TWO LOVES STUDIO

Goal SETTING

WORKSHEET

Food Photography Goal Setting

LET'S CREATE INTENTIONAL GOALS!

FIND THAT INTENTION. SET YOURSELF A GOAL.

Goal setting is a powerful exercise that supports you in kicking your photography up a notch! It's about creating actionable tasks that will turn your visions into reality, allowing you to have a photography journey that you love.

WHY SET GOALS?

Pursuing a photography journey no matter how big or small without goals is like trying to play football without goal posts, you're never going to score. Setting goals allows you to take small steps that will get you in action and closer to your end goal.

HOW TO SET POWERFUL GOALS

To create powerful goals, you want to make sure they meet the S>M>A>R>T criteria.

SPECIFIC: Make your goals as specific as possible. I want to take good photos. What does good mean? Really define it.

MEASURABLE: Make your goal measurable. How will you measure the progression and achievement of the goal? Are you creating something, are you an expert? Use descriptive language.

ATTAINABLE: You want to set your goals high, but also make them attainable. Having a goal of being the first successful food photographer probably isn't attainable. Be the first of something that hasn't been done yet or even better, make it a first time for you.

REALISTIC: Make your goals authentic to you and real. Film photography is trending right now, but don't make it a goal if it doesn't float your boat. Film food photography on Mars is also not realistic for the average person at this point in time either, (but what a thought!). The idea is to get real, not tell ourselves we aren't good enough to what is actually possible. Don't confuse the two.

TIME: Make your goal present tense and attach a time frame to it. We are setting one-year goals here, so you could attach a time frame within the coming year to your goal.

THE POWER OF LANGUAGE

Don't underestimate the power of language. Using descriptive measurable language will allow you to came up with specific, attainable and realistic goals.

EMAPLE GOALS

Here are examples of SMART goals:

- I am commissioned weekly for innovative and challenging food photography projects by June 20xx.

- My savoury food styling produces drool-worthy images, particularly with brown foods by Dec 20xx.

- I work monthly on personal projects that focus on add beautiful images to my portfolio by Sep 20xx.

Sounds powerful and inspiring right? Makes you want to get into action? That's how a SMART goal should make you feel...

Let's goal set!

IDEAS - LET EM' FLOW, YO!

Scribble down some all the ideas for goals that come to mind.
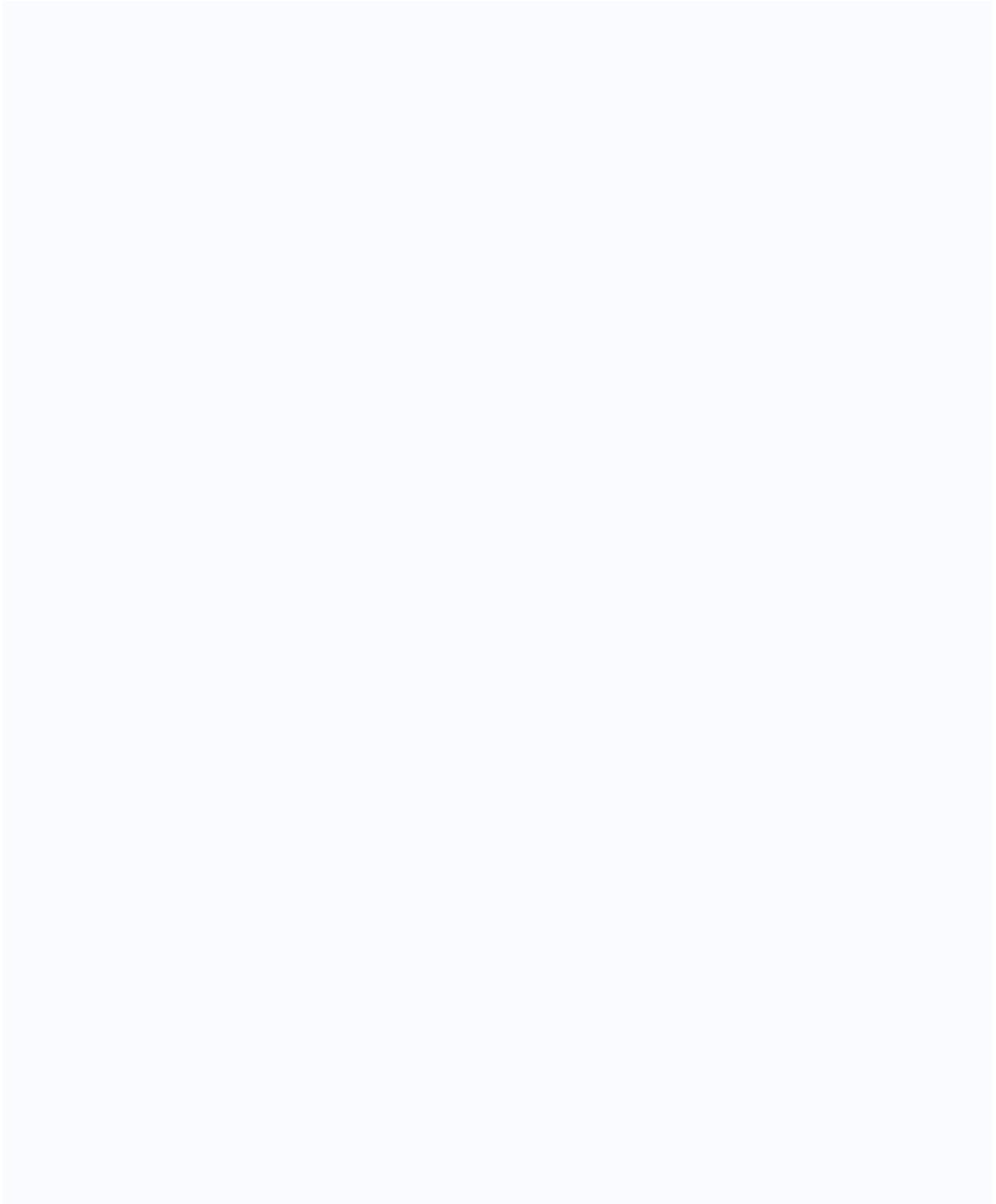
STEP 1 - DEFINE YOUR GOAL!

