

# 5 GOAL-SETTING ACTIVITIES FOR CREATIVE ENTREPRENEURS



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Goal-setting is something that many creative entrepreneurs talk about but never achieve. That is, they set goals and promptly go off on tangents, which has the result of keeping them stuck. It's like being on an exercise bike: You pedal furiously, but always stay in the same spot.

Others have trouble identifying goals in the first place and never even seem to start moving towards their ultimate purpose.

Whether you're having trouble identifying your goal or reaching it, you're most likely here because you feel stalled or stuck. I'm going to introduce you to five goal-setting activities with the potential to help you move forward again with confidence – without even focusing on goal-setting itself!

About you: Introduce yourself and be sure to include the reasons why you are the perfect person to learn this information from. What have you done that makes you the go-to expert about this topic? Tell the story of an early mistake you made related to goal-setting and what you would do today if you could do it all over again.

One of the reasons people run into trouble with goal-setting and staying the course: Goals are highly-personal. You should never feel you have to fit your goals into another person's definition of success – especially within your own niche. Copy someone else, and you lose your USP. You diffuse what's special about you – no wonder moving forward becomes less joyous.

Sometimes, we feel such peer pressure that we're even afraid to admit what our real goal is, for fear of disapproval.

What's really sad is when we're afraid to admit our real goals to ourselves.

Plus, all too often, goal setting feels like work. For creative entrepreneurs, deadlines and to-do lists equals drudgery, and makes setting – and achieving – goals something to be avoided. Yet, moving forward on a consistent basis is absolutely necessary if we want to reach our loftiest goals.

An Olympic athlete may be doing what he loves when he is training for a grueling triathlon, but keep in mind that he does not like the feeling of almost drowning as his coach sends him back in the pool for twenty more laps. An Olympic tri-athlete talks about “pain caves” and is no stranger to hyperthermia, hair-raising crashes with other cyclists, muscle cramps, the feeling that his lungs have just been seared raw, and the genuine possibility of death.

The serious tri-athlete drinks two glasses of water to one glass of wine at parties (if he drinks at all) and drinks several glasses more water or nibbles celery sticks before sitting down for the family holiday feast. It's just a fact he expects to beg, borrow or pay for temporary training space in a nearby facility no matter where he is, or how "off-duty" – even when he's on vacation. (One triathlete described training as "thirty per cent boredom, sixty-five percent absolute misery and five percent euphoria".)

Not one triathlete ever reached his or her goal by creative techniques alone. No one ever sat there and meditated a win... however, an ever-growing number of Olympic hopefuls do use creative visualization, meditation, and other mindset techniques ... along with all the hard mechanics of training. And that's worth paying attention to.

So, which type of creative entrepreneur are you? Are you all discipline, pushing your way doggedly toward the goal and hating every minute with the dedication of an Olympic triathlete... or do you endlessly read books and take courses about the Law of Attraction while listening to ambient music but never get around to working on your goal?

So, set specific, small milestones on your way to your next big goal but balance your business habits and routines with creative goal-setting techniques that move you forward. Balance the doing with the thinking, the action with the faith.

And reaching your goals has become a soul-crushing chore, change things up a bit. Time to ease up on the tunnel vision if you're goal-focused – that can actually tire you and get in the way. If you're too all over the place creatively, and never make progress, this Livestream is for you too. So, let me introduce you to 5 creative tools which can make reaching your goal inspiring again.

## **ACTIVITY ONE: VISION BOARDS**

With a vision board, you can do, be, and achieve anything. Be as creative as you like, with colorful photos of exotic vacations, fancy cars, dream houses and more. Rework your vision board as often as you want and keep it on display as a constant reminder of the life and biz you're working toward.

The same goes for creating vision boards. No one technique is better: Just whatever method is most comfortable and inspiring for you.

The same also goes for content. Your vision board can contain photos of real objects, events, places, or even people; or abstract graphics with colors that inspire you. Add quotes, affirmations, kids' drawings, napkins from an amazing restaurant you want to go back to (taken from your trip there two years earlier). Even bits of bling, if that's meaningful to you.

Depending on whether you like to work digitally or not, you can create the type of board that works for your own favorite way of collecting memories and dreams.

Let's take a look at four different approaches to vision board creation...

### 1. A Physical Board



This low-tech option involves hanging or installing a corkboard in your home office, where you can see it at all times.

Print out photographs and images, or cut them out from magazines. Add them to your vision board whenever you come across a new image that inspires.

