

Developing S.M.A.R.T. Goals and Finishing them *for Authors!*

Surge ahead of the pack!



Acting Like a Business

- Moving from a **Hobby** to a **Business**
- **Act** like it!
- Plans, Goals, Feedback, Self-Improvement



Learn and Grow

- Successful businesses **learn** and **grow**
 - Jan's quilt shop and Amazon
- **Set** plans
- **Execute** the plans
- **Analyze** the outcome
- **Improve** processes
- **Repeat**



But I'm a writer?

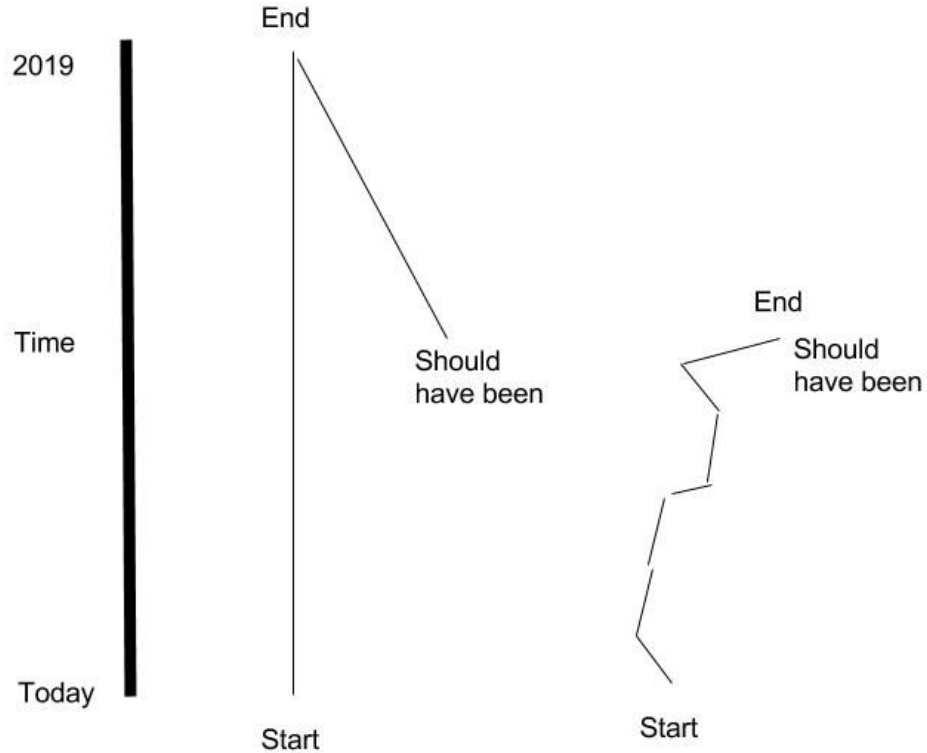


Plans and Process else you're lost

- **Plans and Goals** are useless without a process in place
- With no process a goal is an **empty promise**
- You need **accountability** in a one-person operation
- **Feedback and analysis.**



Monolithic Changes vs. Iterative Changes



Goals S.M.A.R.T.



Specific

- Goals must be **specific**
- Specific means **What**

Example Goal:

“By June I will have a final word document of Sticky Mass ready for beta readers to give feedback.”

What? - “Final word document of Sticky Mass (book)”

Measurable

- Goals must have a **measurable** outcome

Example Goal:

“By June **1st** I will have a final word document of Sticky Mass ready for beta readers to give feedback.”

Measureable - change to “June **1st**”

Achievable

- Is it in your power to accomplish it?
- Do you write with another person?
- Do you have a trip that will impact delivery?

Example Goal:

“By June 1st I will have a final word document of Sticky Mass ready for beta readers to give feedback.”

Achievable? - Yes, I'm the only person writing the book and no major travel

Realistic

- Can you realistically achieve it?

Example Goal:

“By June 1st I will have a final word document of Sticky Mass ready for beta readers to give feedback.”

Realistic? - Don't know?

