

GUIDE  
TO  
WRITING  
*Kick A\*\**  
GOALS

FOR MAKERS  
& ARTISANS

LET'S DO  
THIS!

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# GUIDE TO WRITING

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## GOALS

- For Makers and Artisans -

YOUR VISION

WRITING YOUR VALUES

YOUR MISSION

WHAT ARE YOUR FOCUS  
AREAS OR GOALS

SETTING OBJECTIVES

TASKS



## G.O.A.L.S.:

UGHHH, IT'S ONE OF THOSE WORDS THAT JUST DOESN'T  
SIT RIGHT AT THE BACK OF YOUR THROAT.

Or remember, when your teacher would utter the word and you would practically choke? Seriously, goals. How lame. Well, here I am in my \*choke\* early 30's and I am learning that in order to get things done you have to have a plan...a strategy. I usually do this really well for clients but when it comes to doing it for myself it usually falls by the wayside.

But I am taking this year by the hand, I have got GOALS. Serious goals for my business. What about you? Do you have a plan yet for 2018?

Well let's get you started. You can follow right along with exactly what I did. I hope my own goals can give you some examples and a starting block for your own business goals.

### GOST:

First, let's talk GOST...yes, I said, Gost. It stands for "Goals, Objectives, Strategies and Tactics." Each part of the method stands for a lesson and each one is essential to the success of your plan.

Here's a look at my easy-peasy formula. Follow it and you will have a successful plan.

### GOAL:

A goal is simply what you'd like to accomplish if the plan was a complete success. YAY! So an example of a goal for handmade purses might be; "Make Petunia's Purses the most desired handbag at specialty stores in the USA." It is a big goal and that is the point. The goal really doesn't ever change.

### OBJECTIVES:

Objectives are measurable and they most likely contain numbers. Here's an objective for our purse company plan. "Sell 40% more purses than last year." Pretty simple, right. Sales this year are 80k but we want sales to be 120k. Measurable right?

Another good way to know an objective? Each objective will start with an verb. Here are some good ones: Increase, deliver, sell, obtain, find, decrease, speed up, entice, implement. Start an objective with one of these words, and then use numbers to make it measurable.

### STRATEGIES:

Always the hardest to jot down and truly understand. Often times people confuse goals, objectives and strategies. Here is an example of a strategy for our purse company. "Collaborate with fashion bloggers and editors to provide information about Petunias Purses and how the bags can go with any outfit. The fashion bloggers add credibility and demand for the purses"

Tactics are the to do list that you will finish to meet the goal. An example for the purse company is to "Research a list of Fashion Blogs you would like to contact. Create a brochure to send to bloggers. Contact media and bloggers with a campaign and value proposition. Send a free bag and brochure"

**THE PROCESS ISN'T A PICNIC BUT IT ISN'T GETTING  
YOUR TEETH PULLED EITHER.**

**SO GET TO IT.**



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## YOUR VISION:

### WHAT EXACTLY IS A VISION STATEMENT?

Well good question. The vision statement and a mission statement are not the same thing...close, but no cigar. They do have a close relationship but not the same focus. A mission statement asks "What do we do and what makes us different" and a Vision statements asks, "Where do we want to be?" You can read this article to find out more ([http://www.diffen.com/difference/Mission\\_Statement\\_vs\\_Vision\\_Statement](http://www.diffen.com/difference/Mission_Statement_vs_Vision_Statement)).

**Do not start your strategic plan without defining your Vision Statement!**

Think of your vision statement as your map...it helps you keep your vision on the outcomes that matter most. It is your field guide to helping you reach your goals. A well written Vision Statement will help bring you inspiration, guidance, and avoid an overload of information.

### WHAT MAKES A GOOD VISION STATEMENT:

**Short** - Two sentences at an absolute maximum. Make it easy to remember

**Specific to your business & unique** - describe a unique outcome that only you can provide and make sure it is fitting for your industry.

**Precise** - Do not use words that are vague, like maximize, multiply, grow...

**Understandable** - Simple enough for people outside your industry to understand.

**Ambitious and achievable**

**Fit your values** - Make sure your vision statement aligns to your values (I talk about this next)

### EXAMPLE:

#### My vision statement:

"Helping Handmade Brands help themselves while making a difference."

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## YOUR VALUES:

I KNOW YOU ARE THINKING I'M JUST A SMALL BUSINESS, THESE  
VISION STATEMENTS AND WHAT NOT ARE FOR LARGE CORPORATIONS...  
I SAY, "BULLCRAP."

