

THE ART OF ALIGNED BUSINESS

BE YOU
BUILD YOUR BUSINESS
CHANGE THE WORLD

MANIFESTO



BY LIZ WATT

aligned [*uh-lahyn-d*] *verb*

1. to integrate or harmonize component or parts
(of your self)

+

business [*biz-nis*] *noun*

1. an organization or economic system where
goods and services are exchanged for one
another or for money

=

aligned business [*uh-lahyn-d biz-nis*] *noun*

1. an integrated or harmonized system where
your unique value is exchanged as goods and
services for money

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INTRODUCTION

Welcome!

You made it.

Whatever brought you here, a click, a jump, you made it to this little corner of the internet.

You got here because there's a part of you that knows things aren't quite right in the world.

The reality of the world today is chaos. Confusion. Conflict.

A world of technology and consumption and material things and stuff.

It's a reality that doesn't feel right. Doesn't feel real. Or true.

Because it's not. It's just a story we've been told and bought into.

A story about the "way things just are", the way to live your life – that every one just accepts and follows.

Only now, you're waking up.

Deep down, YOU know that the way you're doing things isn't quite working. And there has to be a better way.

Deep down, YOU know there is something more. Something bigger, more meaningful than this reality we call "life."

You are exactly where you are supposed to be.

You are about to learn exactly what you're ready to learn.

You are about to discover exactly what you're ready to discover.

You are about to uncover who YOU really are, what you stand for and what you are here to do.

To

And create a business that aligns with the real YOU, makes a real difference and heals the world.

That's why you're here.

Every thing starts with YOU.

Welcome.

xo

A handwritten signature in black ink that reads "liz WATT". The "liz" is written in a cursive, lowercase style, and "WATT" is written in a clean, uppercase, sans-serif font.



A FRAMEWORK FOR
ALIGNED BUSINESS

Aligned Business

An Aligned Business starts with YOU.
Who YOU really are.
And grows from there.

An Aligned Business allows you to create something unique. Individual. Imaginative. Creative.

An Aligned Business gives you frameworks to guide your journey. A loose structure on which to weave and grow and change and evolve your unique business.

An Aligned Business is fun, and brings you joy. Because every single part of it works for who YOU are,

An Aligned Business allows you to do the stuff you love – every single day.

There is no one-size-fits-all.

There is no finite formula

There is no single answer.

There is only what is right for YOU.

That's all there ever has been.

9 Fundamental Success Principles

Creating an Aligned Business has 3 phases and 9 Fundamental Success Principles:

01 - EXCITE: Be You

Uncover who YOU really are and what you stand for. Get excited as you connect to your Soul's true desires.

1. **Identity** - WHO are you?
2. **Reality** - WHERE are you?
3. **Vision** - WHERE are you going?
4. **Alignment** - WHAT's stopping you?

02 - AWAKEN: Build Your Business

Create a unique business that aligns with who you are and what you stand for and share your unique message with the world.

1. **Strategy** - HOW will you get there?
2. **Resources** - WHAT do you need to get there?
3. **Team** - WHO will help you get there?

03 - IMPACT: Change The World

Do the work you were born to do. Make a positive difference, just by being YOU.

1. **Action** - WHAT do you need to do?
2. **Review** - WHAT do you need to do differently?

When you start with YOU, and build from there, you will truly heal the world.

With an aligned business you'll make a difference and a profit – just be being YOU.



PART 01 - EXCITE:
BE YOU

01-Identity:

Who Are YOU?

Business Starts With YOU

An Aligned Business...starts with YOU.
Not with one-size-fits-all, quick-fix formulas and strategies that gurus want to force you to make work - and never will.

Alignment starts from the inside out, not the outside in.

It's about...

...really discovering WHO ARE YOU, and what are you here to do on this planet. Not who you think you are or think you should be.

...getting in touch with that part of you that you know is there, that has always been there, but has always been slightly out of reach.

...stripping away the layers that have been built up by society - ideas of who you THINK you are, who you SHOULD be and who you NEED to be.

Instead, it digs down to who you really ARE.

What it is that makes you, YOU.

What it is about you that is ready to be expressed to the world.

Deeply. Authentically. Honestly.

