

Snap Planning:
*7 Steps to a High Impact
Career Plan*

AuthorMBA Step-by-Step Career Guides

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Snap Planning: 7 Steps to a High Impact Career Plan

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If you want to create a workable plan, the process needs to begin with a quick review of your existing goals and your constraints. You'll list any current goals you have (short-term and long-term), lay out your branding strategy (if you have one), and identify the lifestyle constraints you need to consider. All of these will help you build a solid foundation for your Snap Plan to come.

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Knowing what you want to contribute with your writing is the greatest motivator you can have. It doesn't have to be as noble as saving the world, but it has to be significant to you. You'll work through the exercises here to help you pinpoint exactly what compels you to write and what kind of impact you want to have on your readers.

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This is the stuff dreams are made of. In the old adage "Keep your eye on the prize," your Career Vision is that prize. You'll lay out the big dream you have for your career in all its glory, complete with vivid details that make your toes curl just thinking about them.

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If you want to stand out in a crowded marketplace, you need to be able to differentiate your work from everyone else's. Branding is a meaty subject, so you'll be working through some basic exercises to help you narrow down what makes you memorable. This will lay the groundwork for your future branding work.

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If you want to be appreciated for the valuable writing professional you are, you need to actively cultivate the kind of reputation that gets you where you want to go. You'll identify what makes you desirable as a business partner for an agent or editor (yes, you are definitely business partners) and make sure you're keeping these qualities in mind every time you interact with an industry professional.

Lesson #6 – Professional Image: Mirror, mirror, on the wall page 31

If industry brand is about the professional strengths and character traits that make you a hot commodity as a writing pro, professional image is how those qualities come across in public. We'll discuss how your appearance and your demeanor impact the way you're perceived in this competitive business. You'll also create image brands that give you confidence and naturally make you feel comfortable and powerful in public.

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With the big picture in place, you'll shift to your immediate goals and intentions. You'll determine what you want to accomplish in the next 12 months as you pursue your Career Vision and how you want to grow as a writing professional.

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Every writer needs to enjoy the rewards of success. Sometimes this means celebrating the huge wins like getting a new contract or making a bestseller list, but just as often it means celebrating the small wins along the way to help you stay motivated. You'll be creating two different types of rewards to help you stay pumped on the road ahead.

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With your brainstorming behind you, you'll go back through your worksheets and make your final decisions about what to include on the inaugural version of your Snap Plan. You'll be filling out the exclusive Snap Plan template and reviewing it to make sure each piece works on its own and as part of the bigger picture.

Lesson #10 – Staying the Course: Following your yellow brick roadpage 54

A career plan is only as good as what you do with it. Once your Snap Plan is ready to go, you'll learn the five things you should do with it to make sure you get the most out of your planning efforts. And then... it's off to the races with you.

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Lesson #1 – The Snap Plan: Your ticket to the big(ger) time!

"Keep working on a plan. Make no little plans. Make the biggest one you can think of, and spend the rest of your life carrying it out."

~ Harry S. Truman

OVERVIEW OF SNAP PLANNING

If you want to succeed in this business, you need to have a plan to help you stay on track and get you where you want to go (with minimal headaches and detours). As a former corporate educator and leadership development specialist, I've been helping professionals with career planning for years. This course was developed to combine tried-and-true career planning methods with the unique demands of a professional writing career. Your Snap Plan will serve as your career compass whether you're just finishing your first manuscript or are a multi-published, award-winning author. Career planning truly is for everyone.

Career plans come in all shapes and sizes. Some authors need a lengthy, comprehensive business plan to help them manage a thriving career complete with merchandising and non-fiction spinoffs. Others simply need a short, high impact document that reminds them why they write, where they want to go, how they can differentiate themselves in a crowded marketplace, and what immediate steps they can take to make all of that a reality.

Welcome to your Snap Plan.

The Snap Plan was developed as a one-page, front-and-back solution that's a quick snapshot of both the big picture and immediate next steps of your career. It covers all of the essential aspects of a solid career plan, but does it in a concise, high impact way that's manageable for even the most planning-averse writers. Your Snap Plan is divided into two separate parts: your Vision Plan (the big picture) and your Action Plan (the day-to-day).

YOUR VISION PLAN

Your Vision Plan is a constant reminder of where you're going, why you want to get there, and how you're positioning yourself for success. Once you've nailed your Vision Plan, it's something that will be fairly constant over the course of your career unless you decide to embark on a major career makeover. Sure, you may tweak it here and there as you learn and grow. But it represents the long-term picture of where you're headed as a writer so, by its very nature, it's going to be the stable foundation of your career building efforts.

