



*Dream of  
Travel Writing*

# Getting Crystal Clear on What You'll Accomplish Next Year

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop setting. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

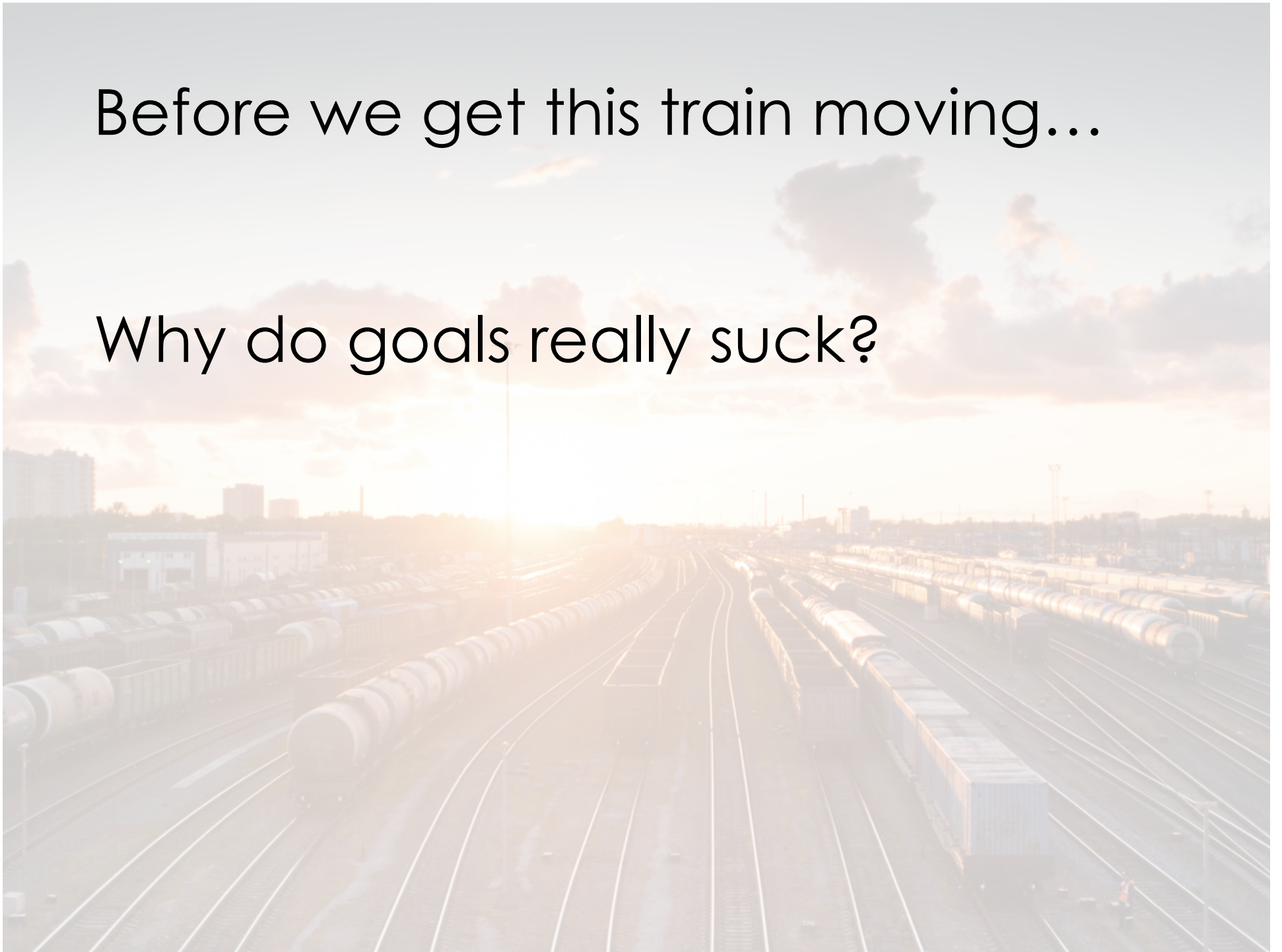
Today, we're going to  
talk about...

1. The problem with goals, even if they're "SMART"
2. How to choose something that can really guide you for an entire year
3. Two exercises that we'll do during the call (be prepared! an unusual addition this week)
4. Translating those words into specific actions



Before we get this train moving...

