

The Chalkboard Method



The Chalkboard Method is a tool for business visioning, brand focus, goal setting, client tracking, scheduling and sales content planning for creative entrepreneurs, small businesses, and organizations.

WHAT YOU'LL NEED:

- A chalkboard, poster-board, white board (the idea is that it is BIG and visual)
- Chalk or markers
- TIME: 30 minutes - 1 hour

Our first chalkboard was an entire wall in our office painted with chalkboard paint. Now we use a door-sized panel painted as a chalkboard because it's big, but still moveable. You can buy a framed chalkboard or use whatever you have handy - a white erase board, butcher paper roll, or poster board. We're still going to call whatever display you choose "the chalkboard."

1. WHAT DO YOU WANT TO TRACK?

Here are a few ideas below. Use the space on the right to brainstorm the things you want to track:

- NEW CLIENTS
- SPEAKING GIGS
- SIDE / PASSION PROJECTS
- SOCIAL MEDIA FOLLOWERS
- NEWSLETTER LIST
- UNEXPECTED EXTRA

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. ESTABLISH A TIMELINE

We recommend tracking your chalkboard on a quarterly timeline - but you could do monthly or yearly. We like breaking our year into quarters because it gives us just enough time to commit to our goals without getting overwhelmed by them. Quarterly, though, is short enough that you can take action daily to make your goals a dream come true.

Look at the list of projects, clients, and metrics you want to attract more of.
How much do you want to accomplish MONTHLY, QUARTERLY, and YEARLY?
This will help you determine how much space you need to create.

MAKE IT YOURS:

Our very first chalkboard was just 12 blank spots for 12 clients. Since then it has evolved to include different types of clients based on our offerings, special projects, digital products, and even social media / newsletter growth. If you don't do client work your chalkboard might track paintings sold, wholesalers / retailers carrying your products, etc. You can track anything!

UNEXPECTED EXTRA:

Our executive coach Jay Pryor who taught us the concept of "making space" for what we want instructed us to leave space for "unexpected extra" so we didn't limit ourselves. We love the idea of making space for dreamy opportunities we couldn't even imagine! This space has been filled with extra clients when we've over-filled our roster, and even amazing speaking opportunities and fun business travel.

MANTRA / AFFIRMATION:

Every chalkboard we've had always includes a mantra or affirmation to remind us that our success isn't just about filling the blanks but how we want to feel. One of our very first chalkboard affirmations was "We're attracting dream clients with cash." This could also just be one word like "growth" or "abundance".

Now make your chalkboard! >>

HERE'S WHAT A TYPICAL CHALKBOARD MIGHT LOOK LIKE FOR BRAID CREATIVE, FOR EXAMPLE:

BRAID CREATIVE Q1: 2016			WE KNOW OUR CLARITY OF PURPOSE:
Braid Method Clients			WE HELP GIVE CREATIVES CONFIDENCE.
JANUARY:	FEBRUARY:	MARCH:	Braid Method ECourse:
_____	_____	_____	JAN _____ FEB _____ MAR _____
_____	_____	_____	
_____	_____	_____	Email Newsletter Subscribers:
Unexpected Extra: _____	_____	_____	JAN _____ FEB _____ MAR _____
Speaking & Travel (all of 2016):	CONTENT-SHARING PROJECTS:		
_____	The Being Boss Podcast!		
_____	Newsletter list-building campaign		

NOW IT'S YOUR TURN!

We always start our chalkboard by making a list on paper of the projects and goals we have. Then we'll sketch out my layout before we take it to the actual chalkboard.

LIST YOUR GOALS + WHAT YOU WANT:

WRITE YOUR MANTRA / AFFIRMATION OR EVEN QUARTERLY THEME:

USE THIS SPACE TO SKETCH YOUR CHALKBOARD LAYOUT

(don't forget to make it real in your space - that's where the magic happens!)