

## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Davis:** [00:00:00] On today's show, we're diving into using a life first approach to goal setting for 2025.

**Laura Moore:** Welcome to JFDI with the Two Lauras, the weekly podcast where we talk about all things related to working in social media from marketing tips to making money, finding clients to firing them. And with a new year fast approaching today, we're talking about goal setting, but with a life first approach.

So we're sharing what that means. And how you can use it to make sure that 2025 delivers exactly what you need.

So let's start then with what does life first mean when it comes to goal setting?

**Laura Davis:** Sounds a bit woo woo, doesn't it?

**Laura Moore:** It does! That is a bit woo for us.

**Laura Davis:** But it's not.

**Laura Moore:** But it's not at all. Practical. It's practical.

**Laura Davis:** Yeah. And I actually think more people possibly may do this anyway, but without realising. But it's basically thinking, what do I want to do?

What is [00:01:00] it, if you're looking at like next year, for example, what does my life look like in 2025? What do I want to achieve? Where do I want to go? What do I want to learn? Like, what does your life look like? What are your goals? And then you work backwards from that. So it's like, right, this is my plan. How the hell am I going to achieve this?

**Laura Moore:** Yeah, yeah, and I think that because that is the beauty isn't it of having your own business You get to create something that works for you and around you for those life goals for that life first approach, you're not in a job. You're not being dictated to about when you work. You don't have those limitations.

**Laura Davis:** Yeah, you've not got a set monthly income coming in from employee Um, no, from an employer and you then, cause that's how you would work.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

You would like, right, I'm going to earn this over the next, this is my salary for the next 12 months. So therefore this is how I can spend it. The beauty is you can do the opposite. You can say, I want to do this. Now let's think about how we're going to make that money to be able to [00:02:00] do that. And the world is your oyster.

**Laura Moore:** Yeah. And I think a lot of freelancers and social media managers forget that and they kind of fall back into a work first life and it's not like life should come first. You don't live to work. You work to live. And when you remind yourself of that and kind of plan your goals around your life and approach it with your life first, it makes it much easier to have that lovely life that you want.

And it also means that you can be really motivated the whole time to achieve those things because you know what's on the other side of all of that hard work.

**Laura Davis:** Yeah, and that's, I think when you're on a salary, it kind of doesn't matter how hard you work. Yeah. Obviously you could get sacked if you didn't work very hard, but as in, you could like put in so much effort, but it doesn't change your salary at the end of the day, you're still going to get the same.

And yes, I, you know, I know that, you know, that is a sweeping statement. I know people get bonuses. I know there's performance related pay, all that shit, but on the whole, as a [00:03:00] freelancer, so you have such more fluidity in your income. Based purely on how hard you want to work and how determined you are to get it.

So if you have amazing plans for 2025, there is absolutely nothing stopping you getting those things and achieving those things and experiencing those things. There's no, there's no one who's going to sack you. There's no one who's going to have their opinion. It's all down to you. And I just think that's so exciting and motivating.

**Laura Moore:** Yeah, definitely.

**Laura Davis:** Maybe a little bit daunting, but that's okay.

**Laura Moore:** Yeah. But when you realize that it's only you that can hold yourself back, that's like, Oh, okay. I can go out and I can do whatever it is I want to do. Yeah. You know, and like, even like in recent years, we've had like, you know, economic downturns and you know, cost of living crisis and stuff.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

The people who've been really determined to kind of approach their life in this way have still had massive success. You know, [00:04:00] the world around you doesn't limit what you can do.

**Laura Davis:** And we can all sit here and say, oh, but I can't get this success I need because Instagram algorithms, shit. It's all, you are the only one who is responsible for whether you can achieve these things or not.

Like we can all make excuses till the cows bloody come home, but at the end of the day, the buck stops with you.

**Laura Moore:** Yeah, exactly. It is all down to what you have or haven't done. Totally. Okay. So how do we actually do this then? How do we start with this life first goal planning?