Realistic Modification

- I can write about 500 words a day and I need a month to edit and read through
- Jan 1st to June 1st is 5 months
- 4 Months to write is ~120 days
- $60,000 \text{ words} / 120 \text{ days} = 500 \text{ words a day}$
- I can do that, but I want a little buffer

Example Goal change:

“By June **31st** I will have a **60k word** final word document of Sticky Mass ready for beta readers to give feedback.”

Timely

- When exactly do you want to accomplish it?

Example Goal:

“By June **31st** I will have a **60k word** final word document of Sticky Mass ready for beta readers to give feedback.”

Timely? - June 31st

This is too involved!

- Start with a simple list of things you hope to accomplish and expand from there!
- You can develop a year's worth of goals **in less than an hour**
- Keep goals to **3-5**
- Think of the year in **halves** or **quarters**

Example:

-I want to write 3 books next year

-I want to add 1000 subscribers to my email list

-I want to hit \$250 in sales next year



I've got my goals now I need a process!

- Your process must be:
 - **Simple** to implement and manage
 - **Repeatable**
 - Ready for “**Life**” to get in the way
 - The solution?

Kanban

What is Kanban?

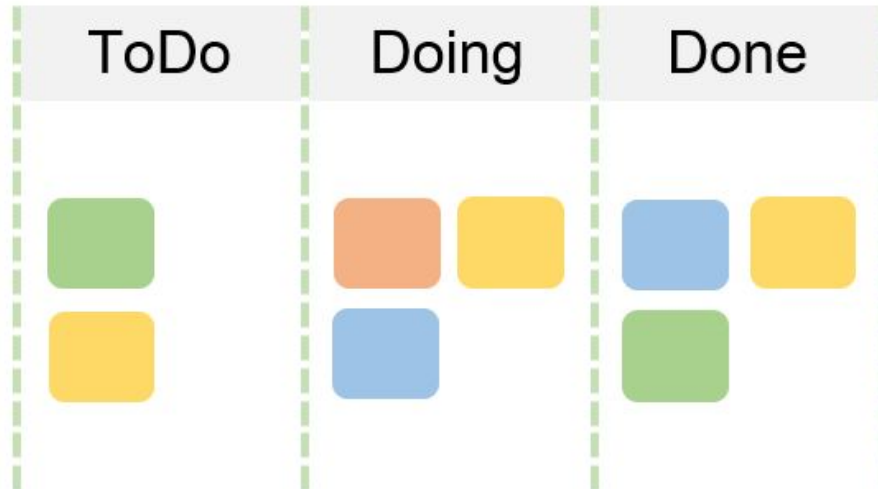
- In Japanese and Chinese it translates to **signboard** or **billboard**
- It was a simplified process to help toyota make **cars** with higher quality
- Has been **adapted** and implemented in engineering, software, and product development industries
- Simplified process that **limits the work** in progress to achieve **maximum quality** and **quick development**

Why will this work for an author?

- It's a **fun** system
- It's **simple** to implement
- It **focuses** you (which is a hard thing for authors)
- Easily tells you when you are **finished**

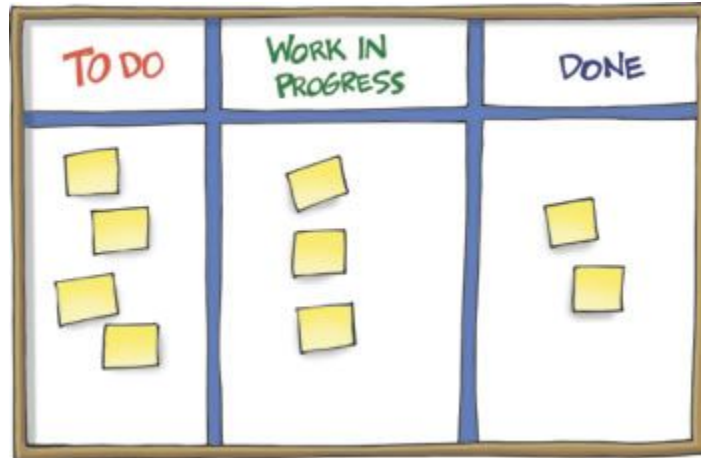
How does it work?

