

# **5 PILLARS** TO FREEDOM

OUR STEP-BY-STEP PDF GUIDE  
**TO A LIFE OF ULTIMATE FREEDOM**

# TABLE OF CONTENTS

## INTRODUCTION

<i>Introduction</i>	<b>1</b>
<i>My Life Mission</i>	<b>2</b>
<i>How To Use This Guide</i>	<b>3</b>

## I. FUNDAMENTALS **4-5**

## II. OFFER CREATION **6**

## III. LEAD GENERATION **7**

## IV. CONVERSION **8**

## V. CASHFLOW **9**

## BOOK A CALL **10**

*This work is dedicated to everyone who decides to dream and wants to realise more than the majority, **in order to create a better future for themselves and spend more quality time with the people they love.***

*Enjoy the guide! - Arno*



# HELLO!

Glad to see you decided to apply for our PDF guide. In fact, this might be the most valuable guide you ever obtained, so take good care of it. This is dedicated to whom I used to be. A lost boy, with plenty of ambition and a fire that kept burning even though when times were rough.

First and foremost, although this guide will be of great value, it will also come with a lot of constraints. Therefore, the best thing to do is to have our so-called Freedom Call, so we can get rid of the constraints and talk about your specific situation and vision goals.

**So if you haven't booked your Freedom Call yet, Click Here to do so.**

Arno Vanmassenhove

*ItsArnoVnm*

## MY LIFE MISSION

My story goes back to a while ago, 2015. I was 18 years old, the biggest school loser, made a YouTube video that hit over 10M+ views, and experienced how my parents divorced.

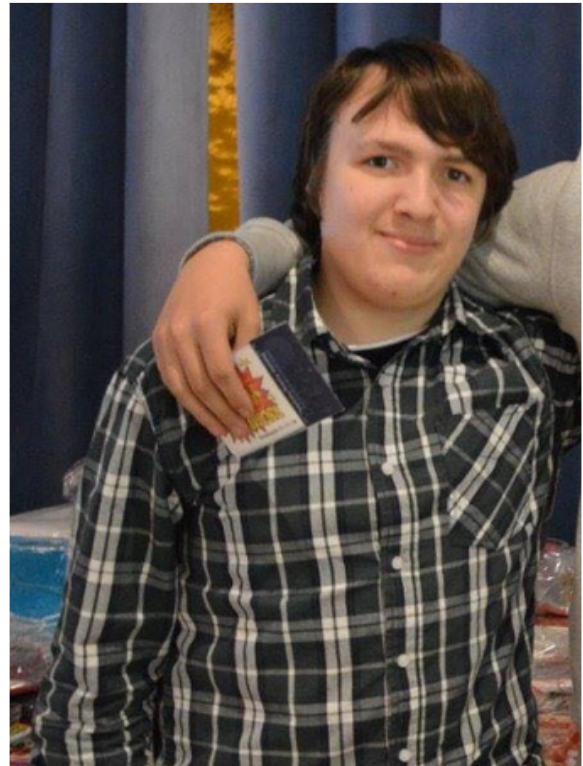
Fast forward: Followed by losing my job, moving to Spain, getting lied to, losing it all, starting from scratch, investing, and building the successful business I run today. Quite some duality as you might have noticed.

And probably this is relatable to you. You know that you want to reach more in life and can sometimes experience the most inspiring moments followed by the hardest downfalls.

That is life apparently, a code you learn to decipher. The ebbs and flows of life taught me the hardest lessons and I have realized that they are the best and most direct ones.

Over the course of the last 4 years, I went from counting every single penny as a drug addict, to a lonely boy in a white and depressing apartment..

To become financially independent at the age of 25. Super cliché story but the exact reality I experience today.



I invested over €100K into my personal growth, sacrificed everything and everyone that wasn't radiating the right energy, and grabbed life by the balls.

Today I'm on a mission to help you do the same. Reach financial independence by doing what you love and all of this as who you always wanted to be.

All of this, so you don't have to desperately seek help like I used to do and come to the conclusion that almost no therapist, psychologist, or institution can help. Welcome to the school of life.

## THIS GUIDE IS FOR YOU IF...

You want to make a relatable change in your life by starting & scaling your own online service business by becoming who you always wanted to be.



**"It's through action. Everything you need to know you have learned through your journey."**

Paulo Coelho

Getting straight to the point with the above quote. You can mindlessly scroll social media as most consumers do, but touching this guide clearly shows that you are a producer. A producer is someone who decides to take action and build, while the majority of people use what producers have created. This is a golden time for you to build monumental success.