No matter how long it takes.

No matter the path it leads you down.

Alignment starts with your choice to rediscover the real YOU.

Accepting and loving who that really is.
Because you will. And building from that.

02-Reality:

Where Are YOU?

Define Your Current Reality

Before you plan a journey, let alone take it, you have to get really clear on where you are right now, so that you know where you are going.

The Seven Areas Of Life

There are 7 key areas of life that exist in the current reality and human experience of life.

- **Financial** - your security and basic human needs.
- **Social** - your interaction with others.
- **Physical** - the body that you reside in
- **Relational** - your connection to self, family, partner, lover.
- **Mental** - the proportion of thoughts and beliefs that either serve you, or don't.
- **Vocational** - the degree to which your work is reflects your true purpose or calling, or is an occupation or profession, or a job to earn money.
- **Spiritual** - your relationship with something bigger than just you.

Every area of your life, will influence the creation of your new business – it's form, it's meaning, it's shape – whether you like it or not.

Because you are a holistic, integrated being.
You are not compartmentalized.

By getting real with your life, you know where you are.

03-Vision: Where Are YOU Going?

Create Your Desired Reality

Once you know where you are, you need to figure out where you are going.

You cannot plan a journey without a starting point and a clear destination in mind.

Vision

Your Vision is your destination.

It's where you want to go.

What you want your life to look like.

What is the business your heart and Soul really desire.

Your Vision is the Big Picture, that master piece you want to create.

Targets

Targets are what you aim for. What you plan your journey around. They are not a goal that you have to hit. They can shift and move and change, which makes the journey so much more exciting.

Purpose

Your Purpose is why you do what you do. It's what drives you every day to get up and keep going, step after step...in order to make a difference.

Your Purpose is your reason WHY.

The fuel beneath your spark.

When you remember your Purpose you remember why you are here, and ignite a spark within you.

04-Alignment: What's Stopping YOU?

Mis-Alignment

Alignment is getting every part of YOU on the same path, focussed on the vision which is your true desire.

When you know where you are, where you are headed and what you want to create, challenges may arise.

Parts of you may not quite agree. Thoughts, beliefs, ideas about the way things SHOULD be, are SUPPOSED to be.

Old patterns, old ways of doing things, continue to replay and keep you stopped, stuck.

Sub-conscious patterns that you don't even know about – about money, business your ability to even do this – keep playing out.

You find your self, yet again, where once you've been before, and you don't even know why.

This, is mis-alignment.

Aligning Mind, Body, Soul

Alignment is about becoming aware of these old, repeating patterns that aren't even yours, and re-aligning them.

Aligning your Mind and your Body and Soul.

Ensuring every part of you wants the same thing, the very best for you, your business, your life. And every thing becomes easy.

This, is alignment.

PART 02 - AWAKEN:
BUILD YOUR BUSINESS



THE RIGHT STRATEGY FOR YOU IS THE KEY TO ALIGNED BUSINESS SUCCESS

05-Strategy:

How Will YOU Get There?

Your fire is lit. Your flame ignited.
A spark has evolved within in you.
You know who you are, where you are and
what you are here to do.
There's nothing in your way.
It's time to plan.

***It's time to figure out how you are going
to get from here to there.***

That... is **strategy**.

***That... is where your business really
starts to evolve.***

8 Business Ingredients

The 8 Business Ingredients form a strong
Framework to grow your business around.
They take away the complexity, confusion and
mystique that often shrouds the world of
business.
They are clear, simple, obvious.
Every business has all of them, in some form.
And they show you how simple business really
is...

1. **Model** - What are you creating?
2. **Brand** - What do you stand for?
3. **Audience** - Who loves your work?
4. **Product** - What is your solution?
5. **Pricing** - What does it cost?
6. **Marketing** - How do you connect your niche
(problem) to your product (solution)?
7. **Sales** - How do you close the deal?
8. **Management** - How do you do the work?

01-Model: What Are YOU Creating?

It Starts With YOU

Your business is an extension of who YOU truly are and what YOU truly desire.

Who YOU want to be...in business and in life.

How YOU want to live.

Who YOU want to share your day with.

What YOU want to do.

