

The logo for 'ART JUICE' is located in the top right corner. It consists of the word 'ART' in white, uppercase, sans-serif font above the word 'JUICE' in orange, uppercase, sans-serif font. A small white teardrop shape is positioned below the 'I' in 'JUICE'. The logo is set against a dark blue rectangular background.

ART
JUICE

An orange circle is positioned on the right side of the page, containing white text. The background of the page features a vibrant display of fireworks in shades of yellow, orange, and red against a dark blue gradient.

An 18 page printable
workbook to help you
plan your best
creative year

Juice up

FOR YOUR BEST
ART YEAR EVER

BROUGHT TO YOU BY THE ART JUICE PODCAST

a note from us

WELCOME, FELLOW CREATIVE!

We know that a creative life isn't always an easy one. We have to set our own projects, listen to (unwelcome!) feedback from people who seem to know better, keep our creative energy intact against the onslaught from every day tasks. You may have another job or family care commitments and this is seen just as a hobby, even while you are trying to build it into more.

Wherever you are, we have been there, because we all start somewhere. At the start of 2019 we decided to start a podcast. We called it **Art Juice** and it's now been listened to over 600,000 times. If anyone could pass on the message that a small idea can grow we hope this will encourage you in your creative dreams.

We wanted to create a way to celebrate ALL of our creative projects - the steps we have taken and the great projects to come. There will be ups and downs but within this guide you will find a outline to work through in a week which will get you set for your best year.

2020 has been a challenge in many ways, but with creative thinking and resolve, making art and sharing it has proven to be a sanity check and still much in demand.

Keep listening for that weekly boost on your creative journey. Keep sharing so others can also find us and be inspired.

Thank you,

Alice & Louise

LOUISE FLETCHER
Artist, co-host of Art Juice
and founder of Find Your Joy

www.louiseletcherart.com



ALICE SHERIDAN
Artist, co-host of Art Juice and
founder of The Connected Artist

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The logo for ART JUICE, with 'ART' in white and 'JUICE' in orange, with a small white drop icon below the 'I' in 'JUICE'.

ART
JUICE

SECTION ONE

celebrate

ART JUICE PODCAST

YOUR BEST ART YEAR EVER

STOP + CHECK BACK

Part One

RECOGNISE: WHAT WENT WELL FOR ME THIS YEAR?

We tend to forget - use a diary to go back through the past year to remind you of events you did or situations which worked out well... write your key wins here.

I am truly grateful for.....

What did I do to contribute and create a situation where these occurred?

Where did I surprise myself?

"Gratitude turns what we have into enough"

