Organizing Goals and Assets
Trello and Google Drive

Now that you have identified your target goal and have broken it down into small, achievable steps by running them through the S.M.A.R.T. system, you need a place to organize those steps.

Trello (Organizing Goals):
https://trello.com/

Trello is a free online program that is ideal for being able to visualize and organize your achievable steps that will help you reach your goals.This program has moveable components, is colorful, has calendars and you can share your board with others. It allows you to upload photos and documents as well.

This system is composed of:
Boards: Which is the largest container which represents a target goal, for example: going on tour. Inside each board are lists.

Lists: This is where you can break down your target goal further, for example: one list can be titled "contact venues" and another list could be titled "design merch". Within each list is a card.

Cards: This is where you can break your goals down to the smallest achievable steps. For example: "call 20 venues a week".

Now that you have your vision organized into achievable steps and goals you want to create "containers" for the "elements" of your vision ie your assets: branding elements, bio,

Google Suite/Google Drive (Storage and Organization for Assets):
https://www.google.com/drive/

The third online organizational tool I use is the Google Suite. All the elements of the suite work smoothly together including email, calendar, and the Drive. Other valuable features of the Suite are:

Sheets: to keep track of income and expenses, your merch, your contacts, leads, passwords, etc.

Folders: these act as "containers" where you can upload and organize all your assets such as your EPK, your photos, logos, branding board, etc.