AND

How YOU want to show up and impact the world.

Defining your business model means defining YOU first.

That's why you have to discover YOU.

Your Aligned Business is the vehicle to create that vision.

Are you creating:

- A global empire?
- A local business?
- A solo practice?

There is no right or wrong, but it has to come from YOU.

It has to reflect the way you want to live your life.

And what you want to create.

It's the difference between taking your journey on a motorbike, a bus, or a Ferrari.



02-Brand: What Do YOU Stand For?

What Makes YOU Unique?

Your brand is a visual expression of who YOU really are and what YOU and your business stand for.

Your brand is the intangible quality that makes people remember you for.

Want to work with you. Be with you. Hire you.

The thing that people buy into when they choose you.

Being able to capture and express that essence.

Visually. Creatively.

To know it. To feel it. To be it.

That...is your aligned brand.

What Guides YOU?

Code

Your code is what guides YOU.

In every decision in your business.

The essence of YOU in words.

Who YOU are.

What you stand for.

Your vision, your values, your

Who YOU empower.

The people you love to work with.

The people who love your work.

Manifesto

Your manifesto is one clear, simple, powerful message - all in one place.

It's a call to action. A rally.

Of like-minded, like-valued people who want to do things differently.

Who want to.

Live Work. Play.

A different way.

And by the end of it they fully understand that empower them somehow.

That's what you do.

That is why you're here.

And they know what to do next.

Are you ready to create your
unique Brand today?



www.lizwatt.com/archetypes



03-Audience:

Who Loves Your Work?

Who Is Your Audience?

Your Audience is your community.

The people you love to work with.

The people that love your work.

The ones that hear you, understand your message, see your work and your products as a solution to move them forward.

A consumer, a customer, a client, a follower, an advocate.

They are all your audience.

Who ARE they? At their core.

Who Do You Love?

Who do you love to work with?

What type of people would you love to spend every working minute with?

Who are they?

Where are they?

How do you connect with more of them?

Who Loves You?

Who loves YOU?

Who loves the work you do? The things you create? Your message?

Who sees your products and work as a solution to empower them and move them forward.

Who are they?

Where are they?

How do you connect with more of them?

04-Product: What Is Your Solution?

05-Pricing: What Does It Cost?

What Is Your Solution?

Your product is a solution to a problem.
Your Product comes from the heart of YOU.
It's something that both YOU and your audience love.

You love to create it.

They love to devour it.

Your product empowers. Educates. Inspires.
It reflects who you are and what you stand for.
And your message to the world.
Your Product is created in stages.

01-Design

Design is fun. Design is about creating and innovating and discovering what you know.
What you can teach. What you can give.
How you empower.
What is that special thing that just you do?
And what is the unique way that you do it?
That, is your **Signature System**.
That becomes the core and the essence of your work.
Because it's the core and the essence of YOU.

02-Document

Document the way your product is created, manufactured, presented. Make sure it is perfectly aligned with your niche, your customers, clients.
With you, your brand, principles, ideals, and values.

At every step. In every decision.
Ethical. Aligned. Congruent.
No quick-fixes. No shortcuts.
Quality all the way.
This is where the detail counts.
Where every element of your customers' experience with your product is covered.
And enhanced.
Where you under-promise and over-deliver.
Every. Single Time.

03-Deliver

Delivery is how you present your product to market.
The packaging, presentation and presence of your product makes it stand out all on its own.
It's different. It's unique. It's clear.
It's transparent. And honest.
About what it is, what is included, what it delivers.
The aesthetics. The quality. The value.
All send a clear message to market.
That in this product, right here, you are going to get exactly what you expect.
And way more.
And then you deliver.

What Does It Cost?

Price is what your solution costs.
It's fair. Transparent.
More than value for money.
It's more than what you're happy to charge.
It's what your audience are more than happy to pay.

06-Marketing: Connect Your Niche (problem) To Your Product (solution)?

Get Your Message To Market

Marketing is how you connect your audience - or someone who is looking for a solution with your product.

How does your audience get to know about the work you do?

Simple. You connect and you show them.

Develop a relationship with a unique marketing system that works for YOU.

The Marketing framework includes 6 ingredients.