**Laura Davis:** Well you need to, and this is the best bit, you need to kind of sit down and think, right, what, what am I working towards, you know, and thinking about your why and what it is and, and if, if it's so you can take the summer off and travel the world and that's your why, and that's what you plan to do next year.

Then that, you need to write this down. You need to literally write a list of all the things that you need the money for. So whether it's, [00:05:00] you know, you're getting married or you, you want to travel or there's a big birthday present, you want to buy somebody, whatever that is, you know, you want a fancy new computer, you've decided to go for, come from Android over to the better side of Apple and want to kit yourself out with everything, you know, it's just writing a list of everything you want to achieve.

**Laura Moore:** Yeah, definitely. So I think start by writing down like all of the events, like if you break this down, it makes it so much easier. So list out all of the events you've got planned for next year. Have you got any holidays, any trips, any days out, any big birthdays or weddings or anything like that that you've got to go to?

What are those things? Write them down. How much time do you need out of the business for those things? Like, to actually make those things happen, like, so for example, if you are going on holiday, you don't just need time out of business to go on holiday, you need time out of business maybe to go and buy a new bikini, to go and do your packing, you know, to go and buy whatever your kids need to actually book that holiday.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

What is all of the time [00:06:00] that you're going to need to take out of the business? And put those dates in your diary now, so you can plan for that. So you know, actually I don't have this day free because that is my bikini day. I'm going to go and buy a new bikini that day. I don't know, I don't even wear a bikini.

I don't know why that's really in my mind. Um, but all of that stuff kind of needs to go in your diary. And then, How much money do you need to make that happen? How much is that bikini going to be? You know, you don't want to be scrimping and saving for a Primark one if the one you really want is a nice fancy one from a fancy shop that I can't think of the name of.

So you don't have to scrimp and save when you goal set like this because you've made this plan in advance. What does a good holiday budget look like?

**Laura Davis:** It's not a goal, is it, if we just put down we're going to get a Primark bikini?

**Laura Moore:** No, exactly, no.

**Laura Davis:** You want to make it motivational, and we can all go on holiday and wear a Primark bikini, God help us.

That, so that's not, that's not a goal, is it? The goal is you want to buy the [00:07:00] high end bikini. bikini brand that neither of us clearly know. So this is a crap example.

**Laura Moore:** Yeah. But like, if you're on holiday, like, yeah, we can all go on holiday, self catering, live on a French stick with a bit of cheese in it. But really, that does actually sound really good.

But, but, you know, you might want to go on holiday and actually go and sit in a restaurant where someone has sliced that French bread and put some really nice cheese in it. You know what I mean? So like the budget for that holiday will look different depending on what it is you want to do. So what does a good holiday budget look like?

**Laura Davis:** It's aspirational, isn't it?



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Moore:** How much do you really want to spend to treat your partner for their birthday rather than just buying them a like, I don't know, boring boots voucher. How much do you actually –

**Laura Davis:** Terry's chocolate orange.

**Laura Moore:** Oh yeah, that is a good present though. But, you know, if you could really treat somebody, how much would that cost?

Like, think about all of those things, and like, literally write it down.

**Laura Davis:** Yeah, don't just guess. Like, go away and do a bit of research, [00:08:00] have a think, go research those bikini brands.

**Laura Moore:** Totally.

**Laura Davis:** You know, the more, the more specific you can be, the better in the long run.

**Laura Moore:** Yeah. And like, these are the things that are, like, some of them might be essential, you know, you might have to go to somebody's wedding.

Some of them are the things that you just want to do. You want to go on a nice holiday. But after you've looked at that, you want to look at, What are the essentials that are going to make your life better, easier, nicer? So for example, you might be driving around in an old banger and for ages, you've been telling yourself that you want to buy a new car, but you can't really afford it.

And you keep saying, when I can afford it, I'll buy a new car. But unless you actually make a plan to afford it, you're never going to get there. Like maybe your washing machine is on its way out and you know, you need to buy a new one, but you're like putting it off because you can't afford it now. You need to make that plan.

You know, what are all those things that next year. would make your life better or easier.