Why do goals really suck?



An aerial photograph of a dense forest of evergreen trees covered in snow, with a light blue tint. The trees are scattered across the landscape, creating a textured, white and blue scene.

Wait?! Didn't I say that you need sales goals?

Sales goals are regular and give you metrics to strive for and track your actions against.

So what kind of annual goals do people usually make?


# The Trouble With SMART Goals for Freelance Businesses

- We typically have a small number of clients compared with other service-oriented small businesses (eye doctor) or product-oriented small businesses (bakery)
- **Specific**: how do you know what to base this on?
- **Measurable**: will you actually take the time to do the measurements?
- **Achievable**: again, how do you know what's possible? Market saturation research?
- **Relevant**: to what? Your goals? That's circular!
- **Time-based**: okay, but what if something better comes along?!
- These work for those shorter-term targets (we'll get to those later, don't worry!)

A top-down view of a desk with a laptop, coffee, and papers. The image is faded and serves as a background for the text. It shows a person's hands typing on a laptop, a cup of coffee, and various papers and office supplies.

Let's try something better!

What about goals based  
not on end results, but on  
production, right?

A photograph of two hikers standing on a rocky mountain peak, looking out over a vast, hazy landscape. The hiker on the left is wearing a dark backpack and a cap, while the hiker on the right is wearing a light-colored tank top and shorts. The background shows rolling hills and a clear sky.

For freelancers, the  
method is in the  
motivation.



# Three Big Motivations for Freelance Writers

- Freedom
- Bylines
- Free Trips

Are you being true to yours?

If you aren't (especially then) make sure this is reflected in your words.

Wonder why you can't reach your goals time and time again? Or can't even set them?

Psychologists believe that motivation is rooted in a basic impulse to:

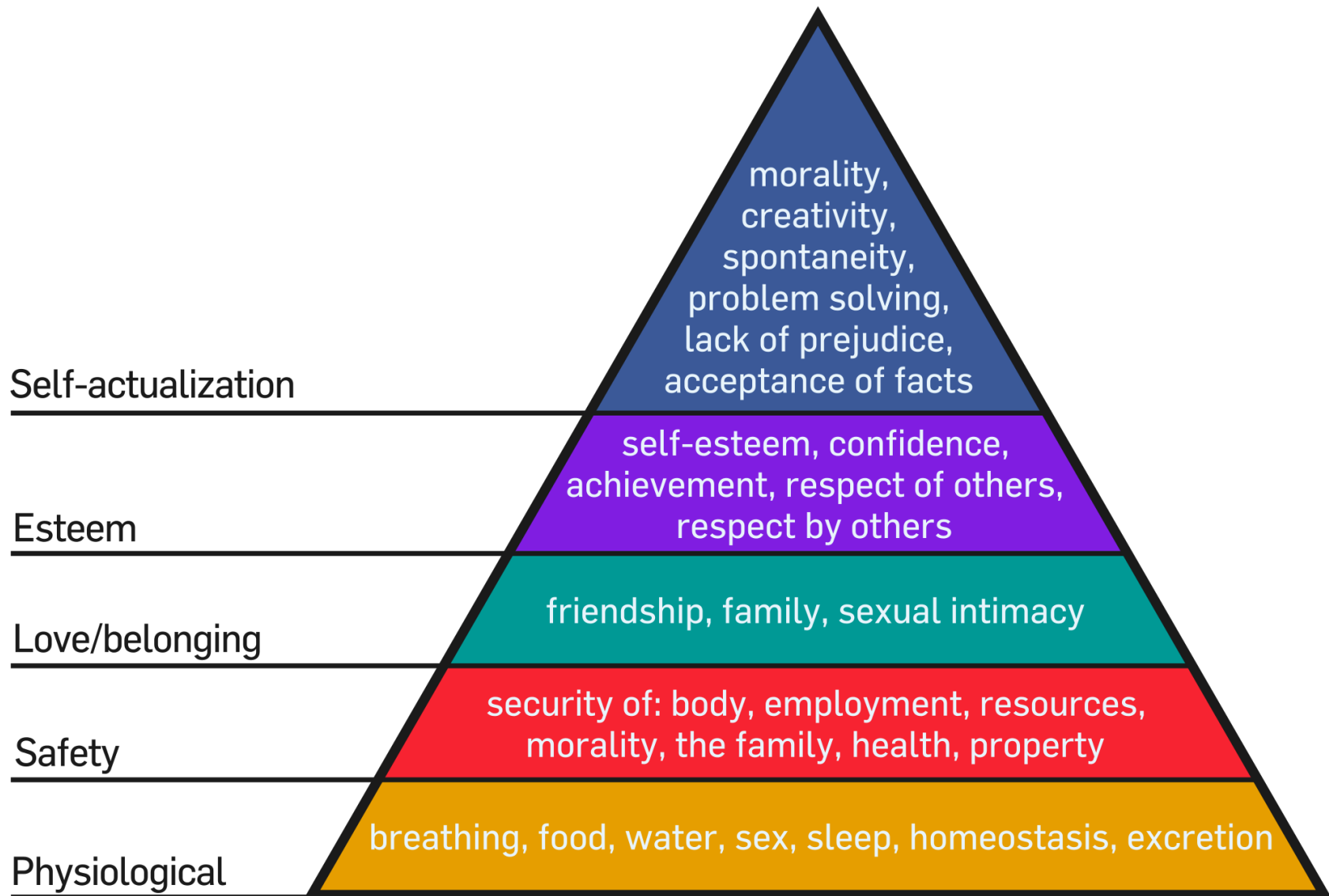
- ~ optimize well-being
- ~ minimize physical pain
- ~ maximize pleasure


