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How To Start A Freedom Business So You Can Quit The Rat Race And Start Living A Life Of Freedom, Fun And Adventure

What You'll Discover Inside:

- How living a life of mundane repetitive work is not what humans are designed for (and what you can do about it)
- From a soul sucking boring desk job to international glorious adventure man: How a shy kid from country Australia turned his life into a crazy movie within a few short days
- How I came to uncover the "Secret Society" of people who quit their captive lives and built cool little businesses they ran from their laptops (all whilst lying back on sunny beaches or traveling endlessly to whatever random exotic locations they choose)
- How my rockstar life was destroyed by a little-known mystical force that exists inside each and every human being (including you!) – and how you can avoid it to shortcut your way to freedom
- How the Freedom Business Skillset works and how you can follow the formula to fund whatever awesome lifestyle you choose
- The top 3 Freedom Business laws you can use to jump right in and make sure your website kicks the ass off all the competition, even in crowded markets

Introduction

It's taken me many years of great successes and great failures to compile all this stuff you are about to learn in this short guide.

This quick-read guide is meant to be read as inspiration and motivation for you getting the life you want through starting a Freedom Business.

The best way to read it is start to finish. You will be taken on my own personal journey filled with little "Quick Lessons".

These are small gems of knowledge gold for you to take note and apply to your own life whilst on your freedom business journey.

Success in this area is much like going after being successful with dating and relationships.

You will approach a few potentials at the bar, have some failures along the way but also some great successes.

The important thing is that you **STICK AT IT** and don't back down.

A word of warning before you start: Many people will read this guide and think "Oh I already know all this stuff" without having applied it in the real world.

The reason I'm sharing this information with you coupled with my own experience is that it **ACTUALLY WORKS**.

So don't make the fatal mistake of dismissing the knowledge in here without having applied it.

And since this is free guide version 1.0, please shoot me a quick email and tell me what you think.

I'll use your comments and feedback to release an even better version 2! So hit me up, even if it's just to say hello. We're all in this together.

You can reach me at tim@freedombusinessblog.com

PS. Feel free to email this guide (unedited in it's original form) to your friends or better yet, go show them how to get all the cool free stuff by subscribing over at freedombusinessblog.com

Now let's go get some adventure!

"Life is either a daring adventure or nothing"
- Hellen Keller

Are you sick of waking up feeling uninspired with the normal day-to-day boring routine?

Are you going to sleep with dreams of wild travel and adventures but have no idea how to make them real?

Is there a craving deep down for some adventure, fun, excitement and passion?

And most importantly...

Do you spend your days doing stuff that you don't particularly like, with people that you don't really like?

Well SCREW THAT!

Through my own direct experiences and learning over the last ten years I found out that humans aren't designed to live in this well constructed form of modern captivity.

This mental and physical captivity, coupled with sheer boredom is literally KILLING US.

Look around. Never before in history have we been this obese and this medicated.

Everyone is on a pill for SOMETHING. Depression, insomnia, boredom, weight loss. The list goes on.

Not to mention the massive use of drugs and alcohol just to FEEL SOMETHING in our lives.

So what the hell do we do?

We can start by getting back to basics here...

The big secret that most people don't know is that as a human being, we need FFA – that is Freedom, Fun and Adventure - to stay ALIVE, PASSIONATE, MOTIVATED and INSPIRED.

But most of all, we need this for our mental and physical health and sense of wellbeing.

If you haven't been feeling much of that lately it's time to join the "secret society" of people out there who decided to play this whole game of life by a different set of rules.

There's a loophole. A way out... It's called Freedom Business - And this guide will show you that way.

A Tale Of Two Average Guys Who Dream Of Glorious Adventure

Before I get stuck into this whole thing... I'd like you to imagine two average guys who desperately crave some adventure and freedom in their lives and have just decided to take the leap and go do it.

They want to smell the crisp mountain air at daybreak on the snowy slopes of Switzerland.

They want to lie back on the white sands of the Australian Whitsunday Islands, exhausted after a days snorkeling in the crystal waters.

They want to go explore the ancient ruins and exotic foods of South America.

The two of them have secretly hated their lives for far too long, and all the stress of modern day living has taken its toll on both of their bodies and minds.