Your Vision Plan includes the following elements:

- Career Purpose - *What do you want to contribute to the world through your writing?*

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- Career Vision - *If you knew you couldn't fail, what would your ideal career look like?*
- Writing Brand - *What makes your work unique and special?*
- Industry Brand - *What reputation do you want to cultivate in the industry?*
- Professional Image - *How do you want to present yourself in the industry?*

YOUR ACTION PLAN

Your Action Plan is just what it sounds like: the nuts and bolts of how you plan to get where you want to go. Unlike the Vision Plan, which will be a constant, your Action Plan will be a living document... changing regularly as you move along the path of your career. As you reach milestones and achieve your goals, you'll replace them with new ones to help you take the next step in your career.

Your Action Plan includes the following elements:

- Goals - *What goals will you focus on for the next 12 months to pursue your Career Vision?*
- Milestones - *What three major accomplishments will you celebrate as you work toward each goal?*
- Rewards - *How will you recognize and reward yourself as you work to make your Career Vision a reality?*

TAKING IT ONE STEP AT A TIME

It takes time to craft Career Purpose and Career Vision statements that resonate deeply with you, just as it will likely take you a while to find the perfect descriptors for your brands. Perfectionists take heart... you have my full permission to *not* get everything right on the first pass. Write down whatever comes to mind as you go through your worksheets and then let yourself tweak every time you review your plans until you've got the perfect Snap Plan for you. The important thing right now is to put *something* down for each element to serve as the basis for tweaking later.

Are you ready to get started on your very own Snap Plan?

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Lesson #1 – The Snap Plan: Your ticket to the big(ger) time!

LAYING THE GROUNDWORK

To prepare you for the work ahead, you'll be pulling together resources and highlighting specific things you need to keep in mind as you develop a well-rounded, inspiring career plan. Grab your list of goals, your existing career plan, or anything you have that is remotely related to career planning for your writing business. Keep these items handy for the duration of the course.

For today's worksheet, you're going to summarize some of the items that will help you craft a Snap Plan that does justice to you and your career.

Goals

Most writers have goals of some type. They may be laid out in complicated spreadsheets or written on cocktail napkins (or not at all), but they exist somewhere in the ether. The first thing you'll do on your worksheet is list any and all career goals you currently have to put them all in one convenient place.

For our purposes, we'll be breaking down your goals into two distinct time frames: short-term (with deadlines of 12 months or less) and long-term (you guessed it... with deadlines more than 12 months out). This will help you know which goals to focus on when we get to the Action Plan section.

Branding

We'll be doing some preliminary work on your different brands, but you'll want to jot down any writing brands or personal brands you already have. If you have a marketing slogan for your work, note that too. (If you don't have any idea what brands are, don't worry. You'll learn all about them and what they mean to your writing career in lessons 4-6).

Lifestyle Constraints

One of the biggest obstacles for many writers is overestimating what they can actually commit to their careers in terms of time and energy. Now, I'm the first person to say you can do just about anything you want if you work hard enough. I believe that 100%. But that doesn't necessarily mean you can do everything you want *all at the same time*. Everyone has other responsibilities – family, “real” jobs, social lives, or volunteer commitments – and a good career plan will account for those things. Your real life is every bit as important as your career. Being realistic with your expectations of yourself is critical to your long-term success.

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Lesson #1 Worksheet – Snap Plan Basics

Goals and Constraints

1) SHORT-TERM GOALS – Many writers have short-term goals (12 months or less) to guide their work. List any existing career goals you have for the next 12 months.

2) LONG-TERM GOALS – Some writers also have longer-term goals to guide their careers. List all of your existing career goals for years 2-5. *(If you don't have any, no need to make them up.)*

3) BRANDING – Branding is what sets you and your work apart from the rest of the industry. List your current brands if you've already developed them. *(If you've taken Jenn Stark's branding workshops or Louise Knott Ahern's PR Bootcamp, note the brands you developed in those classes.)*

4) LIFESTYLE CONSTRAINTS – Every good career plan takes into account your lifestyle constraints so your plan is 100% workable and respects your individual situation. List anything that may be a factor in the pursuit of your goals because it a) limits the amount of time you have to commit to your writing career, b) limits your ability to travel, or c) affects your career pursuits in other ways *(caring for young children or aging parents, personal health challenges, etc.)*.