A faint, grayscale background image of a hand holding a pen, positioned as if about to write. The hand is centered and slightly blurred, creating a subtle watermark effect behind the text.

Unfortunately for  
long-term goals...

The best motivation is  
always what's right in front  
of you or directly in your  
rear-view mirror.

# The Hierarchy of Needs

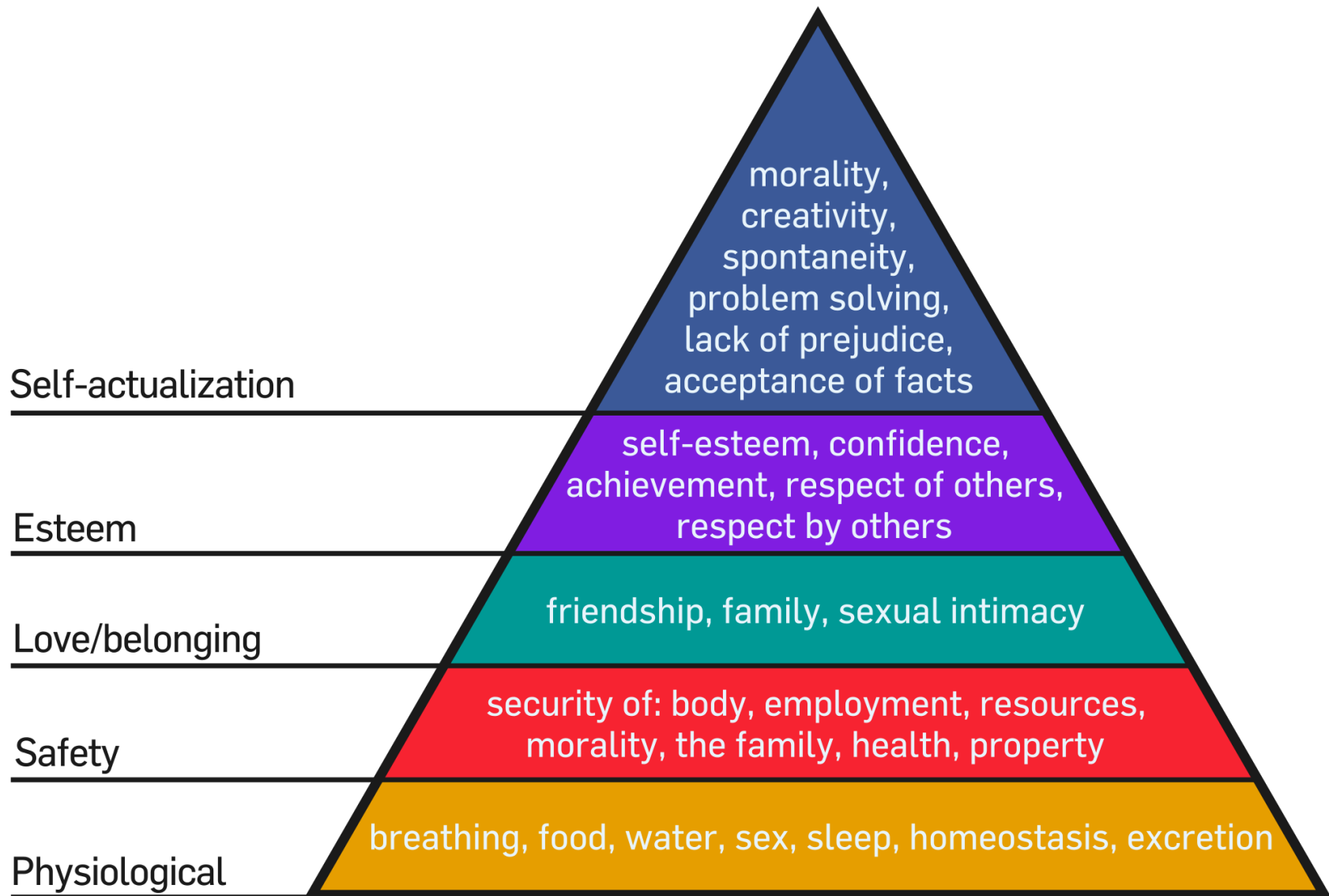


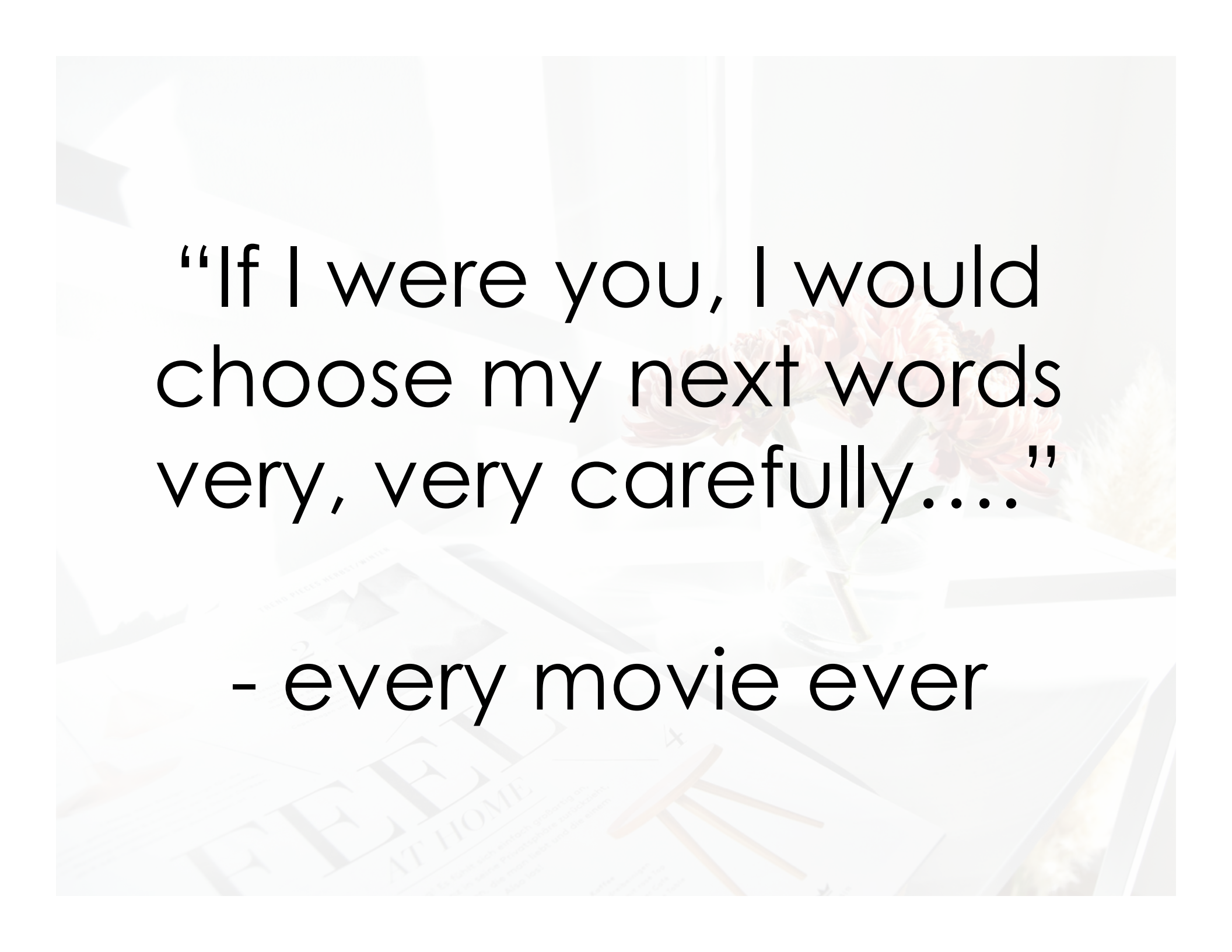


Where is your freelance  
business and personal life  
landing in that pyramid?

(Yes, any issues with the later are definitely  
holding you back in the former)

# The Hierarchy of Needs





“If I were you, I would choose my next words very, very carefully....”

- every movie ever

Andrea had a great year last year until her biggest client, who took up the majority of her time, took their marketing in-house. She was left scrambling to fill the gap.

She wants to re-grow her business, while keeping herself from being in that situation again.

Andrea's three words could be: **diversity, growth, protection.**

This year, she'll focus on expanding her client base to a wider set of on-going clients while increasing her income and creating client situations and contracts that give her a safety net for when relationships end.



Ian packed his calendar pretty full with magazine articles last year. He wants to grow his income, but feels lost at times from juggling so many outlets.

He knows he needs to cut back, but is nervous about losing income, so he is going to add recurring writing work on top of his existing magazine work and slowly transition to more of a fifty-fifty split between one-off assignments and on-going relationships.

Ian's three words could be: **self-care, exploration, patience.**

He will work out ways to better handle his current client load while adding the additional strain of exploring new income streams, embracing patience that the extra strain is a short term situation.

Bethany has had a few setbacks this year with personal issues keeping her from working as much as she wanted, as well as the loss of a major client that went under.

Though she's rebounded and found clients to fill the gaps, she feels strained because she isn't spending as much time on her novel or with her family as she would like.

Bethany's three words could be: **balance, security, revenue.**

She'll push herself to replace her lower-paying clients with higher-paying, more stable ones to allow her to continue at the income level she desires while working fewer hours.