The one thing they really have in common though is they want to escape the normal day-to-day drudgery, doom and sheer boredom – breaking free to distant lands, meeting new people and finding a few new lovers along the way.

They both gathered up the courage to walk in and tell their boss to shove the boring repetitive job up their ass and even gave that evil annoying co-worker the finger on the way out.

It's exhilaratingly scary and exciting all at the same time.

Now here's the important bit:

One of the guys has \$100,000.00 savings in his bank account but possesses no real skills or education.

The other guy has only enough money in his account for his first flight and maybe a couple of weeks spending money BUT he has learned the potent art of "Freedom Business".

That is - building small little businesses that can be easily run from your laptop and internet connection anywhere in the world.

A little business that runs AUTOMATICALLY while you are off surfing, snorkeling, partying with friends or just doing stuff that makes your soul smile.

So the big question is: Which guy would you rather be one year later?

Even though \$100,000 may seem like a great amount of money, it can quickly disappear – especially when traveling.

How about having the skill to create little income generators on the fly, wherever you are in the world, whenever you need more cash?

That's the Freedom Business skill.

It's a skill where you can dictate the amount of hours you work and income you make.

It's also a skill that can rocket you into an even higher income level in the fastest way possible.

The only limit is how much income you want and how many Freedom Businesses you want in your personal online empire.

Sound cool? Well before we delve deeper into how this all actually works, we need to get into a bit of a lesson in how humans are wired to operate for freedom success.

The key here is you need to KNOW YOURSELF before you can step in the right direction to getting yourself motivated to tackle a Freedom Business lifestyle.

**"Most men lead lives of quiet desperation and go to the grave with the song still in them."
-Henry David Thoreau**

Henry was on to something when he said this. What he is trying to communicate here is that all of us have 2 "selves".

I know, it sounds a little weird but stay with me here...

There is the one "self" that we show the everyday world. That polite, rule abiding citizen that goes to their job and says "yes sir, right away sir".

Then we have the CORE self, also known as our "true self".

This is the one that goes to bed at night dreaming of adventure and having fun with life. This core self is the one that is burning for a bit of excitement and wants to squeeze every last drop of passion and joy from this short time we have here on this planet.

Our current society tries to dumb down this core self because an individual's core awesome person represents trouble and power... something your boss definitely doesn't want ruining his balance sheet.

So therefore you will sit there, take orders, do menial repetitive tasks all week – then go and drink a heap of alcohol on weekends to numb the boringness of it all. And repeat forever.

Yep. Scary huh.

Quick Lesson: You first need to get in touch with your CORE SELF and what it wants to get out of life, before you can begin to plan your Freedom Business lifestyle.

In this short guide, I'm going to share with you just three stories from my life that pretty much involve me listening to my true self and going from absolutely nothing, to starting and being successful in creating a full freedom lifestyle filled with amazing travels, great new friends and the income to do what I want, when I want.

Now before you get all "But Tim, I thought you were gonna show me how to get a Freedom Business started?"... Well that's exactly what I'm going to do, but I will be teaching you through the lens of the true happenings from the past several years of my life.

It's important that you learn this stuff through the context of these stories and what's even more important is that you can see how I actually did start with nothing and make this happen for myself.

Doing it this way will give you the wonderful motivation to pull through. Because it's not always going to be easy once you make the leap.

I want you to use this quickfire guide as the closest thing to sitting down in a café with me and having me personally lay it all out for you.

The next three little stories will illustrate how to shortcut getting started living your own freedom lifestyle so you can start having more fun, work a lot less and experience the world in a whole new way.

It's a damn fun ride and the only limits are going to be the amazing adventures and wild stuff you can dream up of doing.

Morpheus alludes to the fact that the reality that Neo is accustomed to is a lie and that Morpheus can show him the truth.

He is asked to make a choice between two pills, red and blue. The blue pill will cause him to "wake up in his bed and believe whatever he wants to believe."

He is told that if he takes the red pill, however, he will "stay in Wonderland" and Morpheus will "show him how deep the rabbit hole goes"

- From the movie 'The Matrix'

From a soul sucking boring desk job to international glorious adventure man: How a shy kid from country Australia turned his life into an adventure-like movie within a few short days.

And it all started when she cheated on me.

