

# WRITE YOUR 2019 INTO EXISTENCE: SEVEN DAY WRITING LIFE ROADMAP CHALLENGE

## DAY 2 WORKSHEET: By The #'s

### Your Accounting Criteria / Metrics / Targets / Benchmarks

*Sometimes it's hard to feel successful without keeping good track of your accomplishments.*

*But even when we do keep track of what we've done, many of us get caught up in other people's metrics and we feel ourselves coming up short.*

*What if we created our own metrics and held ourselves up to our own high standards that are aligned with the current season in our own lives?*

*That's what I'd like for you to think about today as you complete the activities below.*

### Step 1: Brainstorm (5-10 minutes)

*Ask yourself: **What might you track to know you've had a successful year?***

*Note: some metrics might vary from year to year based on your annual goals, but others are helpful and even essential to track every year.*

***Brainstorm a list of your own metrics or choose ones that resonate with you from the list below:***

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## Step 2: Narrow Your Focus (5 minutes)

From your brainstorm above, **choose 3-5 metrics** that matter most to YOU and that you can easily track from 2018. (No need to spend time tracking down info that's not easily accessible to you from last year unless you really want to do that).

- 1.
- 2.
- 3.
- 4.
- 5.

## Step 3: Preliminary Metrics for 2019 (5 minutes)

Based on how you're feeling right now, choose **5-7 preliminary metrics** you think you'd like to track going into 2019.

*You might pick 1-2 metrics from various categories.*

*Or you might realize this year is all about relationship building and focus on that.*

*Or maybe this is the year you want to get paid for your writing, so you focus primarily on financial metrics.*

*Use these metrics as a way to help you identify what areas of your writing life matter the most **to you** at this stage in your writing life and during this season of your life in general.*

*This list will likely change as you complete the rest of the activities this week (feel free to keep tweaking as you go), but this hopefully gives you some concrete footing as you begin to think about your Writing Life in 2019!*

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

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## Step 4: 2018 Accounting (varies)

*If time is tight you can skip this step or come back to it later.*

*Tip: One part of my accounting practice is to look through my posts on my Author Facebook page because that page is a place where I share all my publications and other writer wins.*

**Go back through your 2018 records and see how you did on the 3-5 metrics you chose for 2018.**

- *How do you feel about your numbers?*
- *What went well?*
- *What might you do to improve in the areas that matter most to you in 2019?*
- *Are there any metrics from 2018 that you'd like to focus in on in the New Year, or are you taking a new direction in your writing life in 2019?*

Metric	2018 stats	2019 Targets (if applicable)
1.		
2.		
3.		
4.		
5.		

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## SAMPLE METRICS:

*Below I've included a list of metrics ordered by category. This list is by no means exhaustive. Use it for inspiration. Feel free to choose from this list or create your own metrics and/or categories that make sense to you.*

*And remember: **YOU ARE ALREADY ENOUGH!** Be wary of (consciously or unconsciously) tying these metrics to your self worth or value. Instead, think of them as benchmarks **you've** chosen for **yourself** to help **you** track **your own** progress along the path **YOU** want to take when it comes to **YOUR writing life**.*

*Also, while I focus on numbers here, I do not mean to imply that more = better. For example, one financial prize might be worth more to you than several small acknowledgments. Similarly, one publication placed in a particular journal might mean more to you than several publications elsewhere. My focus on numbers is to help you get **specific** and **quantifiable**, so you **can track your progress**. If you know there is one specific win you're after this year, then name that specific goal as one of your metrics.*

*Also, some people might consider some of the metrics I include below to be "vanity" metrics. Guess what? Nobody ever has to see your list, so go ahead, be so vain and make this song about you! This list is all about identifying and then embracing the combination of internal and external motivators that keep you doing your thing day after day.*

*I can't tell you what areas of your writing life are **most important** to **you**. **I can** suggest that you choose just 3-7 metrics. You can't do it all, nor should you try to. Figure out what will help you feel successful and invest your time and attention on **those** aspects of your writing life. Everything else can then be a bonus win!*

## Writing

# of words; # of pages; # days in a row writing; # of books written; # new poems; etc.

## Publishing

# of submissions; # of publications; # of rejections (a lot of rejection means a lot of submitting!); # of pitches; # of query letters prepared and sent; # of drafts to my agent and/or editor; etc.

## Projects

\* specific projects or project tasks completed (book draft completed; author website (re)designed & launched, etc.)  
\* progress on projects (chapters written, poems drafted for book, query letters sent, drafts to agent/editor, etc.)

## Community Building

# of readings attended; # readings hosted; # writer dates; # workshops lead; etc.

## Financial

\$ earned; \$ grants received; \$ invested in your writing life; # of paid publications; # of paid gigs; # books sold; etc.

## Learning / Professional Development

# of workshops attended; # online courses completed; # of conferences attended; etc.

## Promotion / Marketing

# of newsletters sent; # blog posts written; # of email subscribers; # guest blogs published; # of events; # of Amazon reviews; # of followers; etc.

## Opportunities / Recognition

# of residencies applied to / accepted / attended / rejection; # of awards received; # of invited speaking engagements; # best rank on Amazon; key book reviews; etc.

## Teaching / Service

# students taught and supported; # free workshops offered; # courses taught; # writers served; etc.

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