Don't consume the news, the bad thoughts of others, the vibes of people you don't like anyway, consume days by taking action and building world-class products & services.

**Knowledge is potential power until you take action, so everything in this guide could lead to being consumed or massive determined action to make it work.**

Guess what happens when you execute this guide right?

Monumental success in all areas of your life. As long as you are able to tackle all pillars right, if one fumbles, your entire business will collapse. That's why our Freedom Call is the best way to find out what works best in your situation and to find out if you are a good fit for the transformations we can offer.



# PILLAR #1 – FUNDAMENTALS

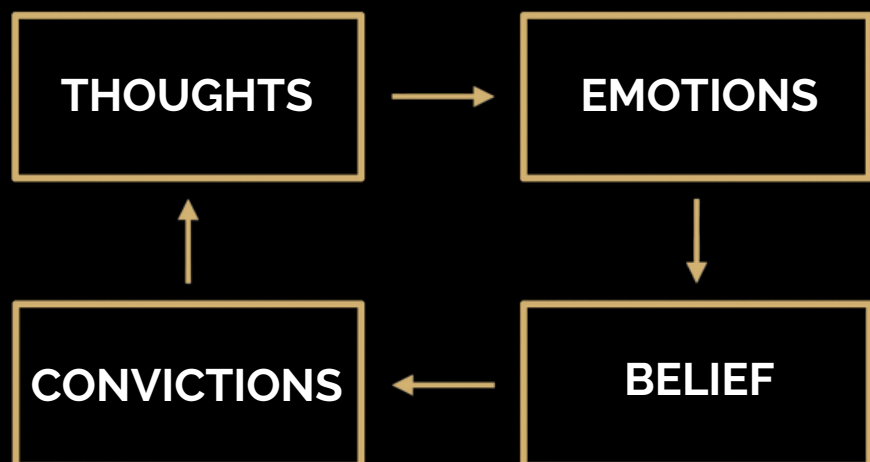
## The Importance Of Mindset

You ever saw a flying brick? (Except the ones being thrown in the air) Me neither, every single building needs support for it to be built. Same with our personal evolution as human beings. The majority of people don't understand this, so instead of facing themselves, they chase the next shiny object: Dropshipping, Forex, Real Estate, ECom, Dating, Advertising...

Nothing wrong with these skills but you have to view your ideal self as a statue. In order for that statue to stand out, you will need to evolve it from a block to a structure. No need to add more complexity to it or to trigger instant gratification for that short-lasting dopamine hit.

And for this to take place you need to remove what isn't suitable. We are a product of our environment and our emotions are the end product of past memories. Therefore, our worldview (Paradigm) takes shape. This shape influences how we think, act, behave & feel. Most people decide to hold onto these convictions for 20-50 years. **For this exact reason, I decided to share this model I have created for our Live With Purpose mindset program:**

**FLOW**  
OF CONVICTION



Every single level of a better personal reality requires a better personality, no matter if you want it or not. That's nature and how its quantum physically behaves with you as a part of it. Of course, you initially came here to start & scale your own online service business. **But if you don't have your mindset in check, I suggest we talk about Live With Purpose on our call.**



## PILLAR #1 – FUNDAMENTALS

### Ultimate Mindset Checklist

Here's a quick checklist to set you up for success:

- ☐ Podcast Walks (The Freedom Podcast)
- ☐ Visit the gym (4-5 times in a week)
- ☐ Get a mentor (Live With Purpose Program)
- ☐ Get rid of toxic people in life
- ☐ Review your days at the end of it
- ☐ Visualize your ideal future daily
- ☐ Create your own enemy (win from it daily)
- ☐ Take time to breathe (Meditation)

### How To Get Started With It

Would you love to improve your mindset first, before you focus on starting & scaling your business/operations? Let us know on the Freedom Call, so we can take a look if you're a good fit.

**FREEDOM  
PODCAST**

You can listen to us here:







## PILLAR #2 – OFFER CREATION

The reason many business owners fail is that they skip the most important parts they need in order to begin. Think about niche selection, offer creation, and understanding their target audience. The best possible way to distribute the content to them and actually be aware of where they spend most of their time, with whom, what they think, how they act, and what they exactly want.

Of course, we have created a complete process from A to Z for all of our Live With Freedom mastermind clients. This initially started as a coaching program, but you tend to get a lot of interesting conversations when you put people with money and ambition in the same community.