- Get a small whiteboard and some sticky notes
- Three specific 'Swim Lanes'



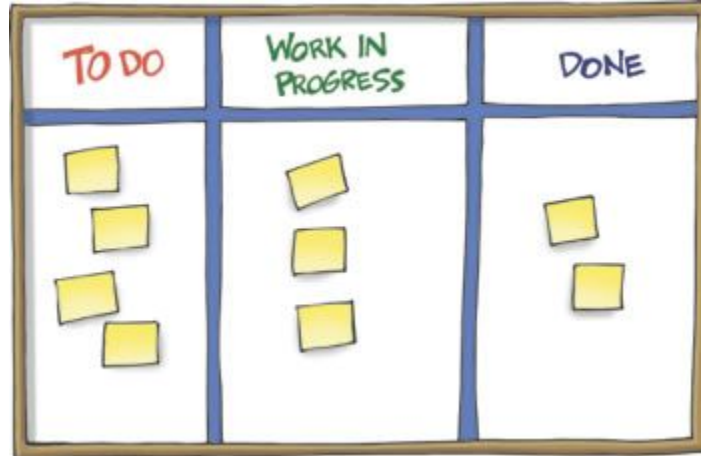
Building your Backlog (To Do)

- Take your first goal and break down the goal into **specific tasks**
- Each task must take **less than 4 hours** to complete
- Write that task onto a sticky note and order them in your to-do column (priority order)
- Do as much pre-work as you can to set up your to-do items



Work in Progress (WIP)

- You have an **effective workload** or WIP. For example, only two tasks allowed at a time.
- **Never exceed** the WIP
- Always keep the WIP under control
- Start with a WIP and assess and grow as you go. (Protip: Start with 2)



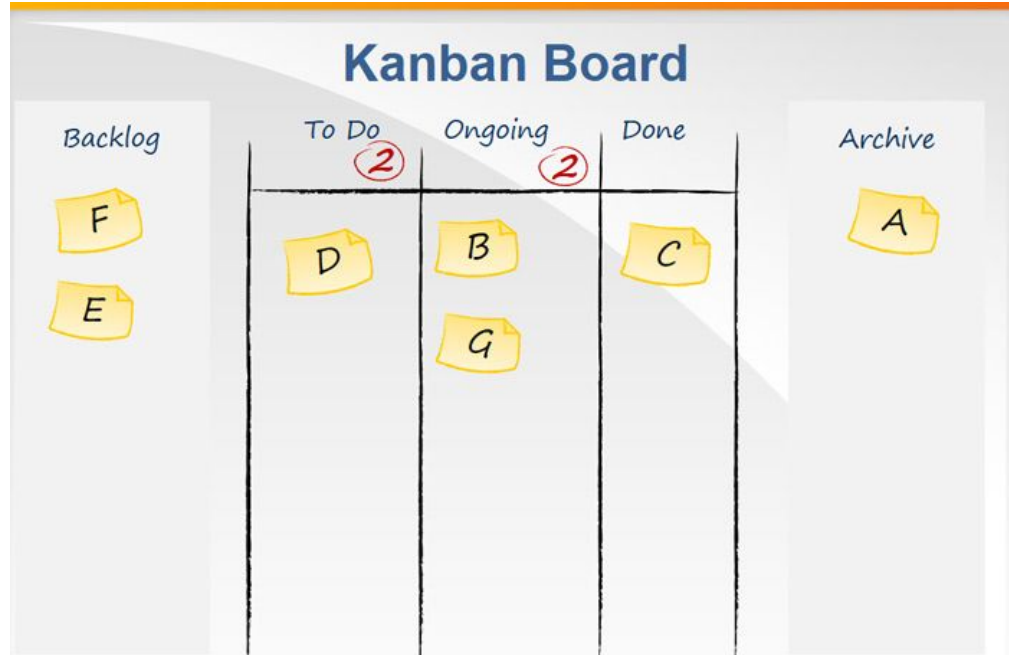
Done means “DONE!”

