
CRAZY WINDOW

Most Popular Interviews



A weekly magazine to help you pursue your passion.

Learn directly from world class leaders and great entrepreneurs.

Learn from world's
most successful and
inspiring
entrepreneurs and
leaders

Crazy Window was started as a mail magazine, serving 5 different segments to motivate and inspire aspiring entrepreneurs and freedom seekers.

Crazy Window has since grown into a complete magazine for passion pursuers that is published every week and delivered straight into your inbox.

You may plan to start your freelancing career or learn to take small vacations every 3 months and travel around the world with minimal money or start an online business to support your desired lifestyle or create more sources of income (passive income) to live a great life of your dreams.

Learn all of the above and much more by subscribing to the magazine.



“It is good to feel afraid. Hating your job is not a business plan.”

- PAMELA SLIM

PASSIVE INCOME

LEADERS

ADVENTURERS

FREELANCERS

DIGITAL NOMADS

LIFESTYLE ENTREPRENEURS

There is no end to education. It is not that you read a book, pass an examination, and finish with education. The whole of life, from the moment you are born to the moment you die, is a process of learning.

HIGH FIVE WITH PAMELA SLIM

Q: When and how did you start your entrepreneurial journey?

A: I started my business as a corporate consultant in 1996. I did not intend to work for myself, but rather got my first gig thinking it was an interim project until I found my next job. I fell in love with consulting and have not looked back since!

Q: How to make small businesses stand out?

A: Businesses stand out when they speak directly to their customers' problems, in a way that is clear, genuine and helpful. Business owners must know themselves and their strengths, and choose to serve people they truly care for. When you immerse yourself in the lives and challenges of those you want to serve, it becomes much easier to talk with them.

Slim is frequently quoted as a business expert in press such as The New York Times, The Wall Street Journal, BusinessWeek, Forbes, Entrepreneur, Information Week, Money Magazine and Psychology Today



Q: People are often afraid to leave their 9-5 job to start business, what would be your advice to them?

A: It is good to feel afraid. Hating your job is not a business plan. Take time to examine your concrete fears, and make plans to mitigate risk. It is a great idea to work on a business as a side hustle, until you have the business results to show that it is a wise thing to do full-time.

HIGH FIVE WITH PAMELA SLIM



Q: What was the inspiration behind the book *Escape from Cubicle Nation*?

A: In ten years consulting, I met many people who were unhappy working in a structured corporate job.

They wanted to explore entrepreneurship, but felt overwhelmed with all the things they needed to know and do to be successful.

Q: What's the best part of being an entrepreneur?

I love the creative freedom and flexibility I have had as an entrepreneur.

I can cook up new ideas, change directions and launch new programs when one area of business starts to feel old.

That said, you always have to be on your toes, and make sure that you continue to serve a rich and viable market.

HIGH FIVE WITH SHANNON KAISER



Q: How should one find their purpose in life?

A: Many of us try to find our life purpose, and in searching, we often focus on how we haven't identified our purpose yet.

This is a lack mentality that prevents us from finding what it is we truly want. Instead of focusing on finding your life purpose, focus on your passion.

Do what brings you joy daily and your purpose will be revealed to you.

Q: What keeps you focused and motivated on a daily basis?

A: I am motivated by my message. I believe we all have the opportunity to live our full potential. I stay focused on spreading my message because it is in my heart.

Q: Should we follow our heart or mind?

A: Always follow your heart. It knows what your mind has yet to figure out.

**Shannon Kaiser,
named by
MindBodyGreen
as one of the
top 100 Women
to Watch in
Wellness**

HIGH FIVE WITH SHANNON KAISER



Q: Often people do not get support from family and friends when they live their dream life. How to stay out of guilt in those times?

A: Family and friends may not support us in the beginning of venturing out into a new dream but when we hold up the energetic mirror we can learn that often they aren't supportive because there is still something within ourselves that doesn't believe in ourselves yet.

The best thing you can do is work on supporting yourself and friends and family will come around in time.

Q: Would you like to share some secrets with our readers to find their happy?

A: 3 Steps to Finding Your Happy

- Strip down, **let go of anything** that doesn't serve you anymore. Physical, emotional and fear based beliefs.
- **Follow your joy route.** Do what you love daily.
- **Lighten up.** No need to take things so seriously. Just have more fun and play with the world.

HIGH FIVE WITH DORIE CLARK



Clark is a marketing strategy consultant and speaker for clients including Google, Microsoft, Yale University, Fidelity, and the World Bank.

Q. Your consulting business was launched in 2006, did you have any previous experience in marketing? When did you think it's time to begin entrepreneurial journey?

A: I didn't actually have any previous marketing experience, though I had done a lot of work in communications.

I had been a reporter-turned-political spokesperson (for a gubernatorial and a presidential campaign) and figured I could apply those skills as a consultant.

At first, my business was more PR-focused but I soon shifted into marketing.

In 2004, after the presidential campaign I was working for lost, I took a job as the executive director of a bicycle advocacy nonprofit, MassBike.

After about a year working there, I realized that what I was learning to do – run a small nonprofit – was exactly the same thing as running a small business.

It began to dawn on me: I could do that for myself!

So I spent the next year reading extensively and taking classes, so I'd be ready to go out on my own as an entrepreneur.

HIGH FIVE WITH DORIE CLARK

Q: How important is branding for small businesses?

A: Branding is critical for small businesses, because it's what allows you to differentiate yourself in the mind of your customer, and to charge premium prices.

You can succeed without branding if you have the absolute lowest price, but who wants to do that? Scraping the bottom of the barrel is no way to live. Instead, if you brand yourself correctly, you can ensure potential customers know why it's worth it to pay to work with you – your quality, your unique experience and perspective, etc.