I know that the idea of 'corporate values' has been abused and sometimes just dumb....like it seems like it goes completely against what I believe. Often corporations just throw out words like Innovative, caring, and socially responsible. Mostly I think they just like how they sound...or look good in annual reports. Just because you are a small business doesn't mean that your values don't apply.

It's the opposite in fact. Your values really do matter. They are part of your Why...and really do matter to your customers.

Roy Disney once said, "It's not hard to make decisions when you know what your values are."

Don't be afraid to create meaningful values, they are an important part of your strategic plan and your brand. For example values are a set of rules for you, and your team to live by. Sort of like the rules set for a game of hockey or rugby. (Yes, I played both in college). Each game has rules and expectations on how to play, although the outcomes are important, like winning. How you reach them is just as important. Values are sort of like your boundaries and setting them gives your team a common purpose and guidelines to reach your outcomes, aka, GOALS.

## DISCOVERING YOUR CORE VALUES:

Ask yourself this question:

**"What is important at my company and what is unique about working here?"**

Seriously take out a pad of sticky notes and jot down each answer on one. Ask your partner or employee to do it with you if you have one. If you are having a hard time coming up with ideas ask yourself questions like, "What is your company not like, or what is your competition like, would they do something you wouldn't?" This should help you come up with a few more ideas.

Organize the sticky notes into like categories which will be your core values list. At this point you will have several in each category and be able to break them down into main values.

Select your core values from your categories.

Define them using language that you yourself used.

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## MY VALUES ARE:

**Honesty & Integrity, Quality Design, Adventure, and Collaboration**

### TAKING A CLOSER LOOK:

It is important to take a closer look at your values and write out what you think each one means. Answer the **Why** and how you maintain each Value.

#### VALUE 1:

### Honesty & Integrity

**Why?** Because I am a small and growing company and my word and work will only show that I can be trusted. My personal values and beliefs should and will be an important part of my business. Integrity and honesty are at the core of my beliefs. To bring joy to God through all I do. Whether that be personal or for business. Making sure to do all of my things, the best that I can and with my faith at the forefront.

#### HOW DO I MAINTAIN THIS VALUE?

In my blog posts, social interactions, collaborations, and through my personal and client relationships.

#### VALUE 2:

### Quality Design

**Why?** I believe that quality design and branding can and will drive a business to succeed. Innovation and a culture that believes in strategy and design will lead to continuous growth. Design really is a method of problem solving. Whether it is a new store front or interior space, a brochure, signage system, a chair, or a better way to refine your production process...design is about solving a problem. I believe that when a company that puts design and research at the core of their strategy, they out perform the market by a significant margin.

#### HOW DO I MAINTAIN THIS VALUE?

Education. Learning new skills and reading new books about design, branding, and illustration. Gaining new insights and reading about new concepts. Taking classes to refresh my education and give me new ideas.

#### VALUE 3:

### Adventure

**Why?** I know that the spirit that drives me creatively is adventure. Some days instead of trying to whip out multiple concepts or iterations, taking it to the streets really excites and drives innovation. Adventure and new experiences really drives good design and new ideas.

#### HOW DO I MAINTAIN THIS VALUE?

Making a point to do new and exciting things will not only balance my personal life but also excite and refresh my business. Let's call them crazy days.

#### VALUE 4:

### Collaboration

**Why?** When I have someone to bounce ideas off or ask questions my ideas and work is always better. I believe in building my business alongside creative, professionals, and unlikely business relationships. I believe that every relationship or contact could potentially be a life changing relationship or potential partnership. Never burn a bridge or think that relationship doesn't matter. God always has a hand in the people he puts in your life.

#### HOW DO I MAINTAIN THIS VALUE?

Follow up with people you meet and make a point to show them you value their friendship. Connect with people and be real with them. Join new groups and make building relationships important.