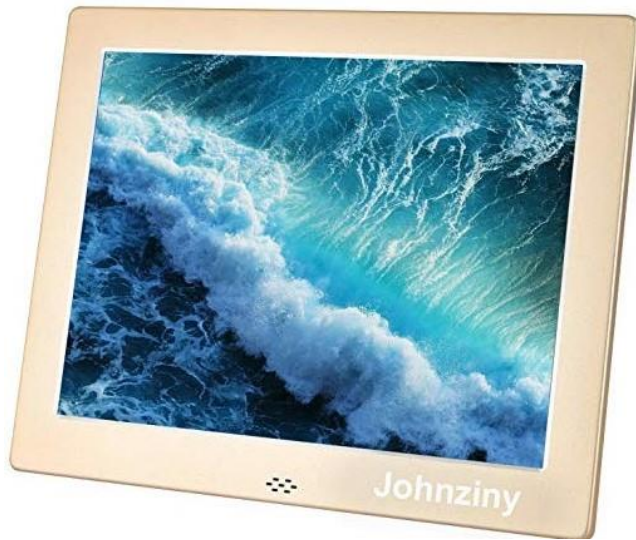
## 2. 3D Shadow Box



If you think sculpturally, so that mementoes and tokens you can hold in your hand mean a great deal more than flat images, use an inexpensive Shadow Box. This is an attractive and practical way to display objects such as pieces of beach glass you picked up at Big Sur, a dried flower with sentimental significance, a photo of your someday dream house – even one of the candies you got at that dream restaurant on that memorable vacation.

3D tangible objects are powerful when used in Vision boards. Unlike photographs, they are not representations: They are real. They engage not just your eyes, but your senses. You can pick up that piece of sea glass and know that you once picked it up from the coastline at Big Sur. You can smell the salt air again and feel the warmth of the sun and the freshness of the wind that day. Memories like these make it easier to visualize a future where you return for good, for example.

### 3. A Digital Photo Frame



You can combine technology and the physical by using a digital photo frame. Store your inspirational photos in the frame, and have a rotating display, 24/7, of the things you plan to achieve, create, and add to your life.

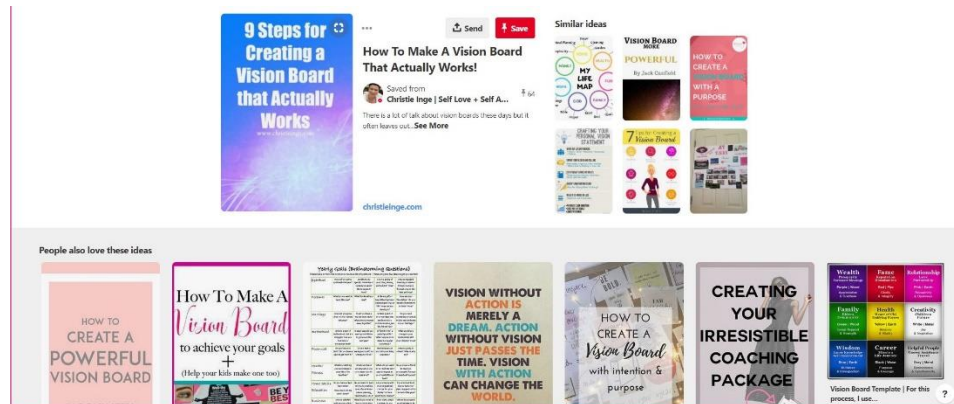
The advantage of rotating images rather than static images: There's an immediacy that prevents you from zoning out entirely and getting so used to the display, you no longer see it – which can sometimes become a drawback if you use static vision boards.

You can glance up and find yourself looking at that dream house on the coast and, ten minutes later, glance up and see the avant-garde office furniture you'd like to put in your expanded home office, read your favorite mantra displayed on the screen or find yourself at the foot of a forest hike, surrounded by alpine wildflowers.

#### 4. A Pinterest Board

There's a reason Pinterest boards are so popular as vision boards. You can add to them so easily right from within Pinterest – in fact, Pinterest will suggest boards and images to you. They've recently added a whole lot of features to make using the platform even more accessible and more relevant, so take advantage of it and upgrade to a business account, if you haven't done so already.

And Pinterest itself offers several resources to help you create vision boards such as this one:



You'll also see Pinterest vision boards are all over the map when it comes to approaches, moods, and learning styles.