01-Marriage (relationship)

The evolution of your marriage or relationship with your audience is the foundation of your entire marketing system.

It starts, it evolves, and continues to grow. Ongoing. Organically. Connecting. Enhancing.

02-Message

Your message is what you communicate and the way you communicate it.

Are you a Seeker Marketer – Looking for answers outside your self and being the guru, the expert or the answer for your audience.

Or a Source Marketer - Knowing that every thing comes from within, you know every thing you need to know, and encouraging your audience to do the sem.

Two very different approaches, with very different outcomes.

03-Magnetism

Your magnetism is what draws people to YOU. Your business. Your brand.

It's the thing they can't quite put their finger on, but makes them want more.

The way you speak. Stand. Hold your self.

Your fun. Life. Energy. Vitality.

Your magnetism is the intangible YOU, your essence, your brand. And a whole lot more.

04-Medium

Your marketing medium is the means by which you communicate and express your message to your audience. The way your message gets from you to them.

It's the platform. The vehicle. The mechanism. The mode. It's one of five...

Written. Video. Audio. Visual. Live.

05-Method (funnel)

The method is how your audience experiences the evolution of your relationship and moves through your funnel. It's all the steps in the process and the pieces of your marketing working together.

06-Material (content)

Your material is endless.

It's your message expressed in a million different ways.

Blogs. Videos. Images. Music. Art.

An expression of YOU. In ways that you love.



07-Sales: How Do You Close The Deal?

You Don't Have To Sell

Sales is about closing the deal.

When you're open, honest, and transparent, sales is a natural next step.

There is no need for tricks and tactics. For manipulation or control.

01-Choose To Buy

When you come from a place of integrity, you provide all the information they need to know. Features. Benefits. Inclusions. Exclusions. You tell them exactly what they're going to get, and when and where they'll get it. All of it. No omissions. No sneaky twisting of words. Enough for them to know that this will solve their problem – so that they choose to buy. Choose to make it happen. On open terms. Informed. Intelligent. Evolved. Commit to buy.

02-Transact

Then you close the deal. Create a simple, easy way for them to buy. Sign the contract. Exchange the cash. For a product that will delight, and change their world.

03-Deliver

Finally, you distribute, deliver and delight. Exactly as you promised. Exactly as you said. Distribute. Deliver. Delight. Better than they ever expected. So they still want more.

08-Management: Do The Work

Management

Management is about **planning, organizing and controlling** aspects of your business.

It's about co-ordinating all the activities, things to do, in order to achieve your desired outcomes.

It's the not-so-glamorous, not-so-fun, not-so-sexy part of business that often gets overlooked.

It's policies, practices, guidelines, processes and procedures.

It's the supporting frameworks and systems to help your business flourish. In the funnest way possible.

Systems

Systems are a set of principles or procedures outlining the way something is done.

They're an interconnecting whole that supports every action in your business.

Every. Single. Time.

Systems are about streamlining. Simplifying.

Setting up your systems, putting the work in from the start... sets up your business for success.

Primary systems include:

1. Customer Service + Support
2. Branding
3. Product (Goods + Services)
4. Marketing
5. Sales

Additional support systems include:

1. Management + Admin
2. The Product Chain - including
 - Research and Development
 - Production, Quality Control + Distribution
 - Customer Service + Support.
3. Human Resources + Team
4. Purchasing + Resources + Information Technology
5. Money - Finance + Accounting + Legal

Value

Value is being able to offer more for less. When you can create, manufacture and produce effectively, you are able to create more and more value for your clients.

Leverage

How do you do less work for more outcome?
How do you create more with less resources?
That, is leverage. And it exists in every thing.

Value + Leverage = Growth

Once your systems are established, be constantly looking for incremental improvements.

How can you do something once, and utilise it numerous times.

Systems are the key to your business growth.

Every system you create has the potential for more leverage. Always. You just have to find it.

06-Resources: What Do YOU Need To Get There?

Resources = Quality

Your resources are what you need to build your business. Create your product. Empower your audience.

You're in this for the long haul.

It's a marathon, not a sprint.

So it's critical to ensure that you balance your resources on a personal and business level.

The quality of your business outcomes will be determined by a balance of your time, energy and money, both in and out of the business.