Around ten years ago at the tender age of eighteen I sat in a gutter crying my eyes out after my girlfriend at the time just revealed that she had cheated on me.

Here I was with this lovely image of our future together playing in my mind each day and then she goes and kills it all in one meaningless summer night fling.

I honestly thought my entire life was over. What would my friends and family think? This girl is my whole identity. The centre of my universe!

When I finally picked myself up off the gutter and looked up at the stars, there was a calm, soothing voice deep inside that said: No more of this acting like a loser, Tim. Enough. It's time to go do something great – what have you got to lose now?

Quick Lesson: Listen to the calm voice of glory from deep inside.

Through the haze of young naive heartache I resolved to listen to the voice and step up.

Why the hell not? My life is over anyway.

This led me to where all the greatest answers to any question in the universe are: the internet - and that's where I discovered a group of dudes from Los Angeles who were coming out to Australia to run a seminar on dating.

Curious and with a "what do I have to lose?" attitude: I signed up thinking at least this may improve my chances with girls.

Let's just say it did WAY more than that.

After meeting these fun guys and running around bars and clubs with them over a weekend they decided that I would be a good fit in their company and offered me a plane ticket to Hollywood, where I would train up to be a dating coach.

ARE YOU SERIOUS?

It all seemed a bit surreal but it was a very welcome escape from my new role as trainee accountant at a large accounting firm.

This accounting thing was supposed to be my secure future job that I would work at day in and day out to provide for my (now non existent) girlfriend and future family.

It was the job that everyone else was proud of me for having.

In reality though - it was boring as shit.

I used to sit at my desk thinking, "is this all there is?"... "I have to work my ass off in this cubicle around all these people I don't like for ten years to even get a small chance of becoming a manager?"

Fuck that. Off I go to Hollywood.

And for a naïve, small-town country kid with a recently broken heart, this is EXACTLY what I needed.

Although as a side note: sitting down with your Dad to tell him that you are taking off to Hollywood with a bunch of guys you met in Sydney to teach guys to be successful with women will SPIN HIS POOR OLD BRAIN OUT.

Behind his visibly distraught confusion all he could ask was "This isn't some gay homosexual thing, is it?"

Quick Lesson: The parents will never understand.

So nervously I get on to this massive plane to LA where, after a scary and smelly cab ride through the ghetto later - I would land at a magical place called "Project Hollywood Mansion".

I admit. I was leg-shakingly scared. What the hell am I getting myself into here?

Then the calm little voice piped up again: What have you really got to lose? Enjoy it. Have some fun.

My whole world was opened up. Here I am in a crazy mansion, with a bunch of colorful characters from all walks of life, in the middle of Hollywood learning how to coach guys on dating.

WHAT THE FUCK???!!!

Ok I'm going to be dead honest with you right now-
It was AWESOME!

Although I left my old life behind which was still really scary – I'd found a totally new existence filled with daily adventures, waking up ENERGISED and my friends were all special soul mates on the exact same path.

This was extremely powerful. We all understood each other and were all on a path to pure freedom filled with all the gorgeous girls our little hearts desired. I mean - we could walk right up the street to the hottest bars and clubs in the world!

There were all sorts of interesting people around.

One guy living there at the time took me in his limousine to go check out a surf shop in Santa Monica. He was writing a book at the time and I really digged his vibe.

That guys name was Neil Strauss and the book ended up being a pretty successful one called 'The Game'.

Seeing and parting in the same place as celebrities was a nightly occurrence. We'd then wake up late (sometimes with a new girlfriend), grab some awesome Mexican food (something I'd never had before being from Australia) – then go do it all again the next night!

Quick Lesson: Life becomes effortless and amazing things happen when you are "on your true path"

From there I spent the next several years flying to all sorts of exotic locations around the globe, partying, meeting guys and teaching them skills in meeting girls. Not to mention dating plenty of gorgeous girls along the way myself.

It was one big movie-like adventure and I had to pinch myself every day. This introverted, shy country kid was all of a sudden a jet setting adventure man.

I remember thinking about how confidence and fun comes naturally when you are traveling and taking on new experiences.

“Why doesn’t EVERYONE take a risk and go do awesome stuff that makes their souls come to life?!” I thought.