AESOP



**ART
JUICE**

**SECTION
TWO**

dream

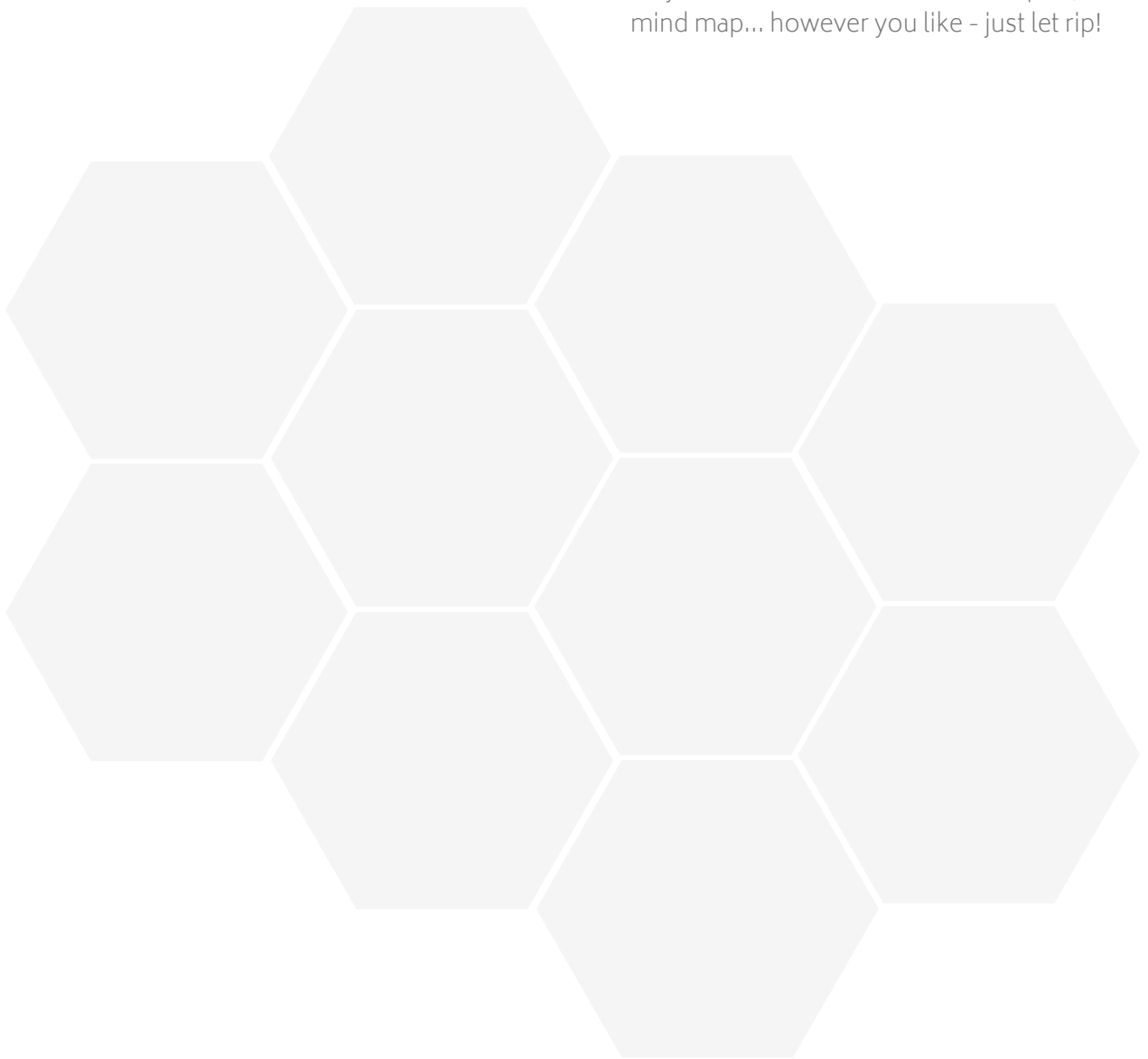
ART JUICE PODCAST

YOUR BEST ART YEAR EVER

DREAM BIG

IMAGINE THERE WERE NO LIMITS - WHAT WOULD YOU WANT?

What is it that you want? Allow yourself to desire with no contradiction or practicality. You may want to add a new idea in each pod, or mind map... however you like - just let rip!



"The future belongs to those who believe in the beauty of their dreams"

ELEANOR ROOSEVELT



DREAM BIG

THIS IS FANTASY LAND - GO FOR IT!

Imagine it's the end of the year - what looks different for you now?

What does an ideal day or week look like for you? What lights you up?


How will you know when you've achieved what you want? What will it look like? Feel like?

SECTION
THREE
focus

RATE YOURSELF

WHERE IS YOUR ZONE FOR IMPROVEMENT?

OK, it's time to set some focus. First it's time take an honest look at your current situation. Yikes, but we're not here to be tough, just to identify where are your areas for growth and focus. Fill in the dots to your current level of skill or experience.

could be better  *doing fab!*

studio time	●	●	●	●	●	●	●	●	●	●	●	●	●	●
work quality	●	●	●	●	●	●	●	●	●	●	●	●	●	●
sales	●	●	●	●	●	●	●	●	●	●	●	●	●	●
show my work	●	●	●	●	●	●	●	●	●	●	●	●	●	●
marketing	●	●	●	●	●	●	●	●	●	●	●	●	●	●
my audience	●	●	●	●	●	●	●	●	●	●	●	●	●	●
newsletter	●	●	●	●	●	●	●	●	●	●	●	●	●	●
other	●	●	●	●	●	●	●	●	●	●	●	●	●	●
other	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Where is there an imbalance?

Which area do you most need to focus on? Maybe your studio commitment is good, but you are not as good at promoting yourself? For now just make a note of 3 or 4 areas you would like to concentrate on.

STOP + CHECK BACK

Part Two

RECOGNISE: TIME TO BE HONEST!

Life changes all the time and we need to be flexible, but if we want things to change we have to be honest about what we are currently doing and what time we have available to us so that we can see how we might make changes.

How was my working practice? Really...!

Where in the week do I waste time? What habits could I change?

What gets in the way? What do I need to say 'NO' to?

What area of development would make the biggest impact? How can I improve this?

"Yesterday I was clever - I wanted to change the world.

TODAY I AM WISE - I AM CHANGING MYSELF

Today you are going to choose just 3 key areas to focus on next. And, because things happen when we give them priority, identify when you can work on these.

