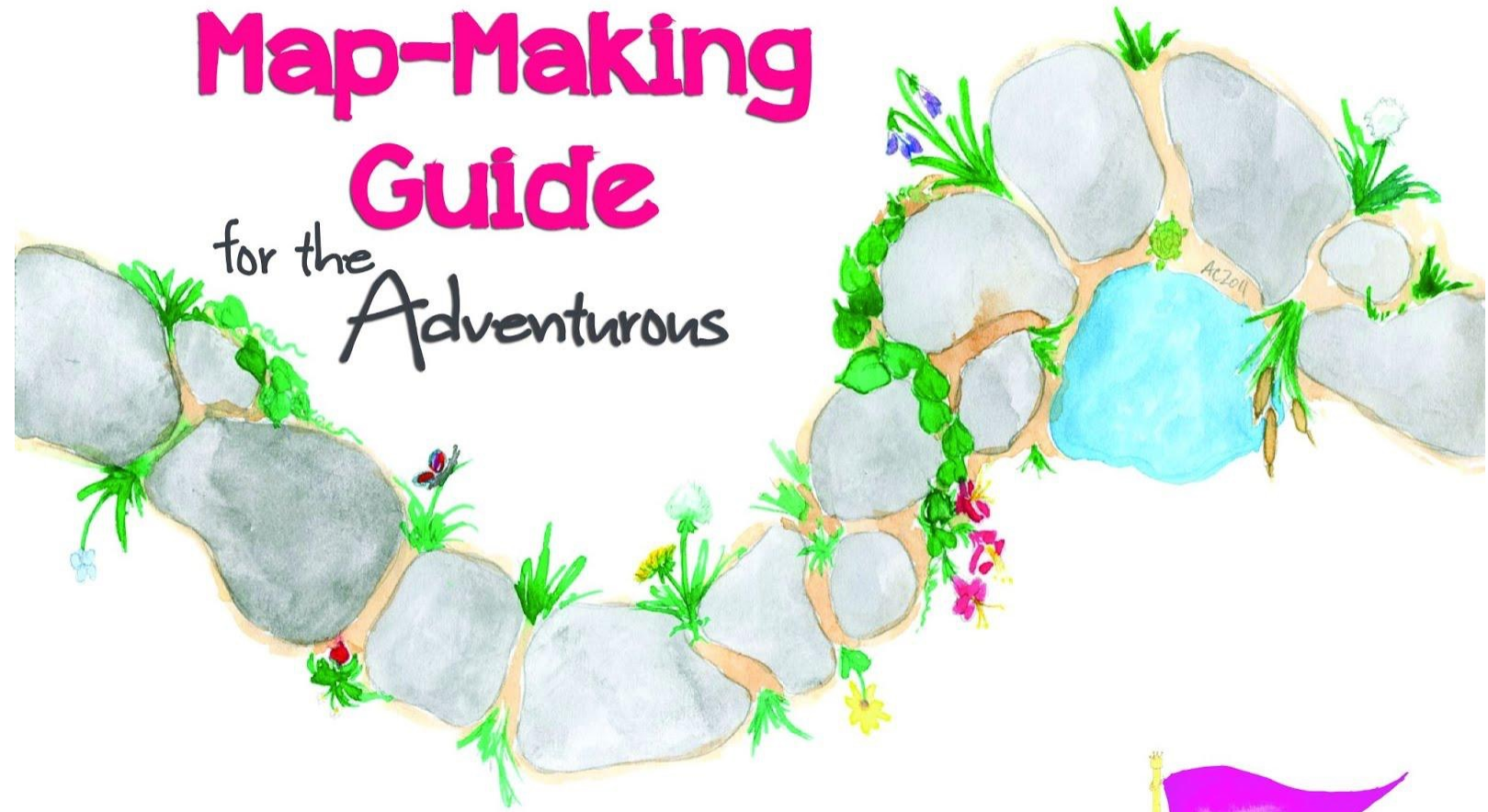


# Map-Making Guide for the Adventurous



from [TaraSwiger.com](http://TaraSwiger.com)

## WELCOME TO THE MAP-MAKING GUIDE, YOU ADVENTUROUS GAL!

I'm super happy that you've decided to make a map to walk you through the next steps of your goal.

I've used a version of this Guide (before I ever officially realized I had a "guide" on my hands) to do stuff like quit my day job, get ready for a craft show, pitch and write magazine articles, dream of, plan, and finish my book, and yeah, even finish this Map-Making Guide and brunch it to the world.

### IT'S A POWERFUL TOOL, BUT IT'S NOT MAGICAL.

You bring the magic and the smarts + a willingness to have FUN with it and the Guide makes it all a little easier.

To see examples of other maps, check out [TaraSwiger.com](http://TaraSwiger.com) (you can search for "Map-Making Guide" to see them).

I'd love to feature YOU and what you're working towards, so share your pictures on Instagram (tag me @taraswiger), or share it on your blog (just send me the link so I don't miss it, okay?)

If you do share your process publicly, I'll write all about you on my site (with your permission of course), so share it!

### EXTRAS

What you've got in your hands (or on your screen!) is the entire guide, from start to finish. However, I know that it's really easy to glance through a guide like this and not do the worksheets or APPLY it.

**And honey, it's not going to help you unless you really dig in and do it, ya know?**

To help the guide avoid that sit-there-on-your-harddrive quality, I've created a series of emails to walk you through the process. They include what's in the book, split up step-by-step PLUS the lessons I've learned from over 4 years of leading explorers through this guide.

The E-course will begin today!

One last idea: You might want to print off the cover, put on the front of a binder, and then print out the whole book and worksheets and put them inside. You can keep it all together and add to it as you go!

## OKAY, LET'S GET STARTED!

## STEP 1: SET A GOAL FOR THE NEXT PERIOD OF TIME AND GET CLEAR ABOUT WHERE YOU ARE RIGHT NOW.

It's important to pick a time frame and a endpoint for your map (a goal) at the same time, so the two match up.

**What we're looking for here is something that will be a challenge, but do-able in 1 or 3 or 6 months.** Big and glorious, but not something that would require 5 years.

That said, we tend to overestimate what we can do in a day, but underestimate what we can do in a month (or a year)...so go ahead and stretch.

If you had a goal in mind when you bought the Map-Making Guide, that's perfectly wonderful! You can use that, just be sure to pick an appropriate time period to match it.

**Now, before you really settle in on this goal, let's make sure it's a good fit for a map.**

How will you measure it? What metrics will you use?

How will you know you've reached this goal? (We're looking for something more tangible than feelings right here.)

If your goal wasn't measurable, how can we make it measurable?

How can you shift it or change it so that it becomes more tangible, more physical?

**Now that you have a good, measurable goal, let's ground yourself in where you are right now.**

Look at some of those metrics that you're going to use for your goal-reaching. What do they look like right now?

This is the time to get *honest*, but *not* mean.

Where you are is exactly where you should be. You aren't behind. You aren't slow.

As long as you beat yourself up for not being there already, you won't have the energy to focus on getting there.

**Trust me, it's not too late**

## WHERE YOU WANT TO BE + WHERE YOU ARE

### WHERE DO YOU WANT TO GO?

1. What's your time frame?  
What's your goal? Write it in the form of a sentence. In \_\_\_\_\_ months I will  
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2. What metrics will you use to measure your goal?  
Money earned? Items created? Items sold? Task completed?
  
3. How will you know you've reached your goal? Use specifics (like: number + metric).

### WHERE YOU ARE:

1. Using the above metrics (whichever ones you chose), where are you now?  
Get specific! Do some math, check some facts, and take the time to do it now.
  
2. Notice any feelings or thoughts that come up as you research and write down your current status.  
Don't censor yourself + write down what you noticed (if you need more space, write in your journal or insert a blank sheet of paper).

## **THE FIRST STEP TO GETTING THERE: GET EMOTIONALLY SPECIFIC**

We're going to address something a little deeper than just setting goals and making To-Do lists, because you know how to do that already.

I'm going to ask you to think (and write) about your feelings + to really pay attention to how you react to the steps of the entire guide.

(Side-note: I use to think this wasn't my thing, and I would skip it when I came to it. . . but eventually I realized it was all that ignoring-how-I-feel-about-it-ness that was getting in my way. I'm a child of two Marines, so I know how to power through. But I assure you: this paying-attention thing is much easier on you, your focus and your creative energy.)

**CLOSE YOUR EYES. TAKE THREE DEEP BREATHS.**

**NOW PICTURE YOURSELF AT THE END OF YOUR MAP. YOUR GOAL HAS BEEN REACHED.**

What does that feel like? Pay attention to both your emotions + how it feels in your body.

Do you feel tenseness? Tired?

Write down, as specifically as you can, how you feel (not how you think you should feel) when you imagine this success.

(I promise, we're going to cover tangible actions in the next steps, but I want you to do this first, so you can make sure you're actually looking forward to the change that will come with success. I've found I often feel different than I thought I would at the beginning of a project, or that some un-looked-at feelings crop up and derail me mid-way).

## STEP 2: LOOK FOR MILE MARKERS

Now that you know where you are and where you want to go, it's time to look at the path ahead of you.

**Let's focus on the things that will happen on your way to your goal.**

These are not To-Do items (the stuff you have to do to get there), these are the events and mini-goals you'll reach on your path. I call these mile markers, because they help you measure your progress. They are mini-successes!

Looking for these ahead of time can help keep you encouraged as you move forward.

Better than that, they'll keep you on the right path and will keep you from straying or getting distracted.

**Best yet, they are super-simple to make.**

Using the following worksheet (or just a blank sheet of paper), list ten mile markers that will show up on your path.

**Yes, ten!**

*Why?*

Because it's too easy to get overwhelmed by the Big Goal, the Destination, and not notice all the other little measurable changes that will happen first. And often, you can't control everything that happens in your path. A mile-marker is a thing that happens because of what you've done, and often takes a lot more work or doing than you anticipated!

Make sure all ten items can be *measured*. The metrics might be different than your Big Goal, but they should definitely be measurable!

### WHAT WILL HAPPEN BEFORE YOU REACH YOUR GOAL, THAT WILL LET YOU KNOW YOU'RE ON YOUR WAY THERE?

*(Example: If your destination is to do your first craft show, then getting accepted is a mile-marker. Finding the application, taking good pictures, and actually applying are all to-dos. The mile-marker is sometimes out of your control, but the to-dos are always within your control. Something you can do in a few hours.)*

# MILE MARKERS (LIST 10!)

## STEP 3: GET TO THE MILE MARKERS

Now, we're really digging in, friend.

We're going to make a *ginormous* list of all the things you'll actually do on your path to your Big Goal.

But before you get started, ignore the Big Goal (for now!) and focus on how you can get to the **mile markers**.

Focus on the mile markers and you'll get to the Big Goal. I promise!

We're going to start by having you list 50 real, physical To-Dos.

**RIGHT NOW, BEFORE YOU READ FURTHER, GO TO THE NEXT PAGE (OR A BLANK SHEET OF PAPER) AND START WRITING DOWN TO-DOS. DON'T COME BACK UNTIL YOU'RE RUNNING OUT OF STEAM.**

If you're slowing down and can't think of more items, get very very specific.

Look at a mile marker and list five things that will get you there (every mile marker doesn't have to have five To-Dos, but this will help you generate more ideas).

### DONE WITH YOUR LIST?

**Hold on! Take a breath! Don't get overwhelmed!**

You're listing all the specific steps, but this just means you will also get the pleasure of marking off all those things!

As you move through your mile markers, you'll realize that some things on your list either *don't need doing* or they don't make the kind of impact you had hoped.

Really, you won't have to do everything on this list.

**BUT YES, YOU DO NEED TO WRITE DOWN 50 THINGS.**



# 50 AMAZING TO-DOS

## STEP 3.5: REARRANGE THAT LIST

Your list of 50 is *really* fabulous. You could probably start working on it today, right?

But the thing is, most actions (especially in an business!) provide the most impact when you line them up like dominoes.

**This is a path we're making a map for, right?**

Some steps need to come before the others.

If you approach it willy-nilly, you're gonna get stuck. And probably discouraged. And you won't be able to use the pretty maps to make sense of it all. . . so don't skip this step!

### TAKE YOUR MILE MARKERS AND REARRANGE THEM IN COMMONSENSE ORDER.

What is closest to you right now? What is closest to your goal?

### NOW, LIST YOUR TO-DOS (YOUR LIST OF 50) UNDER THE MILE MARKERS THEY MATCH UP WITH.

What needs to come first? Second? What's one of the last things that will happen before you get to that mile marker?

Some To-Dos might be more general, so go on and put them in their own general group.

You can use the following page to help you rearrange, or get out a blank sheet of paper.

### TAKE AS MUCH SPACE AS YOU NEED AND DON'T WORRY ABOUT MAKING IT MESSY!

# REARRANGE!

## STEP 4: MAKE THAT MAP

Now for the fun!

We're going to take *everything* you've done so far and make it all more visual and visible and *fun*.

### PICK A TEMPLATE.

At the back of this Guide, you've got a totally blank path, a Fairyland map and a CraftyLand map. Pick whichever you like and print it off.

### FILL IT IN.

Pick an end point and write your Big Goal (your destination) on it!

Take your rearranged mile markers and write them onto the map.

(Prettify tip: to get them evenly spaced, put in the first, then the last, then the middle, then fill in the ones that come between)

Pay attention to which mile marker will come first and which ones will be closer to your end goal.

### IF YOU WRITE BIG, YOU MIGHT WANT TO TAKE THE MAPS AND JOIN THEM TOGETHER TO MAKE ONE LONGER OR BIGGER MAP.

If you have the space, you can write your individual To-Dos on your map, in the space between where you are and the next mile marker.

Don't write in all your To-Dos, just the ones you need to do for the next section.

### MAKE IT EVEN PRETTIER!

Cut out any of the extras, color them in and put them in the empty spaces!

Maybe you want the castle at your endpoint or a dragon guarding a moat.

Maybe you'll have to build a bridge over a paint spill.

Or perhaps you'll take a detour when something unexpected comes up. (*We've got stone paths and rainbow bridges for that!*)

## EXTRA TIPS FOR USING YOUR MAP

This map-making can be whatever you find *most* useful.

For some people, the simple exercise is enough to propel them forward. All they really use is the list of mile markers and To-Dos.

For others, they'll hang the map up and check in from time to time. Yet others will make the map-checking and list-marking a daily or weekly part of their business.

### EXPERIMENT AND FIND WHAT WORKS BEST FOR YOU!

**Use it weekly:** at the end (or beginning) of your week, revisit your list and note what you need to do next to reach your next mile marker. Look at your map and write in the next steps (and mark off the ones you've done).

**Make it a game!** Use any of the "extras" as a game piece and move them down the path as you progress towards your goal. When you come up against detours or struggles, make them cute by adding in a funny boulder or cranky tree right on your map!

## THAT'S IT!

By this point you should have a map that will guide you to the next stage of your awesomeness.

## TAKE A MINUTE:

Look at what you've done! You've taken what was a vague-ish thought and it turned it into actionable steps.

Of course, you still need to DO those To-Dos, but now you can see where they are taking you.

I am SO proud of you for working through the process.

I know it can be hard, frustrating and a little scary to put your dreams out there and then walk towards them.