- Only move a task to Done when it's actually DONE DONE, else it stays in your WIP
- The biggest failure is marking something done when it's not done



What if something comes up?

- I'm a month in and I forgot a task!
- No problem, write it on a sticky note and put it into priority order
- Modify the backlog!

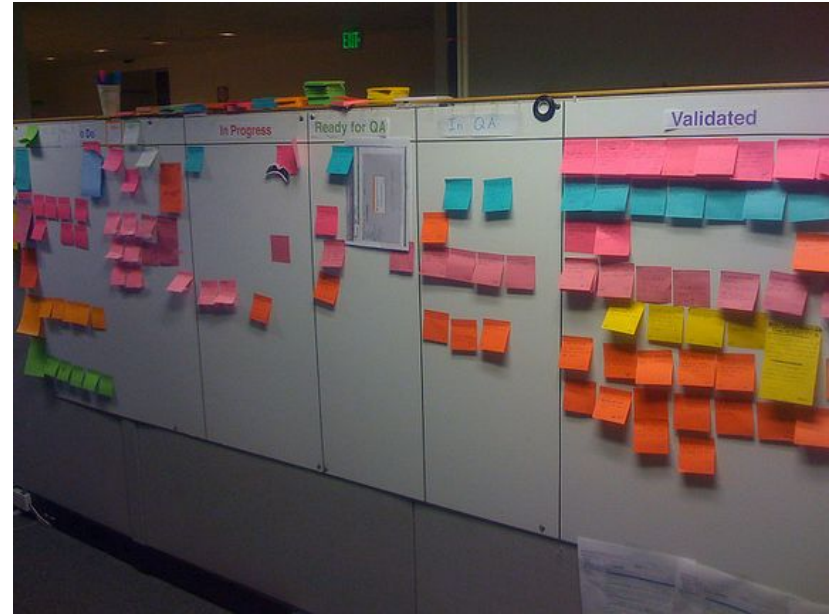
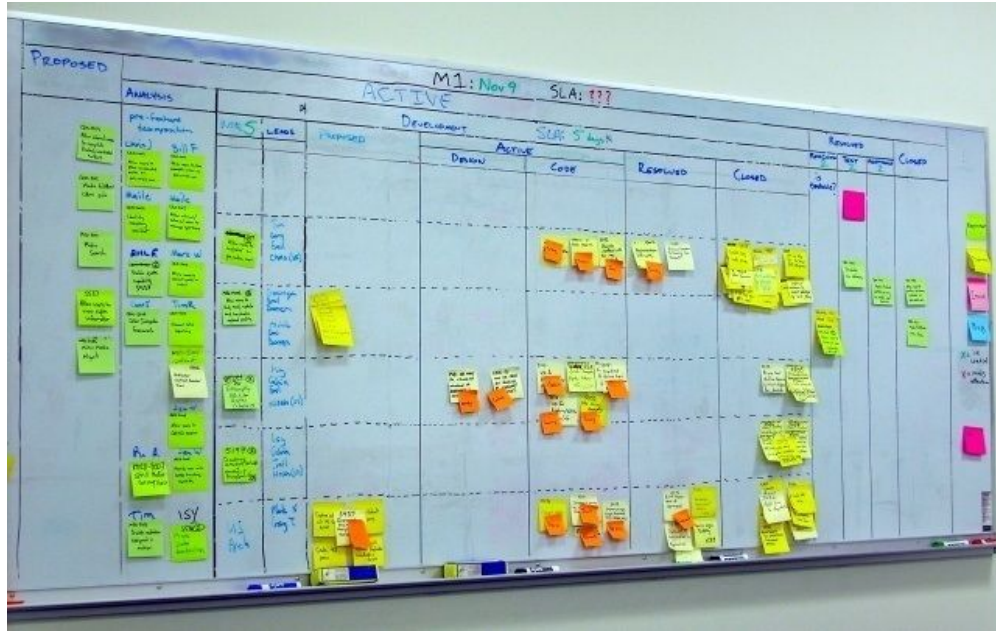


High Priority!

