**YGT episode 124**

You're listening to you've got this episode 124. Hey there and welcome to you've got this a podcast for higher education professionals looking to increase their confidence and capacity for juggling the day-to-day demands of an academic life. I'm your host. Dr. Katie Linder. As an Avid Reader and writer.

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On today's episode. I'm reviewing my 2018 goals to give you an update of how everything went now that it's the end of the year and this is also in preparation for next week's episode when I will be unveiling my 2019 goals and intentions. So I wanted to kind of check in and see how things went. And if you remember I aligned my goals for 2018 around five vision statements and I will link to the blog post where I.

About this in the show notes and I did offer updates throughout the year on my blog so I can link to those as well. But the five vision statements were I am a writer therefore I write I am an academic creative who serves other academics who want to create things. I am an entrepreneur who does business on my own terms.

I am a coach who serves academics and higher education professionals looking to design their ideal lives, and I am committed to my physical mental and emotional health. And last year what I did was create goals around each of those five vision statements. So I thought I would check in on kind of the major accomplishments and also an area in particular where I didn't do so well and what I'm planning to do about it in 2018.

So for I am a writer therefore I write at the big 2018 accomplishments were releasing book number three, which is managing your professional identity online and one of the edited collections that I've been working on also release this fall. And I also got the second edited collection turned in and started doing some final prep on that and that's releasing probably in May of 2019.

So getting those books out the door, I feel like 2018 was definitely a book year 2017 as well really because I was drafting a lot during that year. So that was a big part of my writing. I also drafted book for in 2018 and actually as I record this and working on Final edits with my co-authors to turn that into the publisher, so that is going to be coming out in 2018 as well.

And that's a book on alternative academic career. And then the other thing that I'm really proud of from 2018 about writing is I did do weekly blog posts again. So this is I think the third year that I've done those weekly blog posts and it's really a way to kind of keep my writing muscles warm and to make sure that I'm paying attention to how the little things in my day-to-day life can represent larger lessons both for me and for other people.

Okay. So for the second vision statement, I'm an academic creative who serves other academics who want to create things. I wanted to release continue to release podcast episodes which definitely happened in 2018. And actually the big news about that was the overhaul over the summer and merging everything into the radical self-trust podcast Channel and rebranding a lot of the shows.

So that was really fun to have that happen, and I'm really glad. I was able to keep up with that podcast recording schedule. I also finished year one of how to Academia webinars and I was able to transition that content into many courses which was kind of a heavy lift and something I'm really glad that I did.

These are all available on my website now. And then I launched the year two of the webinar series, which is all around professional identity and it's been so fun so far. We're almost halfway through. So that's really exciting. I built a companion website for the new book managing your professional identity online which was able to kind of curate and collect a lot of resources for people who are interested in that topic.

And then the huge job of 2018 was creating subtlebydesign, which if you've been following along, you know, how big of an effort that was in like April and May of 2018 and then it launched in June and that's been I still continues to be one of my favorite projects and designing the work before that was so fun and it's been super exciting to see people go through that course.

And then the unexpected thing that happens in 2018 about serving other academics was launching prolific, which was not necessarily something I had planned but it's been again, one of my favorite things about the year is helping to kind of serve and support academic writers through that community.

So all these things I'll link to in the show notes in case you want to take a look at any of them. So those were the things I think that we're kind of standing out to me as what I did in 2018 to serve other academics who want to create things on their own. The third vision statement is I'm an entrepreneur who does business on my own terms.

And one of the big things I did at the beginning of the year was quitting Facebook, which I have never regretted and do not look back at all on that. So that was something I also wrote about in the blog which I can lead to another thing I wanted to do in 2018 was to surpass my 2017 business revenue and that was a really kind of a big experiment because I didn't know if it was something I could repeat two years in a row.

2017 revenues kind of surprised me a little bit with the amount that it was and I set some big goals for 2018. I'm going to ask you to stay tuned because I talk about the revenue goal that I hid in a future episode of make your way and there is a launch episode already in your podcast catcher and then we'll be launching season 4 of make your way on January 8th.

So take a listen to that. Another big all I had for 2018 was to continue to have my speaking kind of drop in terms of the ratio that it represented of my business Revenue. So not necessarily drop in a mount but I did want to travel a bit less and my goal was to have speaking be less than 50 percent of my business revenue and this year.

It was actually less than 30% which I'm really pleased with it means that I have been kind of successfully diversifying the revenue of the business. That includes things like coaching courses the writing groups and other things that I do so that speaking doesn't have to represent such a large piece of that pie.

