

Hey,

thanks for downloading this sheet with 5 simple hacks to get started with your Lifestyle Business!

My name is Simon and I'm currently living my dream without a traditional 9-5 job. These hacks were designed to give your mind some work, because it's hard to actually take action given all the free information out there.

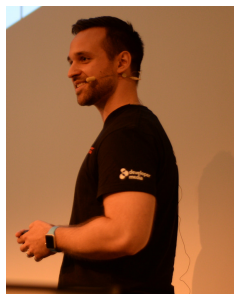
Before starting let me tell you that everything you want can become reality. But it takes work, and there is no such thing as overnight success. You can't know yet what will happen, but taking small steps every day will get you closer to your goal than anything else.

Beware of overthinking, procrastination and looking for the perfect plan. It's better to make any progress compared to standing still, accepting how your current job is or whatever brings stress into your life.

If you've finally decided to escape the rat race, read carefully through these 5 hacks and apply them. Don't expect miracles, but if you just take one thing away from this it's that you have to take action and get out there.

Opportunities are waiting for you, but you have to get outside!

Follow your heart,
Simon



1. The Mindset

So you're currently stuck in a 9-5 job or perhaps no job at all?

Do you ask yourself whether this "is it" and if you just have to keep on working for 40 years until you can finally enjoy a "free" live?

Do you wait for your next vacation or are your free days already gone and there's so much left of the year?

What if I tell you that this historic model doesn't have to dictate your life?

All change starts within your mind. If you are not ready for change, if you are not ready to invest time in yourself, you will be stuck in the rat race until you hit a high age.

"If you change nothing, nothing will change."

Tony Robbins

In today's world there are more opportunities than ever before for anyone to become successful on their own terms. People are building shops on Amazon, empires on YouTube or Instagram, sell their own knowledge in books and courses or work as freelancers on social media accounts.

Do you notice a pattern? All of this didn't exist 10-20 years ago!

That's why the modern culture has not yet accepted these jobs as real jobs, but in fact most of these people making a living on the internet earn far more than people in traditional jobs! And they live a happy life without the strict rules of a corporate job.

These people are not obsessed with how their CV is looking but with how they can make a living and life to the fullest - not with 65+ but now in their 20s, 30s or 40s!

The idea that there is something else then the classic career path of education and accepting a job that fits your skills might be scary, perhaps even sound crazy. That's fine, we're just taking the first steps.

The important part here is to open your mind for these new models, ideas and a whole new perspective on live itself.

You don't have to wait to enjoy live, you can start today. And you should!

Takeaway

Open your mind for new ideas, don't limit your own thoughts and imagination by everything that you have learned before and what society is showing us every day.

If you can enter this new thought process and allow yourself to dream about new endeavours, you have taken the first step towards building a lifestyle business.

Your friends might laugh about your crazy ideas or ask what's wrong with you, but I can guarantee you that you are now at least 5 steps ahead already - and you are the one who's laughing once you work from home (or anywhere) and enjoy your new freedom everyday while they keep sitting in their little cubicle!

2. The Perfect Day Exercise

After creating a more open mind it's time to start a little thought experiment. It might sound really silly at first but give it a try and see how it changes your thoughts and feelings!

This exercise is about describing a typical perfect day in your life. It brings clarity what your actual goals are, what's important to you and where your journey might take you.

It shouldn't be just a single day, it should be more general how you want to live everyday, even if it sounds completely over the top to you!

As inspiration, here are a few questions you can ask yourself:

- What am I doing?
- Who do I spend time with?
- What activities will I do?
- On what will I work and how long?
- Where do I live or travel?

Try to write your essay in present tense. If you want, add times to your different elements of the day like this:

7.00 - I get up and meditate for 15 minutes

7.15 - I keep a journal and appreciate everything I have in life

7.30 - My wife and I head over to a sport session

Takeaway

Take some time for this exercise and don't limit your thoughts by what you know today. Think free!

3. The Daily Motivation

Change doesn't only come with high ambitions and goals. Change happens through our everyday actions and the steps we take.

We can improve our daily motivation and happiness by stuff like journaling, appreciation for all we got in our life and one of the most powerful tools I found comes from the famous speech of Steve Jobs:

“I have looked in the mirror every morning and asked myself: "If today were the last day of my life, would I want to do what I am about to do today?" And whenever the answer has been "No" for too many days in a row, I know I need to change something.”

It sounds easy and is hard at the same time, but it's a good indication to see if you are happy or if you should change something in your life.

