

Working Backwards

End Result Stages	Marketing + Public Relations	Photography Business
Age 30 - End Result	Have an upper level marketing/PR position (high management or executive) for top/dream company, making about six-figures	Have exclusive, loyal client base. Clients range from all over the nation and international. Recognized as top photographer in my field. Paid highly for my work. Strong connections with other professionals in the field. Continue working on skills.
Age 27 - Intermediate End Result #3	Be promoted to basic management position in marketing/PR department of top/dream company	Gain momentum on client reach both nationally and internationally. Have "ideal" clients. Start getting features in magazines. Increase prices again. Rebrand. Connections with other professionals. Continue working on skills.
Age 24 - Intermediate End Result #2	Start MBA program. Hired on the marketing/PR of top/dream company	Find ideal location for the majority of my clients. Focus on getting "ideal" clients. Work to get featured in magazines. Attend expos to build connections with other professionals. Increase prices. Continue working on skill.
Age 22 - Intermediate End Result #1	Graduate college with honors. Hired at a company in marketing/PR department in an entry level position.	Graduate college with honors. Start photography business and build client base. Build my brand (logo, website, FB). Begin at standard photographer's price, always making investments in improving my skills. Join PPA.

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INSIGHTS

It was interesting to think about reaching my career goals from the end to the beginning. I had similar goals for my Intermediate End Result #1, graduating with honors and starting work right away. What differed for me is that it seems more necessary for me to go back to get my MBA if I pursued the marketing field, yet with photography I always had the goal to keep improving my skills throughout my career both technically and through professional connections. Both of these career paths take a lot of hard work and motivation to get to the level I want to be at 30. I also wanted to be well respected in my field, being looked up to as an expert and as someone who understands and is good at my job. Since my end career is very important to me, I also started thinking about where my family values would fit into my working backwards goal. While I would like to be married around 28 or so, waiting at least two years to have kids, I also want to be beginning the peak of my career by 30. I think it will be important for me to think about all of my career goals plus my whole person goals that I want to reach by the time I'm 30 since some challenges could definitely be presented between the two.