



The Ola 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	



Life Alignment Matrix.....	1
1) Serenity.....	3
2) Purpose.....	4
3) Vision.....	6
4) Day to Day	6
5) Goals	6
6) Truth or Reality	7
Strengths.....	7
Weaknesses	7
7) Plan	7
8) Steps	8
Goal 1: Free up time to work on goals	8
Goal 2: Move somewhere warmer such as Barcelona	8
Goal 3: Learn Trading	10
Goal 4: Work on flash designs and Instagram	10
Goal 5: Learn Spanish	12
Goal 6: Wants to have a family at some point	12
Personality Traits	12
Happiness.....	12
Work	13
Tattooing.....	13
Running a Tattoo Studio	14
Modelling	15
Hobbies	15
Food	15
Exercise	15
Sleep	16



Balance	16
Values.....	17
Give-and-take	18
Giving	18
Sacrifice	18
Working From the Inside Out Versus Working From the Outside In	18
Relaxing	19
Books	19
MBTI.....	19
Miscellaneous	19
Background Information	20

1) Serenity

Peace, balance and happiness.

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

Being in the present moment

Practice gratitude

Time in nature

Appropriate relaxing

Ola questioned if it might be the issue that she is trying to have everything in too short a period of time



2) Purpose

Doing your own designs can feel like your work is being appreciated

Doing other people's designs is more like been a craftsman than an artist

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

Living in a warm climate

Comfortable lifestyle

Have a family

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

Free up time to work on goals

Move somewhere warmer such as Barcelona

Learn trading **

Learn Spanish



Work on flash designs and Instagram

Start a family

6) Truth or Reality

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

MBTI

SWOT

Strengths

Weaknesses

Sometimes she procrastinates, sometime she says yes to work that doesn't take her in the direction she wants which is based on the style she wants to work in.

Spends time on social media, but not as much as other people

Maybe an hour a day with 10 minutes here and 10 minutes there

Her Instagram account has a notification when she has used a certain amount, but you can just press ignore

The notification is for half an hour total watching which she gets every day

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: Free up time to work on goals

Being self-employed and having a business she is struggling to find the right time structure

Ola struggles to balance time and to find time for everything, for example do a trading course for a few days in a row and then will struggle to even find 20 minutes one day and then it goes down hill, then there might be a two-week break before she gets back into it. It's the same with learning Spanish

She read a book recently called Essentialism which highlights how things take longer than we estimate, a trap she falls into

Can be hard with learning things to pick things up and put things down

Can get frustrated that she can't move everything forward, sometimes the pressure to do everything makes her not to do anything

She feels in a rush to achieve her life goals with work and moving to Barcelona and to get that sorted before she has children

Goal 2: Move somewhere warmer such as Barcelona

Doesn't want to live in Bristol for much longer, wants to move somewhere warmer and both her and her partner love Barcelona

Partner can work remotely



The challenge is it's difficult to leave Bristol because her client base is in Bristol which provides quite a good income

One option is to find something that will allow her to work from different places for when she is away from Bristol

Had a long stay in Barcelona in the winter, her partner worked every day, she booked some guest spots which is what tattoo artists do when they want to work in different cities, but did maybe 1 tattoo a week

Lived in a flat air B&B for 4 months, apart from coming back for two weeks where she did a lot of work

Spends a lot of money on travel because they don't like the British weather, they probably go away every two months

Sometimes in Bristol she feels like staying at home but because it's sunny and that doesn't happen very often she then feels the pressure to go outside

If she lived in Barcelona she would enjoy the city more so wouldn't try to escape it, which would reduce travel expenses

Might be impossible to set up a tattoos studio in Barcelona because there is a high number of artists there already, in her four months there she did not acquire much work

Even really good tattoo artists are struggling to find work there

Could slowly over time accumulate clients in Barcelona and do guest spots in different cities and come back to Bristol and do trading as a security blanket for finances

Wants to be in Barcelona in a year and a half

Might be happy with a hybrid life between Barcelona and Bristol for the next 10 years but when it came to starting a family would like to having children would like to stick to one location

In Barcelona Ola could be answering emails, doing designs, learning trading and learning Spanish

Ola is working a lot to pay off loans which need to be paid off before they move to Barcelona



She commented it would be good to try Barcelona for a year, maybe they would enjoy it so much they would focus less on money or maybe they wouldn't like it and would come back

Goal 3: Learn Trading

She has started to learn trading

Did some trading with paper money and found it quite interesting

Appeal of trading is the flexibility, if she had children she could do it two or three hours a day, and it doesn't depend on anyone

She has been self-employed since she was 19 and would struggle to have a boss or a manager or even be someone else's manager. She doesn't think she'd like to be in a more structured environment

Think she should be to tell if she was good at trading in six months, although not sure about that at all

If she had a successful tattoo studio in Barcelona she probably wouldn't care about the trading

Did a course on watching the community in trading, but that course has specific hours which didn't work for her

Currently doing a four or five hour trading course, however sometimes she will go back through old parts to refresh her memory

Goal 4: Work on flash designs and Instagram

If she works on her designs then potentially in a year she could have customers who would pay more because they want a tattoos specifically from her, and she wouldn't have to do the smaller tattoos that anyone could really do



With flash designs customers would see her design online perhaps on Instagram and then come and get that tattoo done by her

Flash design definition: Flash gives customers a fast, accessible way to select a tattoo and helps artists showcase their style and versatility

If she works regularly on her designs that could lead to a bigger Instagram following which means more potential customers and higher prices

Could sell her designs but would prefer to implement her own designs

Currently has 14k followers on Instagram

Sometimes she procrastinates, sometime she says yes to work that doesn't take in the direction she wants which is based on the style she wants to work in.