- I'm working on something but something new came up that needs to get done!
- No problem! Move an item or two off the WIP and into the backlog and move the new high priority item into the WIP

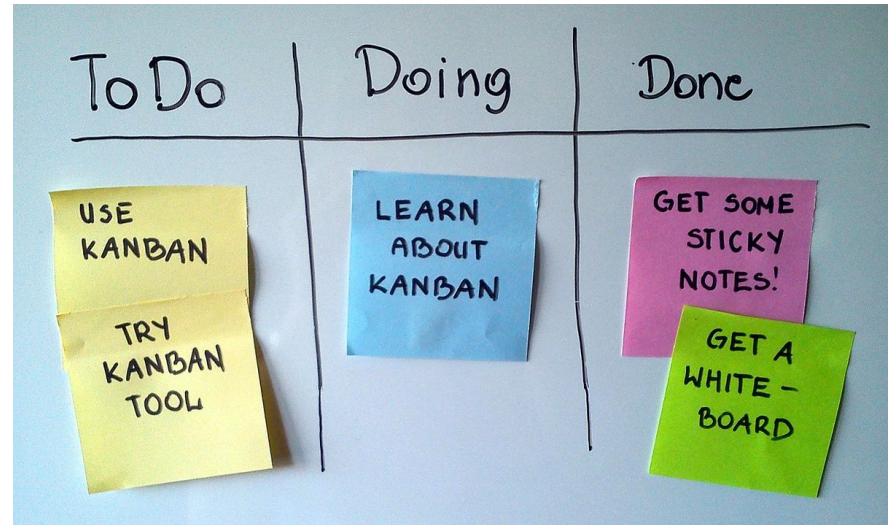


Kanban Boards (Examples)



Why Kanban works...

- Makes you break work into **small and manageable** pieces
- Set **priority order** for that work
- Limits the **work in progress**
- Shows **bottlenecks** in your work and where/when things are **stuck**
- You know when you are **Done**



Iterative Improvement!

- Every two weeks or Monthly we review and archive “Done” tasks
- Was there a problem that we can fix?
- Did we have a task issues (More than 4 hours of work?)
- How many hours did it take?



Protips

- When you finish an item and move it to Done, write a short **note** on the back of the sticky
 - Did it go **well**?
 - What **issues** did you have?
- Write on the back of the “Done” sticky about how many **hours** it took to complete that task
 - During archiving review you can analyze how many hours you spent on your project or goal
- If an item is taking longer than 4 hours try to **break it into two or more tasks**
- If a sticky hasn't moved and it's not being worked on then you need to move it out of the WIP and into the backlog

Example: Re-Release Alone in the Darkness

- SMART Goal: By January 31st an updated version of Alone in the Darkness will be available on Amazon (digital and Print), email opt-in (epub and mobi), and Instafreebie channels (epub, mobi, pdf)
- Tasks:
 - Compile feedback from Liz
 - Compile feedback from Rachel
 - Compile feedback advanced reader (find email with content)
 - Format and update word document
 - Upload to Amazon
 - Push out to my List for free
 - Review Mailchimp email opt-in content
 - Update autoresponder links
 - Update website optin links
 - Upload to Instafreebie (ACR and Regular)
 - Update Createspace with new word document
 - Order new copies (5-10)

Example: Matt's 2018 Goals

- Re-release *Alone in the Darkness*
- Re-released *Necromantia* Box Set (and standalones)
- Release *Dead Red* (w/ full launch plan)
- Release *Necro #4* (w/ full launch plan)
- Launch Paid Traffic initiative with *Necro Series*
- Release *The Centro* (To List for Free)
- Write *Necro #5/6/7*
- Write 2 Standalone novels