Money

Money is about cash going in and going out. It's a resource that allows you to have a whole heap of other experiences.

Time

Time is about being efficient and effective and ensuring it you're using it to move towards your desires.

Energy

Energy is what you need on a personal and business level to keep this thing going and maintain momentum.

Information

Information might be required to help you how to get somewhere faster. Without the right information you can spend a lot of time moving in the wrong direction.

07-Team: Who Will Do The Work?

Who Do You Need?

Starting out on your own might be exactly what you want to do.

To blaze the trail. Lead the pack.

But at some stage you're going to need to build a team.

Support

From the start you're going to want support.

Those people who have "got your back."

Who support you in your journey and want you to succeed, no matter what happens.

You want to find these people. And get them in your corner. Take your time - you want to get this right.

Educators

If building a business is new to you, you're going to need help. Ideas. Information. Advice.

To figure out what works – faster.

You're going to have to figure out what you need, and when, and who can help you – a teacher, trainer, mentor, coach.

Different people with different information and skills at different time.

The right people who are the right fit for you and your business.

Employees

At some point you're going to have too much for you to do.

You're going to need help.

People with the same passion as you to do the work to the standard that you would.

That, is building your best team.

PART 03 - IMPACT.

CHANGE THE WORLD



08-Action: What Do YOU Need To Do?

Alnspired Action

You have a vision. You have a plan.
Your spark is ignited. Your fire lit.
It's burning. Brightly.

***Now, it's time, to spread your word,
spread your work, and change the world.***

It's time to take action. With meaning and purpose and focus and clear direction.
Versus action for the sake of busyness and doing.

Productivity

Taking the right action is all about productivity, which includes:

- **Tasks** - The stuff to physically "do." Your task list, to-do list. Broken down into bite-size, easy to manage chunks.
- **Time** - When you do what. Your calendar. Your diary. With every thing scheduled in. Every thing. Tasks. Appointments. Reminders. Activities. It's about managing every part of your life.
- **Efficiency** - How quickly you do what needs to be done.
- **Effectiveness** - How relevant the task is to your desired outcome.

Rituals + Routines

Action with purpose needs the support of rituals and routines. Set in place the things you do on a daily, weekly, monthly basis that support YOU to being in your optimum form, and ultimately support the growth of your business.

09-Review: What Do YOU Need To Do Differently?

Spiralling Up

The Art of Aligned Business is all about working through the 9 Fundamental Success Principles and then starting again.

Circling back to the beginning and moving through it again to evolve to the next level.

Spiralling up. Growing. Evolving.

You do this through feedback and review.

Review

Review comes from the inside. Taking the time to critically assess...

- What worked?
- What didn't?
- What do we do again?
- What don't we?

Feedback

Feedback comes from the outside.

From your audience, buyers, clients, customers, employees, the world in general.

It's about being open to different perspectives about what you've created and what can help improve it even more.

Feedback helps you see the things you never would your self.

Self-Awareness

That, is self awareness.

Self awareness is being able to carefully and critically consider and reflect on both internal and external responses and points of view.

Consider what's relevant. Apply it. Objectively. And let it evolve.

To Sum Up

Aligned Business

I just want to leave you with two thoughts...

01-There Is A Different Way Of Doing Business

Business does not have to be a cut-throat process of win, conquer, domination and bottom-lines.

Business can be a space for creativity, connection, collaboration, self-expression and joy. You just have to choose it.

02-You Can Change The World

We are in the midst of a global crisis.

The way we're going business and life isn't working and it has to change.

Real change starts with YOU. It starts with a drop in the ocean, a single act of kindness, a single word of inspiration.

It's exponential. It ripples out from you and it touches the planet in ways you will never know.

It's time for change. and it's time for you to play a part in that change, starting from now.

Be YOU...

Build your business...

Heal the world...

xo

 WATT

EVERY
THING
STARTS
WITH
YOU.
THE TIME
TO START
IS
NOW.

WHAT NEXT?

If you're ready to connect with who YOU really are
and what you stand for...
And create a business that aligns with THAT!

It's time to explore...

IGNITE

aligned business creation



www.lizwatt.com/ignite