This means she doesn't have time to work on designs that she wants to do and sell, so she's doing something that makes money now but isn't working towards her long-term goal

Doing the artistic designs is her happy place and is less stressful because it means customers are requesting a specific thing and know exactly what they are getting as opposed to trying to explain their vision to her which could result in confusion or misinterpretation

It's not that she prefers doing the designs than the tattoos but she prefers doing tattoos which she has designed

Doing your own designs can feel like your work is being appreciated

Doing other people's designs is more like been a craftsman than an artist

Her own flash designs take between an hour especially if she is just playing around with and adjusting a photograph. Drawing from scratch can take eight hours

Her own drawings are better with large windows of time but if you set that time up you might not have ideas or feel like drawing

If she had to choose between trading and tattooing she would choose tattooing and developing her own designs



Goal 5: Learn Spanish

Goal 6: Wants to have a family at some point

Personality Traits

Not sure about settling down in one place

Lived in Poland was happy, lived in Bristol and was happy, might want to try and live in different places

For work she doesn't want to depend on anyone else or have anyone else depending on her for her career

Really likes spending time with people and being around people

Happiness

In a standard week:

What is your typical happiness on a scale of 1 to 10?

What is a typical low?

What is a typical high?

Happiness is rated at eight

Sometimes she gets sad but it doesn't last long, most of the time she is happy



Work

Tattooing

Try's not to tattoo more than four days a week, six hours a day, arrives in the studio an hour before the session to set everything up so in the studio from 10 to 5

Has one day a week for admin, replying to emails and designs

Sometimes doesn't have many bookings so only tattoos three days a week

Then sometimes she may tattoo six days a week to make up for that quiet weeks, which can cause everything to fall apart because she doesn't have time for anything else

It's not practical to create a totally smooth timetable because several weeks might be quiet and therefore you have to have several busy weeks to make up for that

Does get more studying done and develop drawing skills in quieter weeks and also did more flash designs

Tattooing is a lot of sitting in a bad position

Tattooing takes its toll on the body so might want not to do it indefinitely

She started tattooing when she was 19 and sometimes was at work all the time and not exercising

She now works less than she used to

Tattoo rate is £120 per hour

Flash design can give a better price, if it takes longer she won't charge more

A flash design that takes two hours might get charged at £200, sometimes might be the same hourly rate

When she gives an estimate for a tattoo she factors in a window in case it takes longer so they are not surprised if they get charged more

Clients can be flexible and often book in a month or two in advance



	Hourly Rate	Min	Usual	Max
Flash Designs From Ola	£100	20 mins	2 hours	4 hours
Flash Designs From Ola In The Future	£200	20 mins	2 hours	4 hours
Flash Designs Drawn from Scratch Future	£200	2 hours	3 hours	8 hours
Custom Designs for specific customers	£120	10 mins	2 hours	8 hours

Running a Tattoo Studio

Owns a tattoo studio in Bristol. The space is rented

One tattoo shop, 4 other artists, she rents the other artist the chair, they have their own clients

She provides all the supplies and make sure the studio is clean

Always something that needs fixing or something that is missing

Studio rent and bills is around £1500

There are three chairs/stations, usually one or two people working at the same time, occasionally three

Chair rental for full-time artist pays £250 a week

Another person does 4 to 6 days a month and a pays £100 per day

Another tattoo artist with fewer clients pays 30% to the chair

Consultations: 2 hours a week

via video or in the studio, this is the talk about their idea, clients can get comfortable with the artist and the tattoo parlor 2 hours a week

Replying to emails: 3 hours a week

Tattooing: 20 hours a week



Social media -making reels and posts

Designs 7 or 8 hours, designs for people who have their own ideas, designs are included in the £120 per hour

Designs might take between 10 minutes and three hours

Modelling

Doesn't really have time to work on her modelling portfolio

Has only done five shoots in three years, often can't do shoots when she has a client booked in

Hobbies

Food

Tries to eat well, also eat out a lot, because after a seven hour session it's difficult to find the energy to cook, also living in the city center there are lots of good food options for eating out

Exercise

Regularly exercises, regularly runs, had a problem with her legs a year and ½ ago with a blood clot which showed her that she needs to be more active to help the blood flow

Exercises for at least four times a week

Tries to walk a lot



Tries to do her exercise before work so she can be sure it will get done

Sleep

Sleeps eight hours a day and sleeps well, can't function if she doesn't get enough sleep and it is easy for her to fall asleep

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?

Adventure

Courage

Creativity

Empathy

Flexibility

Patience

Boldness

Bravery

Forgiveness

Motivation

Joyfulness

Challenge

Open Mindedness



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



Relaxing

Only twice a month Ola has days where she just chills and does nothing, even days off are usually very active

Per month

Days doing nothing at home: 1

Days off being active at home: 3

Days off doing nothing on holiday: 3

Days off being active on holiday: 4

When she is in Bristol, on days off, it is hard for her to completely turn her head off from work which is part of the reason why she goes away quite often

When she is away from home she is able to switch off to a large extent

She does not feel guilty on her days off, after a week off she is ready to go back to work

When she is away she sometimes feels a bit guilty that she is not responding to emails and therefore losing clients. She could have spent 15 minutes to reply to a few emails which would mean she didn't lose a client

Books

MBTI

Miscellaneous

Getting the Elon musk Wi-Fi



Background Information

She is 27

Her boyfriend is a programmer