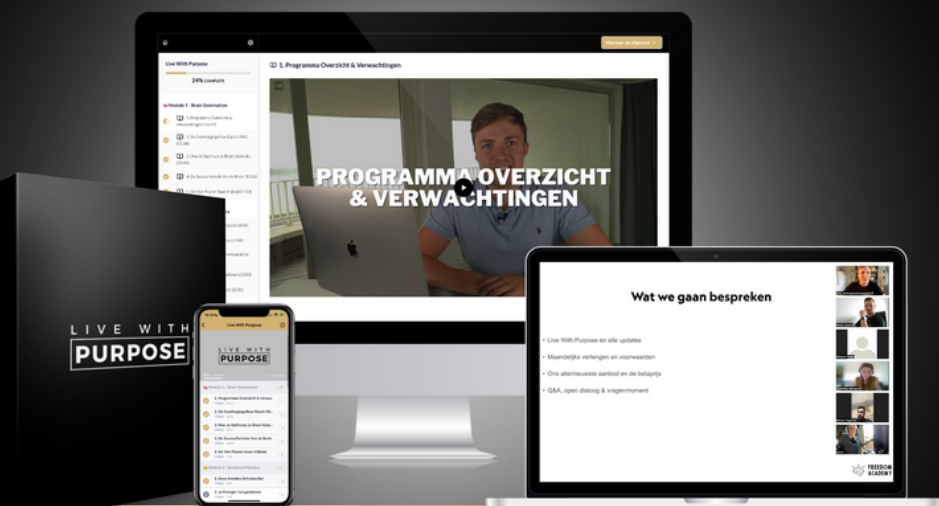
### So you might want to ask yourself:

- Who is my ideal customer? (In full detail)
- Where does he/she spend the most time?
- What keeps them up at night? (Fears, thoughts)
- What makes them happy & succeed? (Solution)

The creation of your first offer is simple but not easy.

**Take enough time to do your research before you start.**

Our Mindset Offer  
**Live With Purpose**







## PILLAR #3 – LEAD GENERATION

Most business owners wait for new customers to show up out of nothing. Some decide to cold call busy entrepreneurs all day long. We decide to do none of both and this is how our inbox looks every single week:

☆	➤	Calendly	Inbox	01 - Calls	New Event: Tim Denhaerinck - 16:00 Mon, 3 Oct 2022 - Li
☆	➤	Calendly	Inbox	01 - Calls	New Event: Jawad Azouagh - 14:30 Wed, 5 Oct 2022 - LW
☆	➤	Calendly	Inbox	01 - Calls	New Event: Koen - 15:00 Mon, 3 Oct 2022 - 1-On-1 Meetir
☆	➤	Calendly	Inbox	01 - Calls	New Event: Marvin Don - 16:00 Thu, 29 Sep 2022 - LWF F
☆	➤	Calendly	Inbox	01 - Calls	New Event: Jarne - 14:30 Wed, 28 Sep 2022 - 1-On-1 Meet
☆	➤	Calendly	Inbox	01 - Calls	New Event: Williams felipe - 17:00 Wed, 28 Sep 2022 - Liv
☆	➤	Calendly	Inbox	01 - Calls	New Event: Jordy Vermeulen - 16:00 Tue, 27 Sep 2022 - L
☆	➤	Calendly	Inbox	01 - Calls	New Event: Tim Denhaerinck - 14:00 Thu, 29 Sep 2022 - L
☆	➤	Calendly	Inbox	01 - Calls	New Event: Alesio De ocl - 18:00 Tue, 27 Sep 2022 - 1-1 Co
☆	➤	Calendly	Inbox	01 - Calls	New Event: Joa King - 17:30 Fri, 23 Sep 2022 - LWF Freed
☆	➤	Calendly	Inbox	01 - Calls	New Event: Celine Hazell - 14:00 Tue, 27 Sep 2022 - LWF
☆	➤	Calendly	Inbox	01 - Calls	New Event: Jens Derycke - 15:00 Tue, 20 Sep 2022 - LWF
☆	➤	Calendly .. Remon 7	Inbox	01 - Calls	New Event: Jolene - 17:30 Wed, 21 Sep 2022 - Onboarding

There's a very simple flow you have to know:

### **Traffic → Content → Relations → Sales**

You simply want to put in a place a structure in which your content generates traffic, followed by building genuine relations and finally getting on a call with people who might be interested.

Of course, you only want to give access to the right people, keep your work invite-only and qualify a lot so you only end up with the right people.

**This is how we predictably hit over €50.000 of monthly revenue.**



## PILLAR #4 – CONVERSION

### Let's talk conversion (I hate the word sales)

Conversion in my opinion is being the guard in front of the gate of your offer. You only want to let the right people in and for this to be possible, you need to set appointments as doctors do.

Everyone is different – People who never take action are not the right fit for what you do. Other coaches will promise them rainbows, I will promise them huge life lessons (many see it as failure) that will reshape you into someone who does.

In fact, if you know what you are doing during the calls and you take a genuine approach from a place of gratitude and love towards the other person, you will win. I see every person on a call as a version of old me.

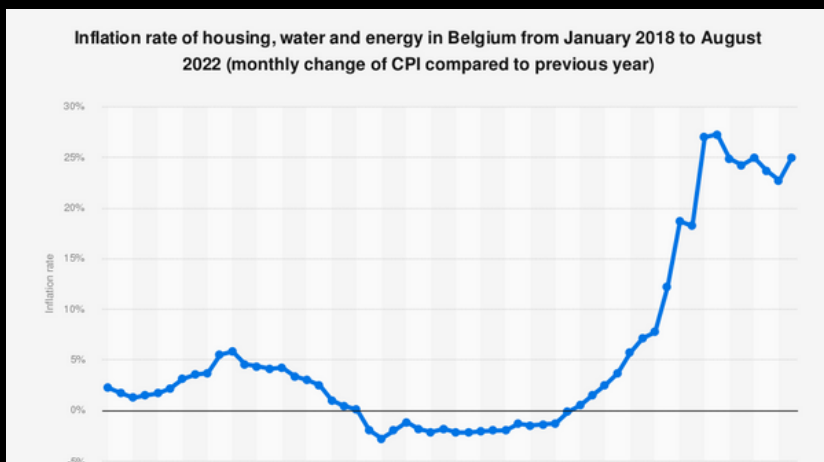
I want them to succeed as badly as I wanted to but screening everyone is super important. Therefore, you want to obtain the skills it takes to both analyze and convert people who are interested and the right fit, into a loyal client.

**For us, the word of mouth alone could do the job.  
If you get your clients results, nobody will ignore you.**





## PILLAR #5 – CASHFLOW



### The Reality You Can't Ignore

With the COVID-19 crisis, the central banks have kicked their money printing into an even higher gear. The US Federal Reserve's balance sheet has breached \$7 trillion, which is comparable to the European Central Bank (ECB)'s €7 trillion.

Having a vehicle (your business) is a great way to combat the rat race and to create the life you desire, but during this time there are so many more valuable ways to turn your money into employees working for you when you sleep.

In fact, I earn income but I only spend passively. The best play for you is to think about Decentralised Finance (DeFi) and Decentralised Exchanges (Dex'es) here you can turn your active income into a passive cash flow.

During a recession, you have the chance to buy at low prices. And the profit is always hidden in the purchase. Imagine the price action to recover (because recessions don't last for always)

This would mean that your initial investment would tank up, combined with APY (Annual Percentage Yield) resulting in a huge passive income that could replace both your previous job and the active cash flow of your company.

We have dedicated our entire approach to all of our Live With Freedom clients, so they can learn the entire strategy, security, research and maintenance it takes to build lifechanging money from the money they worked for.

**You now get paid for value (instead of time) and the value pays you.**



## WINNING, IS WHAT WE DO TOGETHER!

In the end, nothing beats winning together. Our company culture is all about lifting others up to their next desired level in life. For one person that could be getting rid of fears / limiting beliefs, for the other one it could be starting & scaling up.

One thing is sure: what we do is what we love and we serve from the heart. We hope this guide inspired you to take action during the golden times to do so. Make sure to prepare questions and grab a pen and paper for our call.

**NORMALLY YOU BOOKED A CALL ALREADY  
IN CASE YOU HAVEN'T (CLICK BELOW)**



# YOU ROCK

I remember one day I was checking content like this, comparing myself to the people behind it. But today I can tell that there is not such a big difference between you and me.

I might have made other decisions than you and given it more time and patience but apart from that, everything in this guide is possible as long as you want to make it a thing.

So please, don't care about any of our results (both me, clients & team) with the ones you currently face. There is always a way to improve and that's where we come in.

Comparison is poison to the soul, in life it's YOU VS. YOU.

The only question you have to ask yourself is:

Will you decide to **WIN** or **LOSE**?

**Looking forward to our call!**