BIG ROCKS

SET YOUR KEY PROJECTS

STEP 1: IDENTIFY YOUR BIG ROCK PROJECTS

PROJECT ONE

THIS IS IMPORTANT BECAUSE....

PROJECT TWO

THIS IS IMPORTANT BECAUSE....

PROJECT THREE

THIS IS IMPORTANT BECAUSE....

STEP 2:

WHEN WILL THIS HAPPEN?

Allocate a fixed time for this

WHEN WILL THIS HAPPEN?

Allocate a fixed time for this

WHEN WILL THIS HAPPEN?

Allocate a fixed time for this

ART
JUICE

SECTION FOUR

plan

ART JUICE PODCAST

YOUR BEST ART YEAR EVER



YOUR PERSONAL PLAN

START THE YEAR CLEAR!

Is there anything you have been putting off? What would feel fantastic to get done and out of the way now so you can start the next year on a good footing.

SET YOUR PROMISES

This year I am committing to myself because....

I promise to check back against my Big Rock projects at the start of each week so I can make this amazing stuff happen - and then choose only what I can do. No overwhelm

SIGN YOUR NAME HERE

PLAN FOR BUMPS

When I hit blocks (because they will happen!) my plan to recover my energy and get back on track is.....

PLAN TO CELEBRATE!

I will celebrate my wins (big and small!) by....



CREATIVE PLAN

HOW WILL YOUR CREATIVE WORK EVOLVE?

This takes a big of imagination... even if you don't usually meditate, take some time to sit quietly and allow your Dream Big mind to take over....

HOW DOES MY NEW WORK LOOK?

Brainstorm general words or feelings. Think around colour, texture, emotion, story, scale, materials....

What makes this uniquely mine? How can I build on that further?

WHAT EXCITES ME ABOUT THIS?

WHAT DO I NEED TO BRING THIS TO LIFE!

this may include some more practical considerations eg ordering specific materials, researching an idea.

PROJECT:

Now start to look at each 'Big Rock' project and break it into manageable steps....

PROJECT SUMMARY:

WHAT DOES SUCCESS LOOK LIKE? Are there any measurable factors?

WHO CAN HELP ME WITH THIS?

WHAT TOOLS OR SOFTWARE WOULD HELP?

MY NEXT STEPS ARE:

WHEN

1

2

3

INCOME PLAN

THIS YEAR I WOULD LIKE TO EARN:

GOOD

BETTER

BEST

Great! Did you just pick a figure? Maybe - that's OK, but now we need to work out where this will actually come from .

You should have an idea of the areas you wish to develop by looking at your Big Rock projects. If income is important to you then you should ensure you balance out projects which give you overall support (eg build your audience, develop your website) and projects which actually bring you income (eg set up e-commerce, have sales events booked in, develop that workshop you want to offer)

For each revenue stream, break it down eg original paintings = sell 6 large works at £x and 12 at £x

MY KEY REVENUE RAISERS ARE:

BREAKDOWN

TOTAL

BREAKDOWN

TOTAL

BREAKDOWN

TOTAL

MY YEAR AHEAD

DREAM BIG WISHES:

Add in any key events you already have planned. Where will your key projects happen? And a place to remind you of your big dreams!

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEPT

OCT

NOV

DEC

find out more about us...

At the start of 2019 we decided to start a podcast for artists, after all, as artists, we have plenty of time to listen as we work so it seemed the perfect fit. As we closed 2020 with 600,000 downloads, it seems you agree - thank you for listening and being part of it.

This workbook was first created as part of an online event we created in 2019 and lots of you have asked for the PDF again, so here it is! If you've enjoyed it, or benefited, please consider giving on a Pay What You Want basis - it all helps support the podcast happening. And please keep sharing - it all helps. x

**ART
JUICE**

PAY WHAT YOU WANT



ALICE SHERIDAN

Alice is a professional artist creating layered paintings which mix an urban feel with more traditional landscapes, giving abstract work with a strong graphic edge. Alice is the founder of the Connected Artists membership club which helps artists develop their business with a creative mindset. She works from her studio in London. Find out more:

www.alicesheridan.com
[@alicesheridanstudio](https://www.instagram.com/alicesheridanstudio)

HEAR MORE

LOUISE FLETCHER

Louise lives in Yorkshire where she paints abstract inspired by her wild surroundings. She is the creator of the 'Find Your Joy' programme and the Art Tribe membership. A book is on the horizon too!

SIGN UP

<https://www.louiseletcherart.com/louise-newsletter/>



SUBSCRIBE TO 'ART JUICE' SO YOU NEVER MISS AN EPISODE