**Laura Davis:** So all the things that you would sit there going, Oh, I wish I had this.

**Laura Moore:** Yeah. Oh, I'm so [00:09:00] jealous that they've got that. Yeah.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Davis:** Yeah. Yeah. I wish I had some nicer boots to wear on the way to school because my feet are cold.

I wish I had a better or a gym membership. I wish I could go swimming every morning. What, like, whatever the things are that you, maybe you see other people have, and you think, God, I wish I had, that would make my life a lot easier if I had that. Write it down because you can have that.

**Laura Moore:** Yeah. Definitely. And write it down and budget it out, like literally make a plan, like how much is this going to cost me?

Because otherwise, unless you know those numbers, you can't make a plan to actually make it, bring in the money that you want for your business. And then, so those are like your life first kind of stuff. But then you need to do like the business stuff as well, because the business is what's going to make that happen.

So what are the things that you need in your business to make it work better or to help it to make more money? So for example, you might have your heart set on a new website because yours might be really rubbish. It might just be a one pager, you know. Maybe you've been eyeing up joining the [00:10:00] social media manager's toolkit next year.

What are those things that you know that will help you to make your business work better, make it, you know, easier for you to do things, help you to learn new things? All of those things, like what would be your wishlist for your business? And write all of those things down as well. And what are the budgets for those things?

**Laura Davis:** This is sounding like an incredible spreadsheet.

**Laura Moore:** Oh, you do love a spreadsheet, don't you?

**Laura Davis:** I do, yeah.

**Laura Moore:** Maybe we should do this later.

**Laura Davis:** Yeah, God, I think it might be a bit depressing of all the things I want to do.

**Laura Moore:** This is the bit that you're going to like though, because it's the maths. I hate the maths, so I need a formula to figure all this out for me.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

Whereas Laura will just go and get a calculator and be like, all right, this is how much money I need to make. See, she's actually got one now. It's always, it's always by my side. So yeah, you need to do the maths. You need to figure out, like you should already know what that basic income is that you need to cover things like your mortgage, your food bill, your business expenses, all of that is a given.

You should know that already, but we're talking [00:11:00] about. Is all of this stuff that's on top of that, because, because this is about goal setting, like what are your goals? So what is the budget that you need to make those goals happen?

**Laura Davis:** Yeah. And it's, so it's the money you need to make above and beyond their basic expenses.

So, you know, so say your personal income you need to take from the business for argument's sake, say that's a grand. And your business expenses are, say, 500 pounds, you then need to think, what else do I need above and beyond that 1500 pounds to contribute towards these goals that I want, you want to achieve next year?

Yeah. So. It's, you are going to have to, you need a calculator, quite frankly. So if you haven't got one, you need to add that to your budget list.

**Laura Moore:** Get down W. H. Smith's. Other shops are available.

**Laura Davis:** Although we've all got one on our phones, haven't we? Well, this is true. This is true.

**Laura Moore:** Actually, that is very true. Why do you have one on your desk?

**Laura Davis:** Because you know what I'm like, if I picked up [00:12:00] my phone every time I needed the calculator, I would. Nightmare. I'd. Be on TikTok for five hours.

**Laura Moore:** That is very true.

**Laura Davis:** So get yourself a calculator if you're easily distracted.

**Laura Moore:** Yeah, yeah, I agree. And I think the good thing about doing this task is that this means that you don't have to make choices.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

You don't have to be like, oh, well, I could have this or I could have that. Yeah. You get to have both. You get to have whatever it is you want.

**Laura Davis:** You don't get to next summer and going, Oh, well, I've just, you know, you sat in a with the French stick and a cheese slice at home because you bought it from Sainsbury's because you've not been able to afford to go on holiday.

Or you, you know, you're not thinking, Oh, hang on, I've got the money to go on holiday. And you realize that actually you've not looked at the actual cost of holidays and you haven't saved enough. Yeah. You know, so you don't want to be looking back thinking, shit, I should have listened to the Lauras and done what they said.