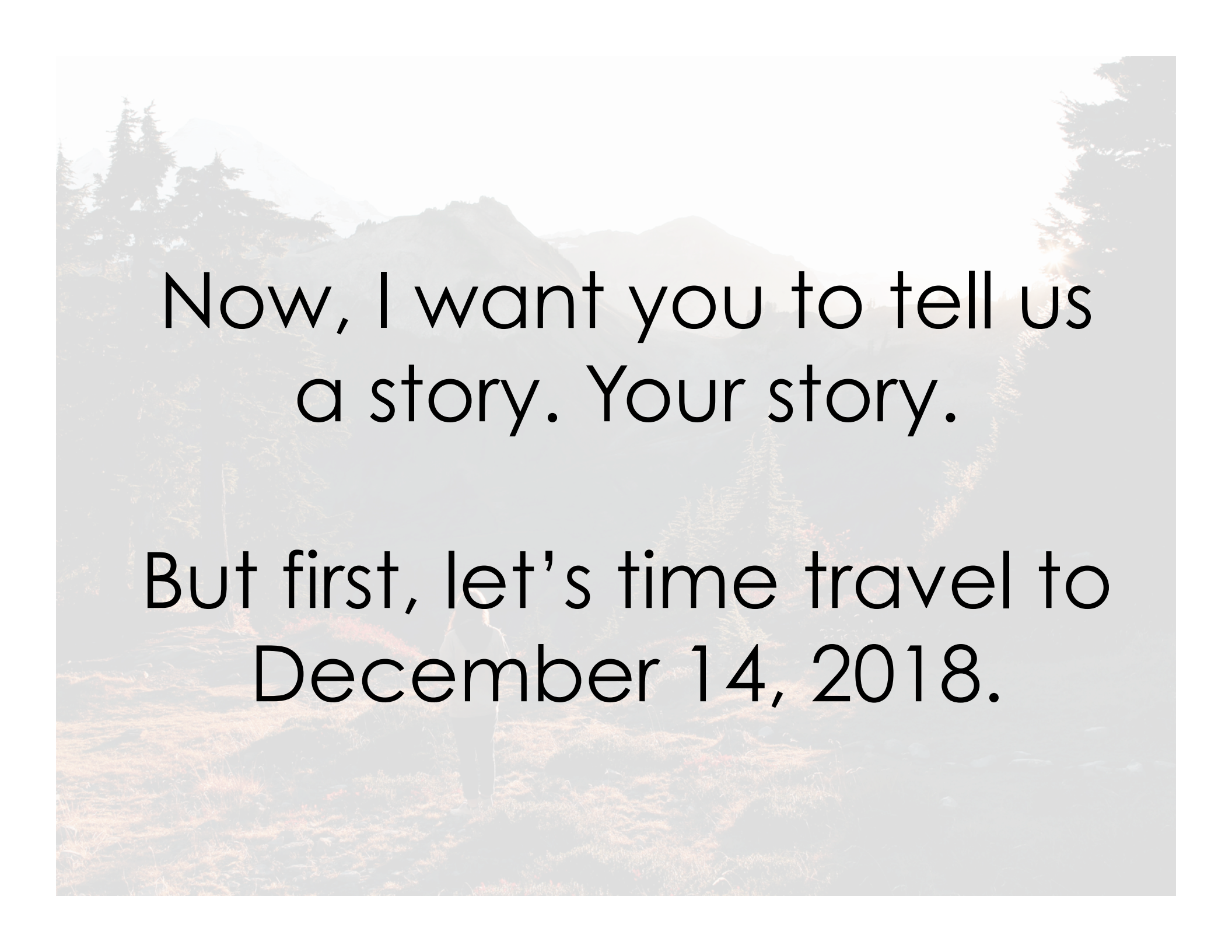
# Sample Words to Choose From

- independence
- family
- creativity
- achievement / success
- friendship
- acceptance
- commitment
- self-control
- solitude
- justice
- service
- growth
- helpfulness
- hope
- openness
- passion
- Realism
- genuineness
- wealth
- leisure
- tolerance
- autonomy
- generosity
- duty
- adventure
- courtesy
- cooperation
- safety
- self-esteem
- stability
- knowledge
- purpose
- pleasure
- Industry
- excitement
- order
- rationality
- humility
- challenge
- flexibility
- nurturance
- forgiveness
- fun
- tradition
- honesty
- authority
- change
- dependability
- mindfulness
- mastery
- comfort
- fame
- self-knowledge
- self-acceptance
- Simplicity
- moderation
- genuineness



Thank you for sharing!

These values will help you  
make decisions about what  
to focus on in the year  
ahead.

A person stands in a vast, open landscape, possibly a valley or meadow, with mountains in the background. The scene is bathed in the warm, golden light of a sunset or sunrise, with long shadows and a soft glow. The person is positioned in the lower center of the frame, looking towards the horizon. The overall mood is serene and contemplative.

Now, I want you to tell us  
a story. Your story.

But first, let's time travel to  
December 14, 2018.

# Let's Do Next Year's Annual Review Now

- Be fictional, time travel, whatever you need. Just write in third- or first-person about what Sally Freelancer got up to in 2018.
- Tell us (or feel free to keep it to yourself, but please do the exercise!)
  - what went well?
  - what did you accomplish?
  - how did you move the needle significantly forward from 2017?

A photograph of a hand raised in a crowd, with bokeh lights in the background. The hand is wearing a watch. The text "Now what?!" is overlaid on the image.

Now what?!

# Next Steps

- Pull the specific projects or accomplishments out of your narrative and put them together in a list (or grab your list if you made a list in the first place)
- Compare this to your words. Which ones fit and which ones seem out of left field?
- Should your words be adjusted or your accomplishment list?
- The big question: what do you want your income for 2018 to be?



Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Have a follow up question on this webinar? Email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com) and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