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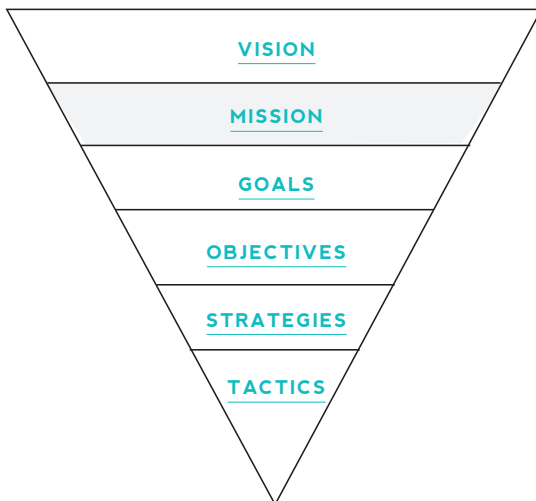
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## YOUR MISSION:

### THE WHY OF A BUSINESS STRATEGY...

Really, that IS the why of any good business strategy. A good mission statement is a super useful tool for understanding your business. It's the "why" of business strategy. Why you wake up every morning and work diligently carving out wood by hand, or hand glaze hundreds of coffee mugs.

### A MISSION STATEMENT DEFINES A COMPANIES GOALS IN THREE COOL WAYS,

### SO ASK YOURSELF THESE THREE QUESTIONS AND DEVELOP YOUR BRAND'S MISSION STATEMENT.

What do you do for your customers?

What does your company do for its employees?

What does the company do for its owners?

- sometimes a company can also extend themselves to include the  
community and the world -

Developing your companies mission statement is going to help you define your goals, ethics or values, culture, and help you make decisions. Perhaps you should even have it printed and hung in your studio space. I think I might do that in my office! Ultimately it helps a person take a step back and really focus on what is most important...your business has a purpose.

### MY MISSION STATEMENT IS:

"I want so support and encourage makers and  
artisans to continue to create solutions and prod-  
ucts that as a society we can be proud of, to  
return the brands of the world to a simpler time  
and declare war on anonymity and delight in the  
handmade."

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## WHAT ARE YOUR FOCUS AREAS OR GOALS:

LETS FOCUS ON COMING UP WITH WAYS TO ACHIEVE  
YOUR VISION STATEMENT..

Focus areas help us further define what your vision statement is without setting a deadline.

### MY GOALS FOR AN EXAMPLE:

**EDUCATION** - To become the go to Neurosurgeon Brand Strategist of the Handmade - Learning and Developing new skill sets.

**EXPANSION / GROWTH** - Gain new clients in new markets, Gaining a deeper understanding of the needs of my customers, Establish a personal and business budget separately, Launch New Products that are successful and desired.

**ADVENTURE / CREATIVITY / COLLABORATION** - Be more creative. Collaborate with other creative professional.

Create between 3-7 Focus areas yourself. Don't go crazy here as you can only focus on so much before turning all crazy and overwhelmed.

### WHY EXACTLY ARE FOCUS AREAS OR GOALS IMPORTANT?

This Focus Area exercise will help you come up with innovating and new ways to be successful and you will feel empowered. They are inspirational and motivational.



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## STRATEGIC OBJECTIVES:

SINCE YOU HAVE WRITTEN YOUR FOCUS AREAS OR GOALS WE CAN ALIGN YOUR STRATEGIC OBJECTIVES TO MATCH.

This is where we can get a bit more detailed and precise. A well written Strategic Objective sets a clear outcome and a deadline. Not only setting a deadline, but establishing a way to measure ( like \$, dollar bills y'all or time).

**Action + Detail + Metric + Unit + Deadline = Strategic Objective**

HERE ARE MY STRATEGIC OBJECTIVES FOR EXAMPLE:

### EDUCATION

- Develop a new website (coded from scratch)
- Develop and tweak design skills by tackling a project you have always wanted to do.

### EXPANSION / GROWTH

- Collaborate with other bloggers, photographers, social marketers and editors to provide information about HBB and how I can help handmade artisans.
- Ask Current Clients for referrals and offer an incentive to share.
- Be more present at art shows.
- Maintain more of a presence with potential leads.
- Establish and maintain a personal and business budget monthly by March.
- Create 6-10 products to sell on my own ecommerce platform by the end of the year.
- Organize and design office space to be more productive in 2018. Finish office space by the end of February.

### ADVENTURE / COLLABORATION

- Explore the Raleigh Durham area and share your business cards.
- Join a AIGA and other networking groups
- Collaborate with other B2B businesses to establish HBB as a leader in the field. Create a seminar or event for artisans where they can learn and collaborate with leaders in the marketing industry.
- Create relationships with artists by spending time with them, going to their studio space, and having lunch.
- Maintain relationships with current contacts and friends through social events and professional outlets.
- Continue to share my faith through my website and the way I live. Make sure to be above reproach and never burn bridges.