Quick Lesson: The human body and mind is designed for new experiences and adventure. It keeps us alive and energized.

How I came to uncover the “Secret Society” of people who quit their captive lives and built cool little businesses that run from their laptops whilst lying back on sunny beaches or traveling to whatever random exotic location they choose.

During these years as a dating coach there would be a couple of my clients that stood out over the rest.

I remember meeting Mark P who had this massive smile on his face and seemed like the happiest guy in the world. He was the type of guy you instantly liked the moment you saw him.

A light-hearted and friendly soul.

During our initial client introduction, I always asked what they did for a living. Mark beamed that big grin at me and simply answered, “Adventure”.

Ummm ok, Mark – but how do you exactly earn money from this “Adventure”?

“Easy – I have an online business that brings in money while I’m off doing cool things like this dating course”.

WHAT?

This was all news to me. People actually did that? I thought all that stuff was just some sort of internet scam you see everywhere.

Mark told me that 99% of the stuff on the internet is and you have to be careful, but there’s actually a real way to do it and it’s about taking the ancient success principles of salesmanship and business –

then using the internet and technology to put all this together into an automatic system that sells a product or service.

“Basically”, he continued, “I just wake up every day and see how many sales I made while I was sleeping”.

Well this certainly sounded right up my alley. At this stage there was NO WAY I could go back to a normal day job.

And even though my dating job was cool my income was quickly getting swallowed up in accommodation and travel expenses.

This sort of thing suited my personality BIG TIME.

So during our time together on the dating course I picked his brain for tips on starting this “adventure” business.

To be honest, I probably got more value from him than he did me, although he did take home a stunning brunette lady on night 2 – so he was happy and I’m sure Mark still remembers that girl and what I taught him.

I quickly forgot about Mark as I moved on to new countries and cities teaching dating... that was until I bumped into New Zealand Nate.

When I met New Zealand Nate on one of my coaching programs in Amsterdam, he too had the same story as Mark P.

"So what do you do, Nate?"

"I travel, pretty much".

"Umm cool but what do you do for money?"

"Yeah, well I make money while I travel. I have an online business".

DING DING DING!

Whoa. Someone else actually does this stuff.

"How much do you make, can I ask?"

"Around 20-30k per month"

HOLY SHIT! 20 to 30 thousand dollars every month!?

With that kind of cash coming in off the internet, I could live it up all over the world like these guys plus have some spare cash left over to invest and take care of myself.

I had to find out more about this stuff, so I grilled NZ Nate all weekend.

He too said that it's all about applying ancient yet still highly relevant success principles to modern technology and gave me an old book to read called 'Scientific Advertising' by Claude Hopkins.

Quick Lesson: Get the book. Even though it was written ages ago, the principles still drive me cash through my websites every single day.

Anyway I continued on my dating coaching trek for a while longer as it was super fun, plus I was launching a DVD series called "The Flawless Natural".

This DVD series became really successful and at that point, I felt I really said everything that I wanted to say on dating.

However I had a very real and scary problem that burned the bottom of my soul and it was staring me right in the face:

I had no money.

Everyone pirated the DVD.

My life's work. My blood, sweat and tears - STOLEN.

Of those that didn't steal it (bless their souls), the money went to recoup costs to the company.

I didn't want to admit it to anyone and honestly felt deeply ashamed that I'd done all this work all over the world and had absolutely nothing to show for it.

Sure, I had a kick ass time and helped a lot of guys become more successful with the ladies – but I was exhausted and broke.

Even worse was I didn't really have a skillset to be able to go and get more money, unless I kept teaching dating.

This hurt and leads us to the next tale in our quest for glory...

How my rockstar life was destroyed by a little-known mystical force that exists inside each and every human being (including you!)

The little awesome voice inside that guided me on the right path and told me to go for it was quickly replaced by another, more sinister and devastating voice.

This nasty little character inside is what Steven Pressfield in the book 'The War Of Art' calls: the voice of the Resistance.

Quick Lesson: Get this book too. It may save your life.

