

YOUR PEOPLE PLAN WORKBOOK

Planning Workshop May 7-9, 2024



● CONSCIOUS CONNECTIONS a Definition

Conscious connections are _____ relationships with an individual or organization that can help you achieve _____. They go beyond casual acquaintances and require a deeper and _____ and commitment.

● WHO are they?

After reviewing the 31 categories of people and considering your goals, who are the people you'll focus on in your people plan? Because your time and energy are finite, I suggest **prioritizing the people on your list** because they are your most cherished relationships.

In addition, select no more than 1-3 categories of new people to focus on for the next 3-6 months. **Who are these people for you?**

You can't focus on everyone at once. Maybe you just want to reach out to art consultants for this season. Or commit to becoming more involved in your community.

SAFEKEEPING

While you might have some of the same people in multiple locations (your email marketing database, a spreadsheet, your phone contacts), there must be a single location that is THE place to find the most up-to-date information for that person—the authoritative location for safekeeping.

Where will you keep names and contact information for people?

Consider major categories of people along these lines—no more than 4-5.

- Collectors (purchasers of originals)
- Customers (of reproductions, products, lower-priced items)
- Students
- Prospects (potential venues, sellers, connections)

Category of Contact	Authoritative Location

Do this!

HOMEWORK BEFORE SESSION 2

1.

Flip back a couple of pages to page 1.

WHO are the categories of people you want to focus on for the next 3-6 months (season)?

2.

You'll need a notebook or extra sheet of paper for this. Make a list of everyone you know in these categories BY NAME. You're looking for specific names of specific people.

Extra credit: Write down names of people in other categories that aren't your current focus but might be people you want to reach out to in the future.

3.

Make note of everywhere you are keeping contact info for these people. There's no need to do this on a per-person basis. Just, in general, where are all of the places you might have to go to look for these details?

4 COMMANDMENTS for Establishing Conscious Connections

1. You are _____.
2. Really, really _____.
3. Focus on _____ interactions.
4. Never discount your connection to anyone because _____.

The Conscious Connections **CYCLE**

Draw it in this space.

Organizing Your PEOPLE DAY

The questions you want to answer during your People Day are the following.

- WHO do you want to meet or introduce yourself to?
- WHO do you need to follow up with?
- WHO do you need to stay in touch with?
- WHAT form will your communication take this time?

If you have gone through my Artist Planning Sessions, you recognize that this is not a task. It's a project because there are multiple steps—but a project that you will repeat weekly.

What day of the week will you designate as your People Day?

☐ Block it off on your calendars for the next 3 months.

Your relationships are sacred, so make a ritual of your People Day.

1. Clear off your desk and close apps and windows except for the places where you have your people info (spreadsheet, Artwork Archive, notebook, Notion, etc.)
2. Make a copy of the 2-page People Day Worksheet on the following pages.
3. Light a candle or play your favorite music. Recite a mantra that reflects how much you cherish these relationships.
4. Begin.

PEOPLE DAY Worksheet

Date: _____

☐ Review what you did on your last People Day. What insights have you had since then?

☐ Identify anyone you connected with this past week that you need to follow up with. Who are they?

Follow up immediately, or ...Make a note on your calendar or task list to follow up on the appropriate date.

☐ Add any new contacts to their authoritative lists.

☐ Follow up with other people as necessary in whatever way is best. Refer to the tools for connecting. See also the list of reasons to contact someone if you need an angle.

What steps did you take today and with whom? *You can record this here or in your contact spreadsheet or database.*

- ☐ Research potential connections. Who looks interesting this week? Do you have any mutual connections?

Even if you have more business than you can currently handle, spend 15 minutes reviewing the 31 categories of people and begin researching names and contact information for people you need to reach out to. Add them to your outreach list for later, but don't get too complacent. You can't count on the same level of work for the future. You always want to be filling the well.

- ☐ Add potential connections to their authoritative location.
- ☐ Document everything and update records for individuals. *Do this so that you don't have to retrace your steps next week.*
- ☐ Decide what you want to accomplish on your next People Day.

Voilà!

Now you have **Your People Plan.**

- ✓ You have prioritized the people on your list.
- ✓ You have identified 1-3 new categories of people you'll pay close attention to during the upcoming season.
- ✓ You know the authoritative locations for safekeeping of contact information.
- ✓ You will make a point of keeping notes about your contacts so you can personalize your communication.
- ✓ You have a designated People Day and have added it to your calendar for the next 3 months.
- ✓ You have steps to follow on your People Day.

People Planners in my Essentials program will be supported for the next few months with focused lessons and live gatherings around cultivating connections (and collectors/fans/students).

Please join us!

People Planners get **\$100 off the season (Cultivate Connections) or the full Essentials program** by using the promo code 'IMREADY' at checkout.

Orientation is Tuesday, May 14! Your People Day coworking session is Thursday, May 23.

<https://artbizsuccess.com/essentials>

Thank you for doing this work with me! It's been an honor to lead you through this process.

I hope I will be able to continue supporting you in my community and learning programs. Please let me know if you have any questions about your next steps.

With gratitude,