You'll see:

- Business-focused boards
- Spiritually-inspired boards
- Nature-inspired boards
- Music-themed boards
- Family-focus boards
- Lifestyle Boards
- Design boards
- 'How to create a vision board' boards

And many more.

You can also decide whether you need your board to be Secret, seen only by you... or if it makes you feel more accountable if you share it with the world.

When you create a board on Pinterest, it's public by default, so if you want it to be secret, be sure to go into your Pinterest settings and select that option.

The type of vision board you can create is limited only by your imagination so, if vision boards haven't worked for you before, I hope that the options we've looked at just now are sparking some ideas and inspiration for you.

Sometimes, it isn't even the board itself that doesn't work for you: It's where you place it. So, if you find you never have time to look at it in your office, move it to the breakfast nook, or your bedroom – or even your bathroom if you would find it most relaxing and inspiring looking at your vision board from the blissful peace of a scented bubble bath.

So, give this inspirational goal-setting aid another chance. Put real thought into not only what goes onto your vision board, but which type of board would be your most engaging choice.

## **ACTIVITY TWO: JOURNALING**

Some of the most successful entrepreneurs make regular use of journaling as a goal-setting activity.

Again, you could try different formats of journaling: Digital in MS Word, using an app and so forth, but no matter what type of journal you create, it works best when you do it regularly, and in longhand format.

Countless experts mourn the dying out of cursive writing in the modern age. The physical act of linking your thoughts to making meaningful symbols on a page reinforces the message on both a physical and psychological level. It builds fine motor control, and the fact that your brain has to coordinate important thoughts with action makes it easier to retain what you write about.

Copy-pasting from a screen requires no engagement and no effort: Grab, lift, drop, and you're done.

But if you are a tactile learner, if you're a creative person with a strong intuitive and artistic side, you probably know this already. You're the one who delights in the feel of a well-designed pen, loves the smell of ink, and the texture of good paper.

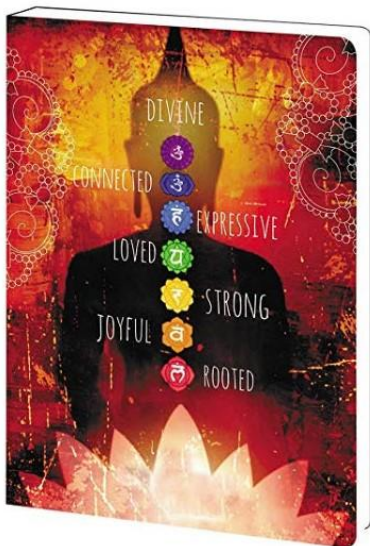
Add a physical notebook that speaks to the nature of your dream, and you're ready to journal!



If your goals are business and success-focused, the best option for you might be a luxurious leather-bound journal.



If you're all about spirituality and finding your heart's core message, and visuals inspire you more than anything else, a beautiful journal enhanced by graphics, colors, and images will probably be your choice.



And if you're a busy entrepreneur on the go with only moments snatched here and there to think and dream and plan, even a small notebook tucked in the pocket of your purse can prove the most valuable journal type of all.

If you're strictly digital, use apps to help you journal.

But do try longhand journaling. Engage your senses and see how fulfilling it can be.

## ACTIVITY THREE: MEDITATION

If you're convinced that meditation isn't for you, that in itself can be a strong sign that you need to slow down and smell the roses. It's easier to dream when your mind isn't filled with clutter, and the best way to clear away the daily detritus is through meditation. Don't try to force yourself to actually visualize your goals during your meditation sessions. Instead, use the time to clear your thoughts so you can make room for those big dreams.

Meditation goes way beyond pleasant self-indulgence: Medical studies have actually proved it has profound, life-changing benefits in both physical and psychological health – and that's not even touching the increases in brain clarity, sharpness, and alertness.

Some of the health benefits include:

- Better sleep
- Decreasing depression and anxiety
- Reducing pain
- Boosting your immune system
- Reducing inflammation at a cellular level

And there's more. Not only more health benefits, but there are studies proving that meditation can also create emotional and psychological effects, such as increasing productivity, improves memory, helps you think outside the box – even increases positive emotion.

You don't have to espouse any specific religion to meditate – in fact, you don't need to be religious at all, though many people say it's a significant enhancement to their faith.

It's just a way of stilling your body and mind.

Meditation also has one other important benefit. It helps human beings to breathe better.