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Lesson #2 – Career Purpose: Glutton for punishment or writer on a mission?

"Great minds have purposes, others have wishes."

~ Washington Irving

THE QUEST FOR PURPOSE

Every writer has a contribution to make through his or her work. What contribution do you want to make through yours? That's what Career Purpose is all about. It doesn't have to be as noble as "To create lasting world peace" (unless you want to!), it just has to matter to YOU. By making a conscious decision about what you want to contribute to the world, you are setting yourself up to find fulfillment as you build your career. That's important if you're in this for the long haul. Career success plus personal fulfillment is the best life has to offer. Isn't that what you wish for yourself?

Here are a few examples of Career Purpose statements to help you understand what they're all about:

- To entertain readers with a much-needed escape when life gets rough.
- To share my faith with the world through inspiring stories of triumph over adversity.
- To educate people about the importance of honoring their heritage.
- To inspire women to follow their hearts.
- To give people hope for the future.

Why do you need a Career Purpose statement? Two reasons: to keep you motivated and to keep you on course.

1) Motivation

Writing in line with your Career Purpose is its own reward. Think that sounds corny? It's actually very practical. Have you ever created a story that you thought was great and commercial and marketable and all kinds of other wonderful things? And then halfway through the story, you'd rather schedule dental surgery than write one more word because the whole concept makes you ill?

Conversely, have you ever created a story that you absolutely loved writing? That's not to say you didn't have an occasional struggle with it, but you persevered because you truly believed in the story and felt an emotional connection with it.

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The difference here is – you guessed it – writing in line with your Career Purpose. The stories that grab your heart and won't let go are the ones that do justice to your values and your career. That's a heady mix.

2) *Staying on course*

Knowing your Career Purpose will help you figure out which turns to take on the road of your career. I like to think of Career Purpose as due north on your career compass. When a new opportunity comes your way, all it takes is one glance at your Career Purpose statement to know if the prospect warrants a closer look.

Let me show you how that works. Inspirational romance is hot right now. If your Career Purpose is "To help women embrace their wild side," call me crazy but inspirational romance probably isn't going to be a good fit for you. You don't have to do any market research or networking to decide if you should change course and pursue it. It doesn't fit with what you want to contribute, so you pass it by without a second thought and look for the next opportunity that *is* a good fit. A ponderous decision can become much more cut and dried so you can spend that time pondering other important things instead, like how to wreak havoc on your characters' lives.

The great thing about knowing your Career Purpose is that it's like giving yourself career supervision. When opportunities arise that would be a good fit, they're automatically on your radar because you've conditioned yourself to be on the lookout for them. It's kind of like when you find out someone you know is moving to Albuquerque and then, for the next week, it seems like every news story and article you come across is about Albuquerque.

Is it a coincidence or is it simply that you're tuned into the Albuquerque frequency? Maybe both, but more of the latter. Now, every time Albuquerque news comes up, it sucks you in. How will it affect your friend? Does she already know about it? Should you call and tell her? Instead of being bounced back by the mental filters we all have, your brain automatically lets the information through because you have a context for it now. You have a reason to care.

Same goes for Career Purpose. When opportunities pop up that fit your Career Purpose, they're much more likely to capture your attention because, just like with Albuquerque, you have a reason to care. It's not just a random piece of information anymore, it's something that could have an immediate impact on your career. Isn't that something you'd want to know about?

FINDING THE HEARTBEAT OF YOUR CAREER

If you haven't a clue how to begin creating a Career Purpose statement, don't worry. I'm going to walk you through a step-by-step process designed to help you identify what makes you tick as a writer. Your worksheet will lead you through the following questions:

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Lesson #2 – Career Purpose: Glutton for punishment or writer on a mission?

1) How can I design my career to be an extension of my Life Purpose?

Over the last few years, there has been a lot of talk about finding your purpose in life. Stephen Covey, Wayne Dyer, and other motivational and success gurus have all written about it eloquently. In a nutshell, your Life Purpose is what you're put here on Earth to contribute to the world.

If you're particularly self-aware or have spent time working on this concept, you can start by jotting down your Life Purpose. If you've got a Life Purpose that resonates with you, you can almost always find a corresponding Career Purpose in a creative venture like writing. That's an ideal situation.