### WHY ARE THEY IMPORTANT?

**Your Strategic Objectives are the beating heart of your plan.** Going forth without them gives you no backbone or way to measure your success. No plan = No success. They help you to create goals that are reachable and measurable and help you align your goals and your vision.



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## TACTICS

### WITHOUT TACTICS YOUR STRATEGY IS NOTHING MORE THAN A WISHLIST.

When goals have a unit of measurement assigned to them they are twice as likely to come true! Accountability right? You have to own the things that have to be done. Your to do list, essentially. It is also good to set a name to each goal. Delegate your tasks. If you are a solo thing like I am I usually will hire out a few things that don't need my specific knowledge or touch.

It is taking a Focus Area and defining it. I would say 3-6 strategic objectives is a good start. Although you don't want too few and too many will just overwhelm you. So keep that in mind. Make sure to get into the detail of what you are going to do. Don't just state that you are "going to grow". Make sure you have concrete objectives and deadlines.

### HERE ARE MY TACTICS:

#### EDUCATION

- Develop a new website from scratch.
  - Learn more development skills and create a simple website using this <https://www.skillshare.com/classes/Learn-Complete-Web-Development-From-Scratch/1232254698?via=search-layout-grid> skill-share class before school ends in May.
- Develop and tweak design skills by tackling a project you have always wanted to do.
  - Learn something new every Tuesday, spend an hour learning a new skill on skill-share from 1-2 pm and write a short blog about it by Friday each week.

#### EXPANSION / GROWTH

- Collaborate with other bloggers, photographers, social marketers and editors to provide information about HBB and how I can help handmade artisans.
- Ask Current Clients for referrals and offer an incentive to share.
  - Create a referral incentive strategy
  - Send out an email to ask current clients to share your website/social for referrals and include incentive. Do this by Feb 5th
- Be more present at art shows.
  - Research Art shows and fairs and create a list of place to attend by the end of January.
  - Find childcare for list of events
- Maintain more of a presence with potential leads
  - Hire PJ to create and send out a weekly lead generation email.

- Share a post daily on Instagram and Facebook

- Establish and maintain a personal and business budget monthly by March

- Contact my financial advisor and ask him about business finance.

- Research Books about business finance.

- Ask accountant about how best to separate personal and business finances.

- Create 6-10 products to sell on my own ecommerce platform by the end of the year.

- Research other designers who sell their own products.

- Create list of things that I would like to have myself

- Ask clients if they could use any tools for their business?

- Organize and design office space to be more productive in 2018. Finish office space by the end of February.

- Reupholster office chair

- Purchase wood for custom office couch

- Print Mission and vision statement for office

- Budget accordingly for materials

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#### ADVENTURE / COLLABORATION

- Explore the Raleigh Durham area and share your business cards.
  - Take an excursion once a month and explore Raleigh Durham with the intent to share on social media. In your calendar mark out the days ahead of time by the February 1st.
- Join a AIGA and other networking groups
  - Join AIGA.
  - Sign up for THRIVE conference by January 31st.
  - Write in Calendar other meetings.
- Collaborate with other B2B businesses to establish HBB as a leader in the field. Create a seminar or event for artisans where they can learn and collaborate with leaders in the marketing industry.
  - Establish and Design a strategy seminar for creatives by April 1st.
  - Research Vendors and suppliers for Design Seminar by February 1st.
  - Set up meetings to discuss sponsorships with vendors
  - Meeting with Carly about Event on Monday the 14th.
- Create relationships with artists by spending time with them, going to their studio space, and having lunch.
  - Make a list of makers that I would like to visit
  - Contact vendors to set up a date to visit.
- Maintain relationships with current contacts and friends through social events and professional outlets.
  - Send a monthly email to touch base with clients. Set a reminder on your phone.
- Continue to share my faith through my website and the way I live. Make sure to be above reproach and never burn bridges.
  - Write a monthly blog to talk about faith and business
  - Research other creatives/ marketers who are Christians to possibly collaborate with



## THE NEXT STEPS

### THIS IS JUST THE BEGINNING.

This article really is only the start of our journey when it comes to exploring the components of a good strategic plan. But really you should just bite the bullet and get started. I know it might seem like a waste of time but I can assure you...you will feel awesome knowing your goals AND having a plan to reach them.

And surely if you have questions be sure to send me a quick email at [HeatherM.Bunker@gmail.com](mailto:HeatherM.Bunker@gmail.com). I would love to help you in anyway I can or see what goals you have for the year. That, actually would make my day.

**Stay awesome my friends.**