

LOVE YOUR WHOLE LIFE!

AUSTRALIA

Prevention

10 MINUTES

TO A TRIMMER WAIST
- IT'S EASY!

A SHARPER
MEMORY
IN 7 DAYS

SPECIAL REPORT:

moisturisers
that *really*
perform

GET A
GOOD
NIGHT'S
SLEEP
finally!

HOW TO BE HAPPY!

STRATEGIES THAT WILL
CHANGE YOUR LIFE

- Tap into your dreams
- Get more energy
- Find inner calm

EASE THE BELLY BLOAT

*Simple fixes
that work*

Amanda
Keller

*"This is my year
for making
time for me."*

Tips for a healthier you

- Immunity
- Eyes
- Flexibility

Layla Roberts, 43, owner of Sydney Concierge

For Layla, helping other people organise their lives means she can then design her own life just as she wants it

My business: I help people tick off their 'to-do' lists so they can focus on doing what they love. That means everything from travel arrangements to organising special occasions and getting pre-sale or sold-out tickets. I help people move to Sydney, which can involve going to rental inspections and organising utilities and furniture. I also manage Airbnb properties, facilitating the check-in and check-out process, arranging cleaning and hire of towels and bedding.

How I got started: My background is in medical, media and market research. It sounds different to what I do now, but concierge work often involves research. In 2010, I fell into a job working for a concierge company, and within two weeks I knew it was what I was meant to do. I started my own concierge business on the side, but it was almost impossible juggling the two jobs, so I quit my day job in late 2012 and started the business more seriously. There was slow and steady growth for ages, but in the last six months there's been a steeper incline.

Biggest challenge: Until recently, I had two separate businesses which basically offered the same services – Sydney Concierge and Concierge Connections. That meant I had two websites, two email newsletters and two Facebook pages to manage! It was too much work, especially because it's mostly just me in the business, so I decided to merge them (sydneyconcierge.com.au).

Living the dream: One of the benefits of running my own business is that I can pretty much do what I want, when I want. If I need to pop to the shops in

the middle of the day or meet a friend for lunch then I can, as long as I don't have a client deadline. Or, if I want to go away for the weekend on Friday, I don't have to ask for the day off work. I get to design my life how I want it to be, rather than someone else telling me how it's going to be.

"I never want to be employed by anyone ever again... I know that in order to make that possible, I have to put my head down"

What work-life balance means to me: I'm a night owl, so I'm often working until 2 or 3am, but luckily I sometimes get a lie-in until 9am. If I'm at home, I don't relax much; if I'm not asleep then 90 per cent of the time I'll be working. For me to really relax and tune out from work, I'll meet friends for lunch or dinner, or go to a festival, a concert or show. I love trying new restaurants – it's important as a concierge to know the best dining spots, so I call it research!

My motivation tactic: My main motivation is that I never want to be employed by anyone ever again, so that's always at the back of my mind. I know that in order to make that possible, I have to put my head down and get more sales and clients. I'm determined to make it work.

My self-care strategy: For me, sleep is crucial for my energy levels, so if I do stay up late I'll try to sleep in the next morning. I don't have a car at the moment, so I walk to a lot of my client appointments. Fitting incidental exercise into my working day as much as possible helps with my overall energy.

5 LESSONS FROM LAYLA

- 1 Flexibility is a must if you are juggling a full-time job with starting your own business, so ask your manager if you can reduce your hours.
- 2 Learn to say no to lunchtime catch-ups; your time is limited and friends will understand.
- 3 Find inspirational role models, such as Naomi Simson from RedBalloon, and learn from their experience.
- 4 Initially your income may change so be prepared to modify your lifestyle.
- 5 Being passionate about your business will keep you endlessly motivated.