When your Career Purpose is perfectly in line with your Life Purpose, it packs an incredibly powerful one-two punch. People who create that kind of synergy in their lives and their work are almost always more successful than people who don't because they're driven by something greater than a job. They're driven by the core essence of who they are, and their career becomes their way of sharing their gift with the world... whether that gift is to entertain, to inspire, to educate, or whatever the case may be.

Having said that, however, not everyone knows what their Life Purpose is. Or even buys into the concept of *having* a Life Purpose, for that matter. So if this section doesn't strike a chord with you, feel free to live it blank and move on to question #2.

2) What is important to me as a person?

What are your hot button issues in real life? What moves you? What makes you cry or laugh or stand up and shout? What would you hop on a soapbox to talk about? Those are the things that matter most. Some writers find that these fuel their Career Purpose, keeping them passionate about their career and more likely to stay the course when the going gets tough.

Conversely, some people find that their hot button issues are the *last* thing they want to write about. That's cool too. It's all good stuff to know about yourself because it helps narrow down the field of what you are about as a writer. The idea here is just to write down all of the issues that are important to you and then see how you relate to them as a writer vs. as a person.

3) What kinds of stories do I like to read?

First, let's talk about **literary tone**. Some people find they're consistently drawn to stories of a certain tone: uplifting, dark, gut-wrenching, humorous. If that's the case for you, it may be an indicator of the kind of work you want to contribute as well. That's something you'll want to note on the upcoming worksheet.

What if you read across the board? A dark, gritty thriller on Monday, a witty chick lit on

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Wednesday, and a heart-warming inspirational romance on Friday? Don't worry. You don't have to identify one (and only one!) tone. If you like reading books with a variety of tones, simply note that on your worksheet. Remember, there are no right or wrong answers. This is all about personal preference.

Second, and even more important, look at the **underlying themes** of the stories you enjoy. Writers often hear about how the use of themes can make your story pack a wallop. And that's certainly true. But just hearing the term "theme" sends many writers scrambling for the hills, haunted by memories of high school lit classes and Shakespeare works they only pretended to understand.

Never fear. Identifying themes doesn't have to be a high brow affair that requires a lengthy analysis of the Freudian impact of the hijinks in Walter the Farting Dog. Themes can be as simple as good triumphing over evil. Or getting a second chance. Or the underdog coming out on top. (No pun intended.)

Which themes have the biggest impact on you as a reader? Maybe it's one of the examples I noted above. Or maybe it's following your heart. Or discovering that home is anywhere you *choose* to grow roots. Or anything else that captures your imagination. Figure out which themes grab you and jot them down. Then – critical step here – figure out why you're drawn to them. What is it about those themes that tugs at your heart strings?

4) What kinds of stories do I write?

I know what you're thinking. Um, hello? I'm a *writer*. Why not start with this question since, you know, this is my CAREER plan and all. But not all writers know why they create the stories they do. And many writers craft a variety of stories – different genres, different tones – which can make it difficult to find the common threads.

Knowing what you now know about your hot button issues and the themes that resonate with you as a reader, take a look at the stories you've written and those you have ideas for in the future. Which of your key issues and themes are already playing out naturally in your work?

PULLING IT ALL TOGETHER

After you've identified some key themes (and the whys behind them), it's time to work on your Career Purpose statement. To make it as painless as possible, here's a super simple template to get you started:

"To (do something) for (someone/something)."

Here are some examples again to show you how that works:

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- To entertain readers with a much-needed escape when life gets rough.
- To share my faith with the world through inspiring stories of triumph over adversity.
- To educate people about the importance of honoring their heritage.
- To inspire women to follow their hearts.
- To give people hope for the future.

Please don't feel obligated to use the above format if it doesn't work for you. You can format your statement in whatever way feels right to you. You're limited only by your creativity. Just be sure it's as succinct as possible and clearly defines your contribution.

ONE LAST POINT TO PONDER

Your Career Purpose statement should be as broad as possible so you're not limiting yourself to writing only one type of work. For instance, "To show readers the magic of romance" is fairly limited to the romance genre whereas "To encourage readers to believe in happily ever after" could be applied to any type of story where there is a happy ending, romantic or otherwise. You're going to have your Career Purpose statement for a long time. Make sure it resonates with you, but also gives you plenty of room to grow.

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Lesson #2 Worksheet – Career Purpose

Career Purpose Questions

1) LIFE PURPOSE – Some people know exactly why they are put on this earth. Some people have a general idea, but have a hard time articulating it. If you can put yours into words, jot it down here. If you can't, just leave this section blank (and yes, this is the last time I'll say *that* in this course!).