**Just remember: you are not alone in this!**

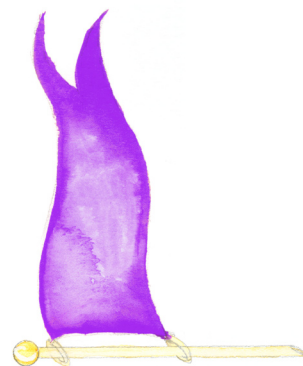
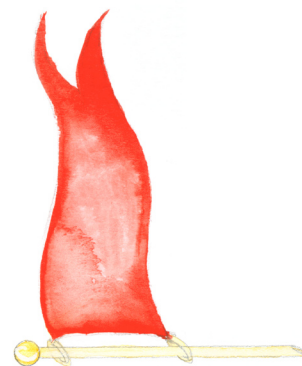
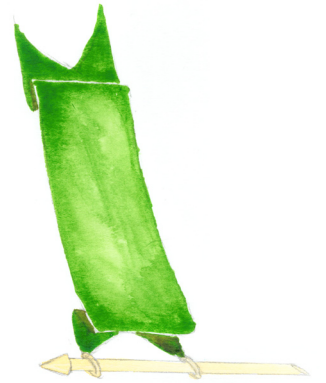
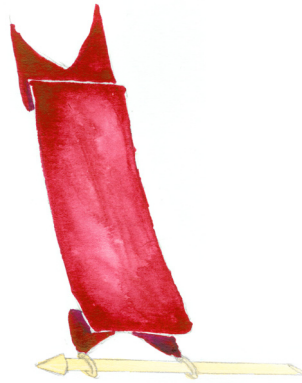
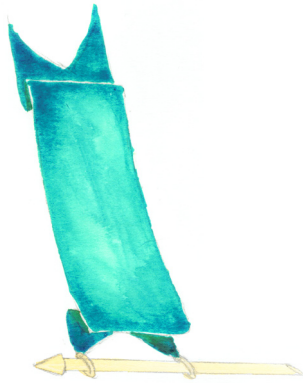
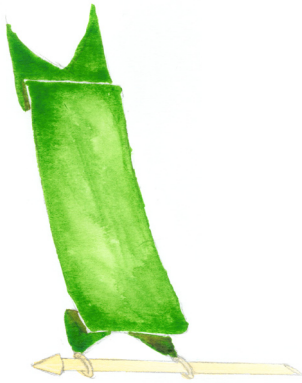
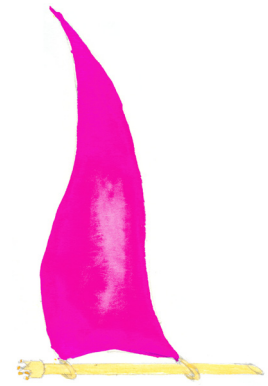
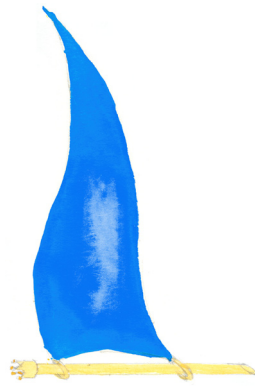
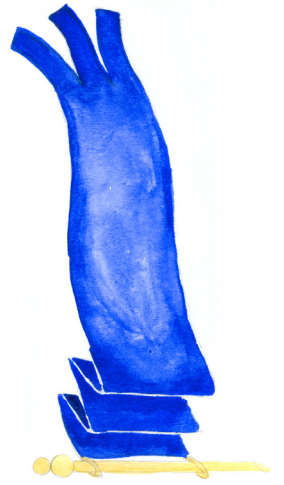
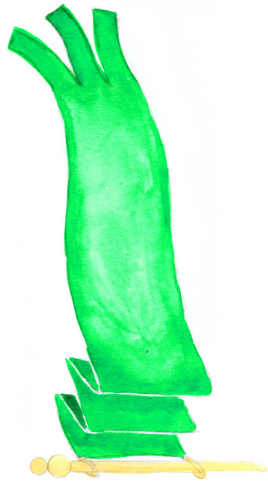
I would LOVE to see your map and hear about your experiences. Share your maps on Twitter or Instagram, using the hashtag #mapmaking.

If you're willing, I'd love to feature you and your map on the [blog](#).

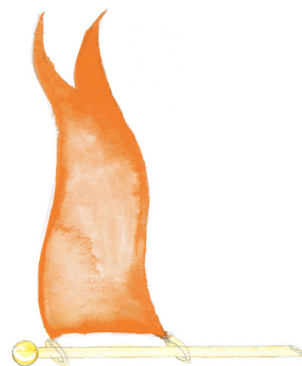
If you enjoyed this map-making process but you feel like you need more accountability, support and some help with the specifics of exploring your business (like finding your Right People), check out the [Starship](#). It's a metaphorical ship full of very real classes, help and the smartest craftybiz owners ready to help you.

Talk to you soon,

**Tara**



ΣΙΝ









Craftyland