So if you do nothing else – if you don't want to haul off to yoga-and-meditation classes with your matt, wearing the latest athletic wear from Kate Hudson's [Fabletics](#), then get into the habit of stopping for a few minutes, at least three or five times a day, and breathing correctly for a few counts.

## ACTIVITY FOUR: MIND-MAPPING

There's much to be said for a few hours spent "brain dumping," and a mind map is a perfect tool for that. The idea is simple--just dump whatever is on your mind onto the paper, then organize it into related concepts and projects.

The beauty of mind-mapping is that it is not limited to one specific learning style. You can find mind-mapping tools for:

- Left-brain thinkers
- Right-brain thinkers
- Text learners
- Visual learners
- Mono taskers
- Multi-taskers

Let's take a look at just a few different types of mind-mapping tools:

1. [iMindMap](https://imindmap.com/)

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iMindMap would be perfect for teams accessing a board since it allows for several different types of learning style. You can add images, videos and audio files, as well as straight mind map diagrams.

You can change the style of the mind maps to suit a more textual, business display or a simple, bright visual display.

Plus, it's endorsed personally by the man who invented mind-mapping, Tony Buzan.

## 2. [Spider Scribe](https://spiderscribe.net/)

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SpiderScribe has a drawing mode, is highly shareable if you want to share, plus it allows you to add geographical locations, maps, and events.

It's one of the most customizable maps out there.

## 3. [SimpleMind](https://play.google.com/store/apps/details?id=com.modelmakertools.simplemindfree&hl=en_CA)

[https://play.google.com/store/apps/details?id=com.modelmakertools.simplemindfree&hl=en\\_CA](https://play.google.com/store/apps/details?id=com.modelmakertools.simplemindfree&hl=en_CA)

This is the ideal Google mobile app for textual thinkers. If you like connecting ideas verbally with a minimum of visual information, you can't beat it for easiness of use.

## 4. [Popplet](#)

At the opposite end of the scale, Popplet is the most highly visual mind-mapping app – but it is equally simple to use. If you're someone who is affected positively by colors or likes color-coding, this is most likely the mind-mapping software for you – plus it's available as an app from the App Store.

## 5. [MindNode](#)

MindNode is the perfect app for those who need help with their brainstorming. It's specifically for Mac or iOS. It also offers SmartLayout, meaning it automatically arranges all your elements on the screen if you add or subtract more map points. Drag and drop captures from other apps into your map, add images, links, and more.

There are loads more mind-mapping tools nowadays – XMind, Coggle, Text2MindMap, FreeMind – the list goes on.

Find the mind-mapping tool and method that works best for you and put to use in your goal-setting activities and planning.

## ACTIVITY FIVE: ATTEND A GOAL-SETTING WORKSHOP

Sometimes what we really need is community. When we're surrounded by like-minded entrepreneurs who all have similar ambitions, it can really open our eyes to what's possible.

Working on goal-setting with others brings ideas out into the light. Sometimes all you need to do is speak something to another peer to realize it's going to work or not going to work, spark ideas how it should work, and more.

Plus, other sets of eyes and ears are priceless when it comes to giving real-time feedback from people who likely know – or are – your own target audience. They often have ideas to share – things you might never have thought of – plus you'll make valuable peer connections for future collaboration. Many a workshop attendee has ended up with powerful joint venture partners this way. You get to know each other, how each other thinks, and works – and no amount of research on paper is going to give you those invaluable insights.

If you can find a local one, by all means, give it a shot. Actually, being in a room with people – fellow entrepreneurs from your own community – gives you the start of a support network that's hard to beat.

Failing that, join – or even create – a live Goal-Setting Workshop online. If you use a platform such as [Zoom](#), you can create intimate workshops where you can all see each other's screens and communicate in real-time.

And finally, there's one more important reason to consider attending a goal-setting workshop: They're fun!

They're stimulating, encouraging and inspiring – and you go away much richer in experience and inspiration than when you started.

All of the goal setting techniques we've discussed today are equally great, but the biggest takeaway to consider is that no tool will ever work until you put some of that action into it that we talked about at the beginning of the Livestream. On top of your visions and inspiration, you need to commit and invest time – no matter how small a unit. And it's better to invest a small amount of time faithfully every day than attack your goals in hit-and-miss spurts, with long periods of distraction in between.

Scheduling time for brainstorming, time for mindset work, time for meditation – creative time – is the best way to solve the disconnect between dreaming and achieving. Action and vision have to work hand in hand – and I hope at least one of the tools we've looked at today will help you put it all together.