Whilst strolling along the beach at night in Santa Monica the inner voice of doom became stronger and as I looked out to sea, it subtly attacked me in full force:

"You suck. All this work for nothing"

"All your friends and family back home were right – you should have just stayed home and got a real job, maybe you would have a house and some financial security by now"

"How dare you think you can come from nothing and just have this awesome lifestyle of jet setting around the world having fun"

I was beaten and defeated. My dreams were crushed. I felt the loneliest and saddest I've ever felt going to bed that night.

The next morning I woke up physically ill.

I threw up and my body was shutting down. I couldn't get out of bed and the gloomy cloud on my head had well and truly settled in.

That morning, the resistance bargained with me and told me everything would be ok if I just flew home and settled down to a normal life.

So what did I do?

I gave in and booked a ticket home.

One thing you need to know about the resistance is that every single argument it brings you is completely logical and realistic.

It was more logical for me to go back home and try to settle down like most people rather than stay on the risky (yet exciting and fulfilling) path of my dreams.

So back I go to my boring and uninspiring hometown in country Australia. Oh well. The party is over I guess. It's time for me to grow up and become a normal person like everyone else.

What then followed was months of monotonous gloom.

Life lost it's vibrancy and energy.

I struggled to get out of bed before lunchtime and all of this awesome stuff I'd done overseas felt like some sort of bizarre dream.

In a big effort to create a normal life for myself and make this mediocrity work, I found and settled into an apartment with a really nice girl.

I could hear the voices of my family:

Finally, Tim was growing up and taking some responsibility.

Finally, Tim is being the person we all want him to be.

Finally, Tim was safe.

Quick Lesson: Safety, caution and doing what other people think or want of you is all Resistance disguised as “the right thing to do”

So here I am, with a nice girlfriend in a nice apartment.

Life’s nice right?

NO WAY.

My soul was DEAD. I was craving some adventure, some fun, just something not so normal.

Is this going to be my world for the next however many years?

Predictable? Boring?

How did I get here?

And why don’t I have any money?

This was the closest I’ve ever felt to depression. It all felt hopeless – wasn’t I doing the right thing?

One good friend even said to me “You used to have this look of fire in your eye, now it’s gone”.

Needless to say, my relationship started to suffer big time. My girlfriend was starting to see me as a loser (who is to blame her) and we quickly lost passion for each other.

I’m trapped in captivity with no money to afford my own place with a girl that I’m quickly beginning to despise.

One day she made me go to IKEA to pick out a new table for our apartment. The absolute last thing I wanted to do on a Saturday morning.

We get there and it’s packed. If you have ever shopped at IKEA you would also know it’s one big maze of doom.

As we travel deep into the evil cave, I have the worst feeling come over me. I just want to get out. How the hell did I let this happen – Saturday mornings at IKEA?

So without saying a word to my girlfriend. I abandon the shopping cart and GET THE FUCK OUT OF THERE.

I angrily walk home in the rain, which is about 2 hours away, and guess where I ended up?

Yep. Sitting in my good old friend – the gutter.

After a minute or two of sitting there pissed off at my girlfriend and mostly myself for becoming such a chode – I remembered that night years and years

ago when I sat in the gutter and resolved to do something amazing.

Again, I looked up at the stars. Then at the backs of my own two hands. I was still breathing; I still was alive – so why couldn't I go make something happen again?

That's it. I've had enough. I'm going to go for it again.

"Why not? You've got nothing to lose" said the calm inner voice.

Quick Lesson Reminder: Listen to the calm voice of glory, deep inside.

I broke it off with the girl and moved into a good mates house: resolving to take on the biggest challenge of my life... creating a Freedom Business.

I decided that although adventures and getting girls was all fun – **if you don't have money, you don't have ANYTHING.**

Income is the lifeblood and fuel for your dreams. You can't even begin to live an awesome life if you don't have this handled.

Money can solve pretty much any problem that not having money causes.

Have poor health? Get money so you have the freedom to go outside and work off that flab.

No good at dating? Get money so you have the time and freedom to go out and meet people and have some social fun.

Let's be honest, there was times at the bar I couldn't even afford to buy my date a cocktail. Pathetic much?

This leads us to our third and final story in this epic tale:

How The Freedom Business Skillset Works And How You Can Use It To Fund Whatever Awesome Lifestyle You Choose - Forever

If there is one thing I learned through this whole roller coaster ride at this point is that you can have ANYTHING your little heart desires so long as you build the skillset.