The other thing that I did in 2018 that I'm super proud of as I launch that virtual writing groups program, which I just announced the third round of that for winter and it's almost full which is really exciting but doing that in the summer and the fall was so rewarding and supporting and connecting with academic writers.

That way has been super fun. And then the last thing that actually just happened. This was one of my goals for 2018 and I spent some of my writing Retreat this year doing that and also stay tuned because I'm going to give an update on my writing retreat in a future episode as I wanted to overhaul some of the marketing for webinars and speaking on my website and they just did that so you can actually go to Katie lender dot work backslash speaking and see a little bit about how that changes have happened on my website.

All right. So the fourth vision statement, I'm a coach who serves academics in higher education professionals looking to design their ideal lives. First of all, I completed my coaching training this year, which was so exciting and a lot of time basically almost an entire year of weekly two-hour training sessions and so much fun and I learned so much through that process.

I also logged over a hundred and sixty hours of coaching clients this year and I passed my exam from the international coach Federation. This is something I also had on my plate to do over my winter retreat and got that out of the way right away. So proud that I passed that exam. The other thing I did this year was launched some revised marketing for my coaching and in particular aligned it with my radical self-trust taxonomy.

And so that was definitely something that I focused on this year in terms of trying to bring things into greater alignment on my. And then another goal I had was to increase coaching clients from 2017 and that definitely happens. I think I range somewhere between 20 and 25 clients this year not including virtual writing group members.

So that was a really exciting development in 2018. So you may be thinking. Wow, your 2018 sounds pretty great. You were able to do a lot of things and now we get to my fifth vision statement, which is I'm committed to my physical mental and emotional health and there were definitely some things here that I did well, but this is probably the area of my vision that is definitely not quite working at and it definitely needs more attention in the future.

So the things that went well were I wanted to schedule regular Solitude and this definitely happened this year. I feel like in some ways that regular Solitude saved me a little bit in the midst of all this work it it's definitely something that as an introvert. I need it helps me to be very creative.

My winter retreat is a big piece of that to just kind of hold up in my office and do creative work uninterrupted for several days, and I'm so thankful that I can take that time off of work. Partner so supportive of that time for me. So having those moments of solitude is really important. I also wanted to do more fun reading and that definitely happened this year.

I ended up reading about 90 books, which I think compared to the previous year like doubled the amount that I read this year. And this was really something that I just committed to I wanted to do it more. I found some authors that I really enjoyed and I dug in and it did the reading I tracked it on my Goodreads profile so you can check that out.

If you want to know what I read. I also feel like I did pretty well with hydrating I've gotten into a habit of. Trying to drink like 24 ounces of water before I even leave my house in the morning. And then as soon as I get to work, I have a cup of tea usually a couple Cups of Tea in the morning, which is another 24 ounces of water.

And then I usually slow down in the afternoon because I've got a lot of meetings and things but I feel like that's been going relatively well. The thing that hasn't been going super well is the workouts. They're super sporadic. If you've been listening to the show, you know that I did a walk run kind of challenge earlier this fall which worked I would say for about a month and a half and then once I hit my heavy travel period I completely fell off and then we started getting lots of rain and who wants to go out early in the morning in the dark in the rain.

So this is something that I continue to make tons of excuses about like it's something I really need to find a way to get into. Kind of exercise that feels sustainable and that works for me and I've tried a lot of different things. So I will continue experimenting with that in 2019. So basically I want to move more in 2019 and to do that more consistently the other thing that I feel like I could be doing better with is just to eat more vegetables as a vegan.

You think I do this quite a bit and I think that especially in stressful periods. I tend to go toward carbs. And so it's I'm trying to kind of be better about keeping a lot of really kind of fresh and easy to prepare vegetables in my house. Which right now means. Bagged salads and like kale salads and things like that and that seems to work pretty well, but I definitely noticed that in times of stress.

I tend toward food that is not super healthy and often food that is just really convenient so that I don't have to cook and so we'll be working on that in 2019. So that is my 2018 accomplishments. I hope that you're doing a rundown of your accomplishments as well. It's kind of amazing what can happen over a year's time and I would love to hear about your favorite things and the things you're most proud of from 2018.

You can always email me at contact a kitty litter dot work or you can tweet to me at Katie double underscore lender or connect with me on Instagram @ KD underscore Linder and stay tuned for next week's episode because I'm going to be sharing how I structured my 2019. And intentions and it's a little bit different than what I did in this past year.

So I'm excited to share that with you stay tuned. Thanks for listening to this episode of you've got this show notes and a transcript for this episode can be found at Katie Linder dot work / podcasts. Don't forget that if you're looking for a good book, you've got this is sponsored by stylus publishing a leading independent us publisher that focuses on books for teachers administrators and policymakers and higher education.

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