2) HOT BUTTON ISSUES – Note at least 5 hot button issues that get you fired up – in a positive way or a negative way. If it gives you a visceral reaction, it belongs on the list. Next to each, jot a quick note about why it gets an emotional response from you.

3) FAVORITE READS – Note any preferences you have for literary tone and then list at least 5 themes or plot devices that never fail to move you. (*e.g. the underdog comes out on top, triumph over adversity, end of the world sagas, reunion stories, starting over*)

LITERARY TONE:

THEMES/HOOKS:

4) NATURAL THEMES IN YOUR WRITING – List at least 5 themes that show up with some regularity in your work. If you're well into your career, choose the themes that seem to come up the most. If you're just beginning your career, simply note as many as you can find in the work you've done so far and in the ideas you have for future stories.

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Lesson #2 Worksheet – Career Purpose

5) KEY WORDS – List three verbs (e.g. *educate, inspire, challenge, frighten, entertain*) that best represent the impact you want to have on your readers and identify your primary target audience as specifically as you can (e.g. *“married women age 35-55 who enjoy books by Pamela Redmond Satran and Jane Porter”*).

VERBS:

AUDIENCE:

6) CAREER PURPOSE STATEMENT IDEAS – Using your notes from questions 1-5, craft three possible Career Purpose statements. Your focus should be on **defining what you want to contribute to the world through your work**. Again, don't worry about getting them perfect, just focus on getting three distinct statements on paper. There's no right or wrong way to format them, but here are some examples again if you need a bit of guidance:

- *To entertain readers with a much-needed escape when life gets rough.*
- *To share my faith with the world through inspiring stories of triumph over adversity.*
- *To educate people about the importance of honoring their heritage.*
- *To inspire women to follow their hearts.*
- *To give people hope for the future.*

1)

2)

3)

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Lesson #3 – Career Vision: I can see it now...

"The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it."

~ Michelangelo

WHEN YOU WISH UPON A STAR

If your Career Purpose is your inspiration for writing, Career Vision is where you hope it will take you. The primary question in creating your Career Vision is:

"If you knew you couldn't fail, how would you describe your ideal career?"

This is the part of your Snap Plan where you let your imagination lead you. Dream BIG. If your Career Vision statement doesn't make your heart beat a little bit faster (in a good way), it's probably not big enough yet. The ideal situation is when it gives you tiny, excited butterflies to read it but doesn't make you reach for the Tums. Here are a few short and simple Career Vision statement ideas to get your creative juices flowing:

- To enjoy the financial abundance and job security of being a New York Times bestselling author with 10 million books in print.
- To celebrate the pride in seeing my name in Publishers Marketplace announcing a "major" deal for a book that's consistent with my Career Purpose.
- To savor the career flexibility and satisfaction of simultaneously having books on the shelves in fantasy, romance, and non-fiction.

I'm a huge advocate of pursuing your dreams. I've built my life and my career around it. But before you go diving into this exciting part of your Snap Plan, I do want to note three things to keep in mind to help you create an extraordinary Career Vision that's both optimistic and realistic.

1) Your Career Vision should be something you truly want, not something you think you should want.

Just because everyone and their brother wants to be a New York Times bestselling author doesn't mean you have to aspire to be one too. What if you aren't in this to be the best of the best, but to support your family while working from home at a job you enjoy? Don't let society (or your relatives) dictate what your dreams should be. Only you know what you truly desire!

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Lesson #3 – Career Vision: I can see it now...

2) *Your Career Vision should be something you want without conditions.*

Let's go back to the New York Times example. If you want it, GO FOR IT! Just keep in mind that being a New York Times bestselling author isn't a walk in the park. There's a whole new set of pressures that come with the territory – pressure to move up the list, to make the list consistently, to debut on the list, to debut higher on the list, not to mention the challenges of becoming a public figure. Be sure that when your Career Vision becomes a reality, you're 100% ready to embrace it – rose *and* thorn.

3) *Your Career Vision should be achievable.*

Again, I wholeheartedly encourage you to shoot for the stars. You have your whole life to achieve your Career Vision, so give yourself permission to think as big as you want. Just remember that your Career Vision should be the perfect complement to your Career Purpose statement.