I mean come on. I was the shy introverted kid from country Australia who managed to fly around the world doing awesome stuff and it was all because of the intangible skills I'd built.

It was certainly NOT because I was intelligent or smart or anything. I'm actually normally pretty lazy, get bored easy and I dropped out of my college degree when I quit the whole accounting rubbish.

Here's the big million dollar secret to success:
Choose a valuable skillset and pursue it with every ounce of passion and energy you've got.

Wanna be successful with women? You gotta learn the skillset.

Want a kick ass body? You gotta learn the skillset.

Want financial freedom? Yep – that's just a skillset to be learned.

It doesn't matter what you look like, where you were bought up, how much money you have or how many girls you have slept with.

If you have 2 arms, 2 legs, a head and a heartbeat (like me) you can do it. Actually all you really need is a head and a heart.

What I'm trying to say here is that we are both made out of the same stuff, you and me. So there are no excuses and no reasons why you can't do this.

So back to the story – You guessed it... I decided I needed to learn this business skillset.

And I knew just the people to call.

Mark P, NZ Nate and another dude named Pete who I'd also met in my travels who had an online Freedom Business.

So I called each of them up and told my story. I politely asked if they could help me out - telling them I'd do **WHATEVER IT TAKES** to make this business thing happen.

They are naturally very secretive of their systems but agreed because we had such a great relationship (I'd helped them all get laid, after all!).

What happened in the following months was an ultimate dream crash course in creating a little online business that funds an awesome lifestyle.

It felt amazing. I was not relying on anyone and was taking life into my own two hands.

Little did I know there was an ENTIRE WORLD NETWORK of these normal everyday people who had decided to play life in a different way. Quitting their lives of captivity and living a perpetual adventure of travel, fun and work (when they feel like it).

These people I would come to know over the years as the underground "Freedom Secret Society".

The stuff these guys were teaching me was phenomenal and really was what they said way back when I met them: applying age old successful psychological sales principles to the internet.

Although I was ready to, surprisingly I didn't really have to do a heap of work.

It was all pretty straightforward once I'd learned their tactics and secret principles that have really just existed since the dawn of time.

See these guys viewed the world differently. Instead of working for money they had other people run their systems for them.

Now a word of warning: The businesses that the REAL secret society build are not "get rich quick" type things like "The greatest SEO system in the history of the world" or "PPC dominator sniper deluxe 9000" or anything of that sort.

No, these are legitimate, real products and services built from scratch that actually add value to the world. My soul was very happy indeed with this fact.

As my secret society friends started to drip-feed me a Freedom Business formula: my life started coming back.

Get this: You will never EVER forget the day you make your very first sale.

So after several weeks of private secret society coaching - It was time for me to make this whole dream a reality.

On a sunny weekend, I drove out of town to a small little café armed with a blank notebook and some notes from my calls with the secret society.

I had but one simple focus: To drive back home with a business idea that could be built in one weekend, with minimal cash, that would make me \$1000 a week profit.

Freedom Business Law #1: Always have a clear, written goal for any project.

A secret society rule was that you have to start with a clear, written goal in mind because then the plan on how to get there will reveal itself.

Ordering a cup of coffee I went through my notes and started to scribble down ideas in my notebook for businesses.

It was tough. The voice of the resistance came back.

"Your're too stupid to do this."

"This is not for you, you will never make it – look you can't even think of an idea"

"Your friends and family are right and you should be out looking for a job not messing around with this stupid stuff"

By now though, I learned to recognize that evil voice of doom and what a life of disaster it leads me to.

So painfully ignoring this "common sense" from the resistance – I pressed on.

It took another half an hour before I finally calmed down and had my idea.

I was still completely unsure if it would work though - so I took it to my mentors looking for a "that's an awesome idea Tim, go for it!" but they all snapped back at me with something totally unexpected: Go and test it in the market.

These five little words: "test it in the market" are the number one reason that 99% of businesses fail.

They forget to test it out to see if people will buy.

Most people who go into business, freedom or traditional offline, start it all up and spend heaps of money and time getting their business off the ground BEFORE actually finding out if people want to actually buy what they are offering.

In their minds their idea is AMAZING and they tell everyone how successful it's going to be as they spend months building the darn thing.