Define your SMART goal in a measurable sentence.

STEP 2 - WHAT WILL HELP YOU SUCEED?

Think about equipment, techniques, styling that can help you get there?

Do you need to read up/find out about a new technique?

Can you rent a lens or save up for a new one to add to your kit?

Could a new background help your image? Could you collaborate with a stylist?

TECHNIQUE

EQUIPMENT

STYLING

STEP 3 - FIND INSPIRATION IMAGES.

Jump onto Pinterest and find some inspiration images that you can strive for.
Ask yourself - what is it about these images that you like? What's present in these images that are missing in your work? How do these factors tie into your goals?
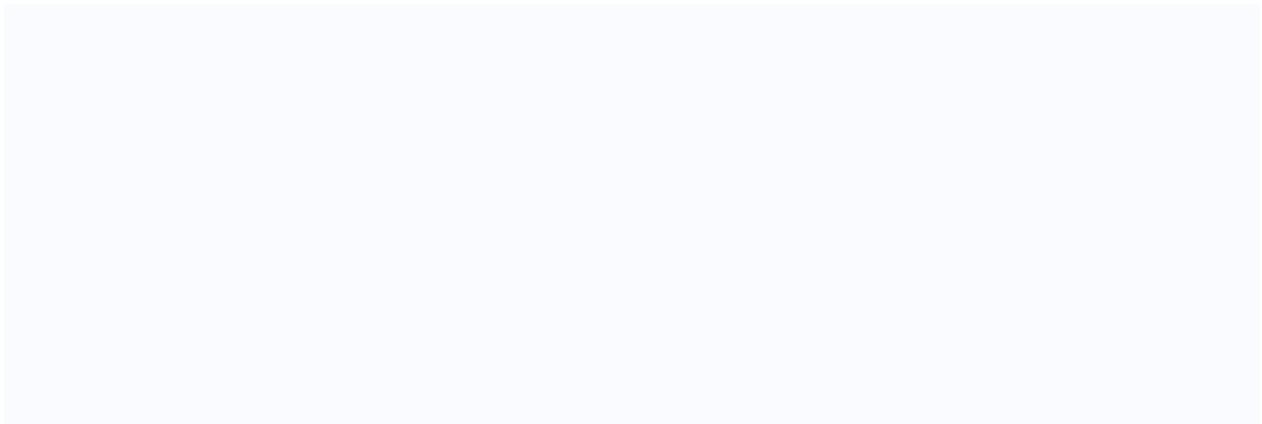
STEP 4 - ACTIONABLE STEPS.

Create three actionable and measurable steps to get you to your goal. Make sure to set dates.

1

BY WHEN:

2

BY WHEN:

3

BY WHEN: