



The Laila Document

Life Alignment Matrix

1	Serenity	Mind Set	Peace	Balance	At one	Happiness
2	Purpose	Serving	Talent	Enjoyable	Long term	
3	Vision	Location	Lifestyle	Timing	Activities	
4	Day To Day	Constructive	Fun	Rest	Activities	Happiness
5	Goals	Achievements	Events	Systems		
6	Truth or Reality	Strengths	Weaknesses	Personality	Preferences	
7	Plan (SMART)	Specific	Measurable	Achievable	Relevant	Time-bound
8	Steps	Lists	Sub Steps	Sub Sub Steps	etc	

1) Serenity

Peace, balance and happiness.

The pursuit of serenity will mean all the components of Alignment Layers may be tweaked.

Practice gratitude



Time in nature

Appropriate relaxing

A Peaceful activity for Laila is laying on a sunbed in a hot country with noises of the ocean

Going on walks is peaceful too, being at one with nature clears her head

Wants to get into meditating more, spoke to a friend (Joe: follow this thread)

2) Purpose

Would like general happiness, referenced this is a purpose, we need to bump it up one

Your purpose will have the following three categories:

It involves serving, helping people or helping the world

You can be good at it

It is enjoyable for you

Can't be:

Dependent on one person or small group of people e.g. to bring up your children

Time-dependent

Dependent on a static ideology e.g. promote political agenda or a religion

Ideally



Ties into personality type MBTI

Help people directly or indirectly.

Doing or innovating

Examples

Joe: Increase the number of people who have access to opportunities, and increase the quality of opportunities. Opportunities of success, health and happiness.

Cleaner: Keep a work environment clean so others can work in a pleasant and productive environment

Doctor 1: Help individuals to live a long and healthy life

Doctor 2: Find patterns to further the knowledge base on living a long healthy life

Liz: Use insight and intuition to provide tools technology to help people be more effective and productive

3) Vision

Location, family, hobbies, work to free time ratio, healthiness, type of work

Working for herself. Remotely. Running a marketing agency

Creative work

Likes social interaction at work

Travelling

Seeing new places

She wants to be her own boss (Why?)

Freedom of time



Wants to have a good work-life balance

Living in cities

4) Day to Day

What constructive activities and fun activities do you want to do on a day by day basis?

Goals come and go, happiness in part comes from having a fulfilling day to day. Working towards something you care about to the specifics of what the activities are. For example I am happy to sweep floors, however I strongly dislike admin work.

The Pivot:

The ultimate form of success is....

To have a balanced week

5) Goals

Consider starting from here, then going up and then sweeping back down

Achievements, events and systems

Part-time job possibly

Profitable Marketing Enterprise

6) Truth or Reality

You can do and be anything you want to be. Wrong. There are many things you can't be and can't do, and there are many other things which are unlikely.



MBTI

SWOT

7) Plan

A plan is a bunch of ordered and organised steps

SMART (Specific, Measurable, Achievable, Relevant, and Time-bound)

8) Steps

Steps are the individual actions you take. E.g. Go to the gym, make a phone call, do some studying

Note: plan and steps really merge into one, a plan is a cascading arrangement of steps.

Goal 1: Marketing Enterprise

Currently has no name, let's just call it the Marketing Enterprise

Has one regular client, still early days

Has contacts she has done one offs for

Promotes herself through Instagram and TikTok

Sometimes she does outreach, sometimes people contact her

Instagram is content creation and modelling

Has typically attracted hair and beauty clients, but no need to stop there going forward



Companies value experience over a degree

We talked about potential benefits of a dedicated social platform, This is something Laila has considered

Can get business through emails already in inbox

Could theoretically email someone from the company about marketing if she saw a product

Some of her creative work she is in, some of it she made but does not feature in

Some of her friends have done similar industry. One of her friends has a brand so her face is not visible.

Friend with a more established creative marketing company, it's an official social media agency

There is a lot of content creation competition

Laila asked the question how to distinguish yourself from the competition

Joe's thought any plan at this stage would have to take into account trying different things

With content creation she had done a bit of everything and doesn't currently have a niche

CV has lots of social media experience

Content creation is not dependent on location as long as you have a good camera and good lighting

Would like a team because it means you have built up a good network of clients and would also give a social element.

Goal 2: Part-Time Job

Potentially get a part-time job

Part-time job could be related to marketing or content creation, but would also consider admin-based or retail or sales associate, has some retail experience



Flexibility would be beneficial for both modelling and the marketing enterprise

Personality Traits

She doesn't like to be too fixed, takes opportunities with open arms

Wants to explore many things

Likes to be busy but not too busy, or too much pressure

Prefers to be excited by the product or the outcome

Who she is editing for makes a difference

Doesn't like it when there is too much to do and therefore can't switch off after work or has to keep working after work hours

When she hands completed projects to customers, feedback is important, and how it reflects on her.

Likes to live in the city because she likes to have lots of opportunities for things to do, but with an escape of the countryside

Hobbies

Socialising with friends

Working out/gym - good for decompressing

Going for walks



Food

Likes healthy eating, dad is Italian and Laila likes healthy Mediterranean food

Cooks for herself

Exercise

Gym and working out

Strengths

Weaknesses

Balance

To achieve success, health and happiness, the following five things need to be present in appropriate quantities

	Thinking			
Being Present	Learning	Developing Skills	Planning	Doing
...



Values

What are the top five values that are most important to you?

Give-and-take

To get everything on this document, we may be asking a lot from the universe. And that is okay. But what are we prepared to give and what are we prepared to sacrifice? The universe demands balance.

Giving

What would you like to give?	What are you prepared to give?	What would you give if you had to?	What would you be prepared to give on a temporary basis?	What would you not give?
...

Sacrifice

What would you like to sacrifice?	What are you prepared to sacrifice?	What would you sacrifice if you had to?	What would you be prepared to sacrifice on a temporary basis?	What would you not sacrifice?
...

Working From the Inside Out Versus Working From the Outside In

When we are working on problems we need to decide if it needs to be solved from within e.g. mindset and attitude or needs to be solved from without e.g. knowledge and plans



Miscellaneous

Video editing can be monotonous

Doesn't watch the news, gets information from social media

Likes to stay away from negative news

Is a people pleaser

Might not do something because she is scared of what others might think of her, despite recognising others are in their own little world and properly not paying attention to her

Intuitive and in touch with energies (Joe: could leverage for presence)

Doesn't read business books, not a massive reader, but there is a visual and kinesthetic learning. Doesn't mind audiobooks, but it's not a regular habit

a lot of her learning come from social media and TikTok

Background Information

Grew up in Southampton

Did Fashion Marketing at University

Marketing content in her university degree is applicable to marketing in general, not just fashion. Fashion does not exclusively mean clothes, it also means whatever is trending and ways of life, food, hospitality etc

University course was very theoretical, work has been more practical

One of the reasons she went to university was she was not sure where she wanted to go after college, plus getting work was hard during lockdown

Did a course on a subject which was something she knew she enjoyed

Has done a few internships



Just recently finished working for a marketing agency

Currently doing freelance content creation

Does quite a lot of UGC (user generated content)