How heartbreaking it is for them to find out that nobody comes into their store or clicks on their website.

I've seen it dozens of times and it gets people so disheartened they start saying stuff like "Business is just too tough" and "This whole internet business thing doesn't work".

If only they knew the truth.

A true member of the secret society doesn't sit around thinking of ideas – he gets out there and tests them FAST and in the real world BEFORE he does anything.

Freedom Business Law #2: ALWAYS test your market first.

With this in mind and armed with some market testing techniques off I went and built my website in one weekend.

I was still totally unsure. The resistance never stopped telling me I was going to fail and suck. Right throughout the whole building of my website I had to compete with its snarly words.

After getting through the task of building my site, Monday had rolled around and it was time to do a market test.

I sent a couple of emails to people who I thought may be interested in my product then went off to get some lunch.

It was a digital service and what I thought would be a pretty cool little product for the specific business owners market I had targeted.

Anyway I returned from lunch and I will never forget the emails I saw.

XXXXX has purchased your product for \$449
XXXXXXXX has purchased your product for \$449
XXXXXXXX has purchased your product for \$449

WOOOHOOOOOO!

Let me just say you will NEVER EVER forget the feeling of pride and pure awesomeness in getting your first sale. It sends a wave of awesome pumping through your veins!

THIS ACTUALLY WORKS.

From there I spent the next couple of weeks setting up a system to start driving even more sales and automated the whole thing by outsourcing the work to multiple assistants all over the world.

One of them was in Chile, another in Romania, another in the UK and yet another in the Philippines.

This meant I had other people doing all the actual work.

At first I really couldn't believe it. It honestly took a while to get my brain around the idea I didn't have to do all the work. All that old mental conditioning, I guess.

BOOM. It all clicked.

After a couple of failures and a couple of successes along the way and with my secret society dudes mentoring me - I had setup a freedom system that worked so I didn't have to.

So off I went on fun travel adventures. I even bought one of those portable internet things and worked an hour or so a day whilst travelling.

The people buying some of my products thought I had some big office in Melbourne by the look and feel of my sites. Little did they know they were speaking to me whilst I was camping out at an excluded beach right at the tip of the Australian coast!

Freedom Business Law #3: The Money Is In The Brand aka the Business PERSONALITY

I'm not sure that you are understanding the crazy opportunity you have staring at you right now.

You have connected to me and this guide through your computer and internet connection.

These two things are making small fortunes for regular people with new web businesses each and every day.

Technology has more importantly made having your own Freedom Business, even on a super tight budget, really easy to do.

The other thing that's changed in the last couple of years is what people VALUE.

The explosion of technology, social media, apps and the way people buy things now (online) has opened

up so many possibilities - it's a literal GOLD RUSH right now.

As a basic example, with no prior experience, you can go start a web design business and outsource all the work to overseas assistants who charge a small fraction of the price that you would charge your clients.

You can run it from your laptop anywhere in the world.

HOWEVER...

WARNING: The fastest way to fail doing something like the above would be to just be another web design site clone. You are competing with THOUSANDS of others.

Here's the *REAL SECRET* to a successful Freedom Business...

BRANDING.

A brand is simply a business with a PERSONALITY that people can connect to, enjoy buying from and trust.

When you see brands like GUCCI, PRADA, FERRARI, ASTON MARTIN what do you think? what do these brands inspire in you?

See in today's world the raw materials for your business are cheap.

You can get a super pro website done for a client for \$100.

You can even get identical Gucci shirts made in Vietnam for \$20.

But the real VALUE to the client is not the product itself, it's the PERSONALITY (or brand) behind it.

It's what the customer EXPERIENCES when they pull out their money and buy something from you.

This is where you aren't just some middle-man - but are adding a "special sauce" of your own and making something more amazing that it really is.

You're like a LEGAL DRUG DEALER - dealing out amazing EXPERIENCES through your products and services.

It's the INTANGIBLE thing that you can't touch, underneath the raw materials like the metal of the car or the fabric of the clothes.

The big question is HOW DOES IT MAKE PEOPLE FEEL?

So back to your web design business... what sort of PERSONALITY do you want to create? A PRADA (ultra premium) personality? (charge big \$\$\$ and have a few distinct clients) or a HONDA personality? (charge mid-range prices and have a LOT of clients).