Of course you can't change everything from one to the next day, and not every day will be a perfect day but also look at the bigger picture and the trend when asking this question.

If you get the general feeling that you need to change something in your life, you are more ready to put in the required work to make those changes really happen.

Takeaway

Tomorrow morning after getting up, take a minute to truly ask yourself this question. Think about it under the shower and see to which conclusion your thoughts will bring you!

4. Your Skills & Passion

We got a more open mindset, we can imagine our perfect day and we work on the daily motivation so by now you should be mentally prepared. It's time to actually work a bit on your skills and what you could start in terms of your lifestyle business.

Most small businesses start by building a little following or audience. The general idea is: Help people, get them to follow you and your work and at some point start selling a product (whatever that might be) because these people trust you and appreciate what you do.

This following can be built on many platforms these days like YouTube, Instagram or Medium., However starting a personal blog is still one of the most recommended ways. Just like the LifestyleBusinessTransformation blog!

That's the rough idea, but how do you know what might be a good topic for something like a blog? At this point it's time to think a bout hobbies and thinks you like to do or you are good at. Something you can spend countless hours on.

But at the same time also think about your potential "customers": What are people interested in?

Without any prior knowledge this can be hard to decide, but if you think your hobby is something nobody cares about let me give you a few ideas which people used to become successful:

- Handlettering
- Learning new languages
- Selling handmade stuff
- Streaming while they play computer games
- Talking about fashion / makeup

Don't start your thought process with the prejudice that you have no skills or whatever you do is not interesting for anyone. If you can find a passion for it, others might like it as well. And the more specific your "niche" is, the better because you have less competition. Chances are very low you will build a business today around talking about celebrities.

But keep in mind that at some point, people should be willing to pay for something related to what you do (and do pay for all the examples before and even more crazy things)! Perhaps you can't imagine someone paying for something you did, but I promise you it will start to feel natural at some point. Not now, not in a few months but we are just starting so don't spend time on those thoughts.

Right now is a good time to make a list with things you like to do, stuff you enjoy or are passionate about.

Perhaps also list topics which you might want to learn. Documenting your journey is also a very common form of getting started!

Next, reduce that list to 3 reasonable topics that could become the foundation for your lifestyle business. Let your mind go crazy and also think about the reasonable chances of the topic or idea.

At some point, settle on one idea and try to come up with a list of at least 10-15 topics for a post you could write or video you could record for YouTube whatever you prefer (most will prefer writing at this stage).

Finally, also think about 3 different products you could come up with on that topic. Perhaps services, an eBook or whatever you have bought before or seen! All of this will be of value once you start working on your idea.

Takeaway

Explore your passions and find a topic that you could talk about while others might also be interested in. That's a good starting point for your lifestyle business!

5. Create > Consume

If you arrive at this final step you start to get a feeling what all of this is about. And this last hack is a habit change that will help you to finally make more progress towards your goals.

How many hours of Netflix or TV have you watched this week? How long have you watched YouTube videos, Instagram stories or funny Snaps?

Most of us are spending a huge amount of time consuming content that other people have created. And these creators are the people which have a high chance of becoming succesful.

You don't have to stop following your favorite influencer but you can start to cut down the time you spend passively consuming and invest that time into creating something.

Creation means writing a blog post, recording a little YouTube video... Anything that you can put online and make available for other people!

If you have followed the previous step you should have an idea about what you could talk with your unique voice. Take your time to discover what you like, but start to escape the passive consuming behaviour so you become a creator.

Takeaway

If we can stop only being a consumer and start to create more, we can make a change in this world. This mindset shift is essential to take the first steps towards a lifestyle business.

Congratulations on taking your first steps!

If you have followed the previous hacks, you have successfully taken your first steps towards building a lifestyle business. Of course there is a lot more to learn and do in the next time, but the mindset shift that you can build up something with time you invest is the most important part.

You can make a change, and you don't need the next Facebook idea or a huge budget to invest. All you need is passion, the will to learn and motivation to keep working on your lifestyle business.

“It is not uncommon for people to spend their whole life waiting to start living.” - Eckhart Tolle

Don't just wait for the next holiday or your pension. Don't wait that something magically happens or that you win the lottery.

Start to live now, Decide that you will take action and work on it every day.

Of course I'll be there if you need any help, simply contact me on Twitter @schlimmson or send an email to simon@lifestylebusiness.com

Follow your heart,
Simon