For instance, if your Career Purpose is to write stories that make a powerful impact on a very small niche market, is the New York Times example reasonably within the realm of possibility? Sure, anything is possible. But your Career Vision should set you up for success. Be sure you're willing to do what it takes to get you there without feeling like you're compromising your Career Purpose. How do you know if you've struck the right balance between optimism and realism... between your purpose and your dreams? You'll know it's right because it'll feel right. It just will.

YOUR CAREER VISION: A THREE-ACT PLAY

Now that you know what a Career Vision should represent, we'll shift our focus to creating a personal one for your Snap Plan. To be effective, a Career Vision statement needs to meet three criteria:

1. It must be specific
2. It must be emotionally-driven
3. It must be visual

Step 1 - Specific

Just like when you're setting regular goals, your Career Vision must be specific. Vague visions lead to vague results. If you want to be a bestselling author, do you determine that by sales figures or making a list? If you want to be financially independent (who doesn't?), what income level do you want to achieve? If you want to change your lifestyle, what do you want it to become?

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Step 2 - Emotional

Wanting a goal just for achievement's sake isn't very fulfilling in the long run. It has to have meaning and significance... and not just to the world, to *you*. That's where the emotional component comes in. What is it about your Career Vision that is so important to you and, more to the point, why is it something you crave? What does that success mean to you? What will you feel when it becomes your reality? The stronger the emotional content, the more motivating your Career Vision will be.

Step 3 - Visual

Seeing a Career Vision on paper isn't nearly as effective as vividly picturing it in your mind. What kind of lifestyle would you be enjoying? What would a day-in-the-life look like? How would your career success affect the other areas of your life (and the other people in your life)? Visualize it as clearly as you can and then incorporate those details into your Career Vision statement.

Sound like fun? It should. I'm giving you full permission to dream the big dream. Make it Technicolor!

AND AWAY WE GO

Let's look at this process in action. We'll take a basic goal and expand it through each of the steps.

Initial idea:

- To be a bestselling author.

Tweak #1 (specific):

- To be a New York Times bestselling author with 10 million books in print.

Tweak #2 (emotional):

- To enjoy the peace of mind and gratitude that come from the financial success and job security of being a New York Times bestselling author with 10 million books in print.

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Tweak #3 (visual):

- To savor abundant quality time with my family in our large, gracious, joyful home on the ocean as I enjoy the peace of mind and gratitude that come from the financial success and job security of being a New York Times bestselling author with 10 million books in print.

Wow. That's a long Career Vision statement, isn't it?

Never fear. There's a method to the madness. By making it as long as you can, you're infusing it with all kinds of vivid imagery and emotional power. Once you've gotten it as big as you can, you'll begin the process of scaling it back. Each time you read it, you'll edit at least one element to make it more succinct.

The wonderful thing about this process is that even after you scale back the statement, you'll remember that a particular word actually represents the 10 or 12 words that came before it... and that single word will take on a much deeper, more significant, and more powerful meaning because it retains the original sentiment. You'll get the benefits of a concise Career Vision statement that still packs the punch of a 50-word (or more) version.

ONE LAST NOTE

When you read your final Career Purpose statement, stop and consider how it makes you feel. Exhilarated? Inspired? Surprised? Overwhelmed?

You'd be surprised at some of the Aha moments this exercise can create for even the most self-aware professionals. Acknowledging your response is essential so you can create career and marketing plans that support or overcome those emotions, depending on the need. Inspired is the response you're really after here.

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Lesson #3 Worksheet – Career Vision

Career Vision Questions

1) INITIAL IDEA – Note your initial idea for a Career Vision statement.

Example: "To be a bestselling author."

2) STEP #1: SPECIFIC – Take your initial idea and make it as specific as possible, noting tangible end results or measurable achievements you associate with it.

Example: "To be a New York Times bestselling author with 10 million books in print."

3) STEP #2: EMOTIONAL – Incorporate emotion into your Career Vision statement so you can really *feel* it when you read it. What emotional impact will achieving your Career Vision have on you personally?

Example: "To enjoy the peace of mind and gratitude that come from the financial success and job security of being a New York Times bestselling author with 10 million books in print."

4) STEP #3: VISUAL – When you achieve your Career Vision, how will it impact your lifestyle, your family, and the things you care about most? Visualize this new life in as much vivid detail as possible.

Example: "To savor abundant quality time with my family in our large, gracious, joyful home on the ocean as I enjoy the peace of mind and gratitude that come from the financial success and job security of being a New York Times bestselling author with 10 million books in print."