

# THE CHALKBOARD METHOD®

## A VISUAL GOAL-SETTING SYSTEM FOR CREATIVES

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### WHAT YOU'LL NEED:

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

I will be referring to whatever materials you choose to track your goals as the “chalkboard”. My chalkboard was literally a wall in my office painted with chalkboard paint –so get creative and make it your own!

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### HOW IT WORKS:

The “Chalkboard Method” is a visual goal-setting system that literally makes space for what you want –whether that’s new clients, more followers, or accountability to finally finish that book or digital program you’ve been writing. You’re simply making goals and making space for them on your chalkboard, poster board, or dry-erase board. Listen to Being Boss Episode #79 if you want to hear the back story and details.

**“It’s not enough to just understand the concept, you have to actually do it.”**

### YOU HAVE TO ACTUALLY MAKE YOUR CHALKBOARD:

The number one question I hear from creative entrepreneurs who hear about how the chalkboard method has worked for me and my friends is this: “Okay, I get it. Make space. But once I do that how do I actually fill it?” I always ask “Have you actually made the chalkboard yet?” Please, do not discredit the physical act of making the chalkboard.

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### 1. WHAT DO YOU WANT TO TRACK?

Here are a few things I’ve tracked over the years:

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

### A NOTE ON CLIENTS:

My very first chalkboard was just 10 blank spots for 10 clients. If you don’t do client work your chalkboard might track paintings sold, wholesalers / retailers carrying your products, etc. Tailor it so it works for you!

### UNEXPECTED EXTRA:

My executive coach Jay Pryor (listen to Episode #48 for more from him) taught me the concept of the chalkboard method. He instructed me to leave space for “unexpected extra” – I love the idea of making space for dreamy opportunities I couldn’t even imagine! This space has been filled with extra clients when I’ve over-filled my roster, and even amazing press like my podcast being featured on Forbes.com.

### 2. ESTABLISH A TIMELINE

I recommend tracking your chalkboard on a quarterly timeline – but you could do monthly or yearly. I like breaking my year into quarters because it gives me just enough time to commit to my 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.

### MANTRA / AFFIRMATION:

Every chalkboard I’ve had always includes a mantra or affirmation to remind me that my success isn’t just about filling the blanks but how I want to feel. One of my very first chalkboard affirmations was “I am attracting dream clients with cash.” This could also just be one word like “growth” or “abundance”.

**NOW MAKE YOUR CHALKBOARD! EXAMPLES ON NEXT PAGE.**

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# Being Boss

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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 _____
_____	_____	_____	UNEXPECTED EXTRA:
_____	_____	_____	_____
SPEAKING + TRAVEL (all of 2016):		NEW PROJECTS:	
_____	_____	The Being Boss Podcast!	
_____	_____	Newsletter list-building campaign.	

### NOW IT'S YOUR TURN!

*I always start my chalkboard by making a list on paper of the projects and goals I have. Then I'll sketch out my layout before I 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

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

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