**Laura Moore:** I didn't just want the black bikini. I wanted the orange one too. Which one should I have? You can have both. Just plan in advance. [00:13:00]

**Laura Davis:** Yeah, I don't think orange is your colour though.

**Laura Moore:** No, it's definitely not. Well, bikini isn't my colour either, let's be fair.

**Laura Davis:** Bikini coloured.

**Laura Moore:** Bikini coloured. Um, you've probably heard Laura and I say this before, but we like lots of people when they're approaching spending money and what they want to buy and all of that stuff, they kind of come into it with that scarcity mindset and they're like, Oh, I can't afford that thing.

Whereas we're very much the opposite. And we think about how can I afford that thing? Like, yeah, we might not be able to afford it today, but what can I do to afford it tomorrow or next week or next month? That's what this is about. It's not about thinking, Oh, well, I'll never be able to afford it. So how can I make that plan to make that additional money or take that extra time out the business so that I can do the things that I want to do?

**Laura Davis:** And it's about being bold, isn't it? It's about saying, you know what, I deserve to have X, Y, Z. And so it's being like, it's allowing yourself to have that freedom. And yes, obviously we need to be [00:14:00] realistic. If you're sat here not making any money and next year you're saying you want to make enough to buy a luxury yacht, then, you know. You might need a slap.





## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Moore:** Or a good lottery ticket, but I remember a few years ago when you decided that you wanted to go to Lapland and like, at that point that was like, no, I wouldn't say it was a stretch for you, like in terms of like being able to do it, but it was a stretch for you, like mindset wise, do you think?

**Laura Davis:** Oh, it was, it was a stretch both.

**Laura Moore:** Well, there you go, but you still decided that's what I'm going to do. And it was on your goal list and you did it. Yeah. Yeah. You didn't say to yourself, well, no, we're not the kind of family who can afford to do that. I'm not the sort of person who could ever, who we would never be able to do that.

**Laura Davis:** And I think that's, if you've got a slight competitiveness about you, I think that's a good driver.

**Laura Moore:** When they need to go in a better hotel than you did?

**Laura Davis:** Yeah, it was like, I, I was pissed off that other people were going to [00:15:00] Lapland.

**Laura Moore:** Right.

**Laura Davis:** And it's like, well, why is everyone else going to Lapland? I want to go to Lapland. And my husband would be like, Oh no, it's a lot of money for three nights.

**Laura Moore:** Yeah.

**Laura Davis:** And I'm like, I'm not asking for your help. I'm going to pay. And I'll never forget the conversation that I'm going to pay for it. And he just went, all right then. And then, then I went –

**Laura Moore:** And then had a jolly old time.

**Laura Davis:** Yeah. And then we went and it was great. And the end.

**Laura Moore:** I love that. But, um, yeah, that all of this to say, you can't do any of this unless you actually do make a plan. Like it's not just about Laura said, Oh, I'm going to go to



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

Lapland and telling her husband that she's going to pay for it. Like she had to actually make a plan to make that happen. It's not just going to happen because you set a goal.

**Laura Davis:** Yeah and I definitely did.

**Laura Moore:** Yeah. Definitely.

**Laura Davis:** With my calculator.

**Laura Moore:** So, so what is it you need to do to make that additional money? Like really think about that. What is the plan? Is it that you need to take on another [00:16:00] client who's paying you, you know, four figures a month and you know, that covers your annual thing and you're going to keep them for a whole year?

Or is it that you're going to just put the price of your power up and you're going to sell more of those? What is the plan to make this extra money that you need to make?

**Laura Davis:** Yeah. Ooh. You sit there and you've done the maths and you've used your calculator and you've figured out that you're halfway there.

You've got maybe a five grand shortfall. What could you do? So you don't, this isn't just about doing what you do now and charging more or selling more of them. It could be that you're going to fill a hole, that there's a whole new product or service or offer that you can create. To help fill that hole.

So it's not just about doing more of what you're already doing. You can think creatively. You can be like, right, I've got five grand I need to make. I've never done this before, but what I'd like to do is whatever and then sit down and hatch a plan as to whether that's a viable option.

