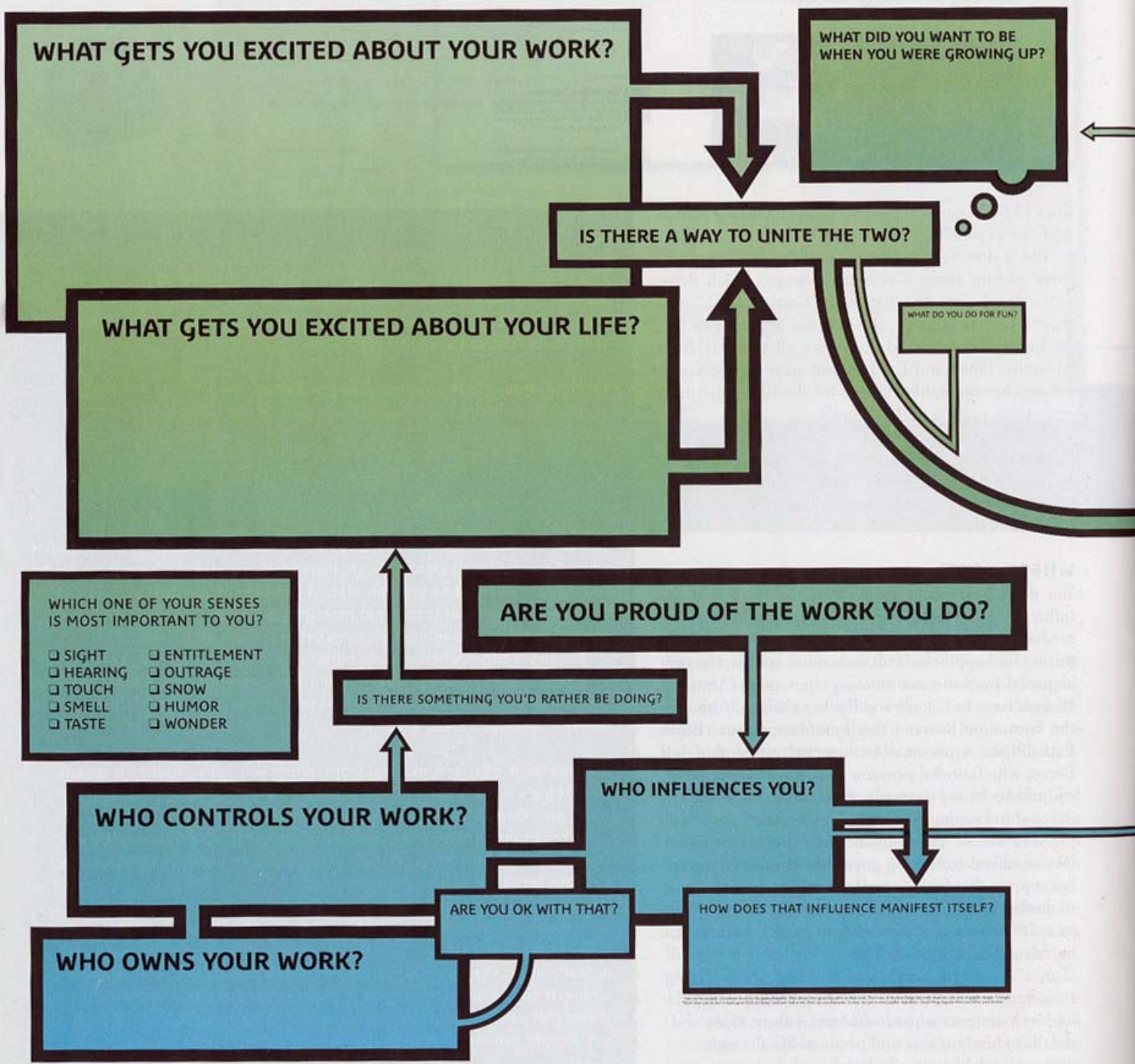


# GET DOWN TO BUSINESS

A WORKSHEET TO HELP YOU UNDERSTAND YOUR PROFESSIONAL SELF

BY STEFAN G. BUCHER, adapted from his excellent book *All Access—The Making of 30 Extraordinary Graphic Designers*

Reading about other people's lives is all good and fine, but at the end of the day it's about what *you're* going to do. To that end, I've put together a few questions for you. Most are open-ended; some show my own bias. Either way, they're yours to answer. Consider them at your leisure. Consider them alone, or discuss them with friends and colleagues. Be honest with yourself. Jot down what comes to mind, and see what patterns emerge. This is a worksheet, so don't be too precious about it all. (Well ... try, anyway.) Scribble, erase, scratch things, tack on extra pages where you need them. And don't forget to revisit your thoughts from time to time. **GRAB A PEN AND LET'S GO!**





NAME YOUR TOP FIVE FAVORITE PROJECTS. WHAT MADE THEM FUN?