When you are thinking about your logo, look, feel, design and product, you need to have the PERSONALITY shine through it all.

That's where you come in.

You are a unique human being with a unique perspective on the world.

The perfect example of this is Steve Jobs and Apple.

Apple stuff just looks nicer, feels better and is a joy to use.

That's Steves personality in every iPod. In their website. In everything Apple does.

So the REAL VALUE and where the money is in today's world comes down to one thing. Remember it...

BRANDING (PERSONALITY).

THAT'S where your Freedom Business idea will come from.

It's the reason my online businesses were successful over the competitors - I am very aware of the personality and how it's connecting with my potential customers.

It's also FUN to create a whole new business (personality) that makes money for you.

So back to the story here... I started following my own formula based on my mentors rules for churning out multiple little cash mining businesses.

These little online mines were spinning off money so I could go surf, chase girls, live anywhere I wanted and most importantly breathe easy knowing I had money coming into my account.

And guess what? Everything else clicked too. I started to get healthier, eat better and workout – because I had the freedom and time to do so.

I wasn't worried about cash anymore and felt so great knowing that I had the superpower skillset of Freedom Business.

You know one of the silly little things I really loved the most?

Having people work for me without having to hang out with them at an office or talk to them much.

My main virtual full time assistant is in the Philippines that I pay \$250 per month. Yep. Only \$250 for a FULL TIME ASSISTANT!

Think of the possibilities this opens up for you.

She has been an absolute gun for me - handling all the business customer emails (not personal or freedom business ones), makes phone calls for me, manages my schedule and does all sorts of miscellaneous tasks I need done.

She actually handles most of my stuff on the business front for me. Which is perfect and leaves me with time to travel, have fun and of course write on my blog.

Glory times.

Now it's time for you.

It's time for you to get this awesome lifestyle happening and I'll be helping you in every way I can to get your very first sale.

The big question is: So what do you do next?

Well the first thing is your going to need is to muster up all the courage you can to set off on your own freedom journey.

I've attached to the back of this book what I call my "personal daily creed".

A daily creed is a list of personal affirmations you read each morning when you get up.

These affirmations are designed to tap into the glorious part of you and fight off the resistance so you can start the day right.

Please print and read aloud AS SOON AS YOU WAKE UP to energize and motivate you first thing.

See when you wake up is when your sub conscious mind is at it's most powerful.

The next step is please listen to the accompanying Quick fire audio to this guide for more hands-on concepts on how to get started in the business side of things. In this audio I outline the 7 step formula I personally use in freedom business building.

And of course, stay tuned to the blog and daily email for loads of practical tips and tactics to get your business booming and your life adventurous FAST.

On a VERY important note: As this is version 1 of the quickfire guide, I'd love for you to email me right now and tell me what you loved, what you hated and what you want to hear more of so I can release a better version 2 and cooler stuff in the coming blog posts.

Email me anytime at:
tim@freedombusinessblog.com

Every now and then, I run online "secret society mastermind" courses. These courses go in depth on the entire formula for building your own Freedom Business.

They also include examples of some of my Freedom Businesses where you get to see how they are set up and how they work from the inside out.

If you're interested in doing this don't hesitate to shoot me a mail also.

Wishing you all the very best in freedom.

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FREEDOM BUSINESS

DAILY CREED

Today I'm creating a life that I LOVE to be in.

I am as scared as hell, but i'm going to do it anyway.

I can always go and have a boring regular life, but today I choose to go after something amazing.

No boss, parent or peer can possibly know what's in my heart and although they may have good intentions - only I can know what's best for me.

All outside advice on what I should have, be or do will be taken politely, but with a grain of salt.

I am a human being, which means I have infinite potential and value on this earth.

I work hard to create and put something beautiful into this world.

I will always keep looking for what I love.

My time is limited so I will not waste it living someone else's life.

Disappointment will come my way whether I like it or not - the beauty is that through disappointment I can find clarity and reinvention.

I am beautiful by default.

No specific job, career goal or amount of money in my bank account defines who I am.

I discard all negative influences, however hard that may be.

I accept misfortune because I know that each failure is a step towards my dream.

I will never settle.

I can do it.

Why not?



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