**Laura Moore:** Yeah. Love that.

That's exactly what we would do. We'd be like, [00:17:00] how are we going to make this money? Let's come up with something new. Which probably isn't always the best way to do it, but you know, if you're that sort of way inclined, then go for it.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Davis:** But you've got to, you know, you've got to think, you know, yes, you've got this goal and yes, I've got a five grand shortfall, but actually if I just filled that with working with more clients.

Then is that achievable on the hours that you've got on the life that you want to lead, you know, because we don't want to be burning out here because we'll never make it to Lapland or what have you, you've got to be realistic. And sometimes there are better ways to make money than just increasing what you're already doing.

**Laura Moore:** Yeah, love that. And this will be different for everybody. Like, no two people listening to this podcast will have the same goals, the same aspirations, the same budgets that they need to, to try and, you know, make. So, and that's one of the reasons that when we're talking about pricing and people like to say, Oh, what's the going rate for this?

Or how much are you charging for this? It doesn't matter. It's what you need to make, you need to make to [00:18:00] cover these, these kind of bills and these kind of goals so you can pay for everything that you want to do. So put some time in your diary this week to do this, to sit down and figure out what it is you want to achieve.

Like, have a chat with your partner if you need to, what is it that they see would be a great year for, you know, for your family next year, for example. What are all those things? List them out, do the maths, figure out what you need to make, and then make a plan, and get, get that done. You will, you will thank yourself by the, this time next year if you've done this.

**Laura Davis:** Yeah, and send us a postcard.

**Laura Moore:** Yes, yes! No one ever sends postcards anymore!

**Laura Davis:** I'd love it if everybody -

**Laura Moore:** I'm totally sending you a postcard

**Laura Davis:** - sent us a postcard from all of their holiday destinations because they did this task.

**Laura Moore:** Oh my God, that would be amazing.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Davis:** We could have a postcard wall.

**Laura Moore:** Yes.

**Laura Davis:** From all around the world of everyone who's gone places.

**Laura Moore:** I love this. Yeah, send us a postcard.

**Laura Davis:** Even if it's like Butlins.

**Laura Moore:** Yeah.

**Laura Davis:** I'm fine with it. Whatever your goal is –

**Laura Moore:** I'm totally sending [00:19:00] you a postcard next time I go on holiday.

**Laura Davis:** Oh, do. That's one. Anyone else? I'm happy to give my address out to the World Wide Web. Send me a postcard. Or just tag me in a photo if that's easier.

**Laura Moore:** Yeah.

**Laura Davis:** Modern day.

**Laura Moore:** Easier than going to find someone that sells a stamp.

**Laura Davis:** Yeah. But definitely, definitely, you know, if this time next year, if you've done any of this, just, you know, remember us. We don't need a thanks, but a tag would be nice.

**Laura Moore:** Saying that, if you did listen to our goal setting podcast last year and you've achieved your goals, let us know that too. Like, we want to know. Yeah. Have you had a good year? Tell us everything, for sure.

**Laura Davis:** Yeah, come and find us on Instagram. We're always hanging out there. We're @thetwolauras, so come send us a DM.

Or tag us, obviously, um, on your holiday destinations or when you've bought your bikini. Just tag us in stories, it's fine. [00:20:00]

**Laura Moore:** Especially if you had to make a decision between black and orange.



## 133 - Our Life-First Approach to Goal Setting: Get Everything You Want in 2025!

**Laura Davis:** Yeah, if you go for the orange bikini, I'd be particularly interested. That sounds a bit creepy actually doesn't it.

**Laura Moore:** I know there's one person probably listening to this podcast -

**Laura Davis:** Gus.

**Laura Moore:** - who totally would buy an orange bikini.

**Laura Davis:** Yeah, Gus. I'm totally gonna tell him that he was mentioned in this podcast and he's gonna listen all the way through thinking, wonder why, wonder why, and now he's at the end and it's because we've mentioned that he wants to buy an orange bikini.

**Laura Moore:** Oh, love it. Anyway, that was that. I hope this has been useful and yeah, come and let us know and we will be back same time, same place next week and we'll see you there.

**Laura Davis:** Toodles.

**Laura Moore:** Bye.