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_

NAME YOUR TOP FIVE DREAM PROJECTS.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_

HOW MUCH MONEY ARE YOU MAKING NOW?

HOW MUCH MONEY DO YOU NEED TO EARN EACH YEAR TO LIVE COMFORTABLY?

IF YOU'RE MAKING MORE MONEY THAN THAT, WHAT WILL YOU BUY WITH THE EXTRA CASH?

WHAT'S THE BIGGER LUXURY: A BIG TV OR SAYING NO, THANKS TO A SOULLESS ASSIGNMENT?

WHAT SCARES YOU PROFESSIONALLY AND PERSONALLY?

NAME FIVE MISTAKES YOU WON'T REPEAT.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_

WHICH OF THESE FEARS ARE USEFUL TO YOU AND WHY?

PRACTICE GREED CONTROL!  
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WHICH OF THESE FEARS WOULD YOU LIKE TO OVERCOME MOST?

MAKE A LITTLE PIE CHART OF YOUR LIFE AS IT IS NOW AND AS YOU'D LIKE IT TO BE. DO YOU SPEND 47% OF YOUR TIME ON WORK? 33% ON LOVE? 20% ON SLEEP? HOW ABOUT STAYING HEALTHY? OR ON TOP OF YOUR READING?



AS IT IS

AS IT OUGHT TO BE

IMAGINE YOURSELF AT 80. THINK BACK ON YOUR CHOICES. WHAT HAVE YOU DONE IN YOUR LIFE THAT MAKES YOU PROUD? WHAT DID YOU MISS? WHY?

IF YOU KNEW THAT YOU HAD ONLY SIX MONTHS LEFT TO LIVE, WHAT WOULD YOU DO?

YOU'RE IN TRULY DEEP TROUBLE. WHO IS THE FIRST PERSON YOU CALL?

THE GREATEST THING IN THE WORLD JUST HAPPENED TO YOU. WHO IS THE FIRST PERSON YOU CALL?

CHARITY FAVORS THE PREPARED MIND.



# TO-DO LIST

DO YOU LIKE MAKING LISTS?

DO YOU LIKE THINGS THAT COME IN TENS?

DOES THIS PAGE EXCITE YOU?

IN THE LONG RUN,  
WALKING THE WALK  
ALWAYS BEATS  
TALKING THE TALK.

MAKE A LIST OF 10 THINGS  
YOU DO TO AVOID WORKING.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_

NOW CUT IT OUT AND GET TO WORK, DAMMIT!

MAKE A LIST OF 10 PEOPLE YOU ADMIRE.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_

MAKE A LIST OF 10 THINGS OUTSIDE YOUR  
CONTROL THAT YOU WORRY ABOUT SO MUCH  
THAT YOU CAN'T EVEN BEAR TO TALK ABOUT  
THEM ANYMORE. NOW TRY TO LET THEM GO.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_

IS THERE A COMMON DENOMINATOR?

MAKE A LIST OF 10 THINGS  
YOU'D LOVE TO DO IF ONLY YOU  
COULD WORK UP THE NERVE.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_

NAME FIVE THINGS THAT MAKE YOU  
FEEL CONFIDENT ABOUT YOURSELF  
AS A PERSON AND AS AN ARTIST.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_

MAKE A LIST OF 10 PEOPLE YOU'D LIKE  
TO TALK TO OVER THE NEXT 12 MONTHS.

- 01 \_\_\_\_\_
- 02 \_\_\_\_\_
- 03 \_\_\_\_\_
- 04 \_\_\_\_\_
- 05 \_\_\_\_\_
- 06 \_\_\_\_\_
- 07 \_\_\_\_\_
- 08 \_\_\_\_\_
- 09 \_\_\_\_\_
- 10 \_\_\_\_\_

WHAT'S YOUR FAVORITE SHADE OF GRAY?



IF YOU KNEW THAT YOU'D LIVE TO BE  
107, WHAT WOULD YOU DO WITH THE  
NEXT FIVE YEARS OF YOUR LIFE?

DRAW SOMETHING!  
IT'S GOOD FOR YOU!

WHO DO YOU LOVE?

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# SO ... WHAT'S NEXT?

Sometimes the best way of making your dreams and goals come true is by putting them into words. So, have at it. And don't worry about these things being realistic. They're not supposed to be. They're dreams! Write down everything that springs to mind—small things, big things, professional, personal. It's OK to put down responsible desires, but those will be on your mind anyway. Look within yourself and be honest about what you really want.

GOOD LUCK!