Q: Tell us about your latest book *Stand Out*, what can readers expect from this book?

A: My most recent book, *Stand Out*, is aimed at readers who want to get noticed for their expertise. If you're an entrepreneur, this is a book about how to get clients to respect you and seek you out.

If you're an employee, it's about how to ensure your boss and your company values you and understands your true talents.

I interviewed more than 50 top thought leaders across a wide range of industries, and captured their secrets – how they developed the ideas they're best known for, and how they came to prominence – so that regular professionals can apply those same principles to enhance their own careers.



Q: What are a few common marketing mistakes that small businesses often repeat?

A: The most common is that people think “marketing = logo” or “marketing = slogan.”

Good marketing is so much more than that! In most cases, it barely matters what your slogan is, or even whether or not you have one. But people choose to focus on it because it's easy for everyone to understand and it's kind of fun to debate.

HIGH FIVE WITH DORIE CLARK

Q: Being a multi-passionate entrepreneur, would you like to share any tips with crazy window readers on how to increase productivity?

A: There are many things I'd like to spend my time doing: starting a podcast, doing a web video series, not to mention becoming a screenwriter, a fiction author, and lots more.

But the way I stay productive is to make choices about how I spend my time in the short-term.

I hate ruling things out for the future, but I know that I can't focus on more than 2-3 goals professionally at once.

So this year, for instance, it was about launching Stand Out successfully and working to double the size of my email list (both of which I achieved).

For next year, I'm going to focus on creating an online course and doubling my email list yet again (that's an important foundational goal, because I realize that it makes almost everything else I want to do possible, because it will increase the overall size of my audience).

**The way I
stay
productive is
to make
choices
about how I
spend my
time in the
short-term.**

HIGH FIVE WITH LEON LOGOTHETIS



Q: Our readers would love to know about your first experience of life on the road.

A: When I first decided to embark on life on the road, I felt trepidation.

It's easier to stay in your routine and a little harder (at first) to get out of your comfort zone and start to live an unplanned life!

But ultimately it becomes part of who you are and you can't go back to being mired in a routine that can ultimately keep your life stuck.

HE IS THE HOST OF THE TV SERIES - AMAZING ADVENTURES OF A NOBODY, WHICH IS BROADCAST ACROSS THE WORLD BY NATIONAL GEOGRAPHIC INTERNATIONAL.

Q: Amazing Adventures of A Nobody is an awesome show; was it accidental to keep the daily spending as low as 5 dollars (or euro) or is there a story behind it?

A: Thanks!

The \$5 a day was really accidental. I didn't have the courage to do it on \$0 a day, although, it would have been the same because \$5 a day is not much!!

HIGH FIVE WITH LEON LOGOTHETIS

Q: What inspired you to write your book *The Kindness Diaries*?

A: I watched the movie *The Motorcycle Diaries* and I always wanted to recreate that vibe. I wanted to cross the world on kindness and when I got the chance to fulfill that dream I jumped at it :)

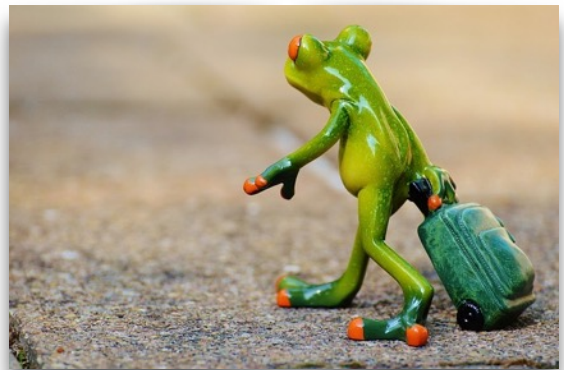
Q: One advice to Crazy Window readers on how to find ways for their inner rebel.

A: Never, never give up and follow your dreams! Always.

Q: How much luggage is too much for you? We would love to know your list of must have items when on the road.

A: Haha! I am the lightest traveller in the world. One small backpack can sustain me for months! But I do have one thing I always take with me. My iPod is one, as music is powerful fuel to keep you going when you are on the road!

I watched the movie *The Motorcycle Diaries* and I always wanted to recreate that vibe.



HIGH FIVE WITH ASHRAY AND ZARA

Q: When and why did you start your nomadic lifestyle?

A: We started traveling full-time towards the end of 2011. We had been working in Dubai for a few years and, even though this is the city where we met, we couldn't picture ourselves staying there for much longer. Coming from India and Portugal, we never really adapted to the lifestyle in the Emirates, which seemed to be more superficial than what we'd like.

As such, we decided to make a move. We were young and healthy, we wanted to see the world and, by then, had saved up a bit to go travel. And that's what we did! We planned a trip around Latin America for a year. But after those 12 months passed, we just couldn't figure out where to settle down. And so we didn't! And thus our nomadic lifestyle begun.

Q: How do you fund your travels?

A: Even though we had saved up to start our adventures, we now work and travel simultaneously.

Ashray is a software engineer and entrepreneur. As such, all he needs is a computer and a decent internet connection to make a living in online projects that he runs with other people, as well as by himself.

Zara used to work in advertising, so the switch to a nomadic lifestyle also involved figuring out a new activity. Now, she writes not only for Backpack ME, but also for other travel publications as a freelancer.

We're very fortunate to be able to make a living independently of where we are in the world and for as long as we can, we plan on keeping it that way.



**Ashray and Zara
(aka A&Z) are a
digital nomad
couple from India
and Portugal.**

HIGH FIVE WITH ASHRAY AND ZARA

Q: What do you prefer, traveling light or heavy?

A: Traveling light, always! In fact, we prefer living light too! Most things we own fit inside our backpacks.

We are not big fans of accumulating “stuff” because we keep on observing how material things tend to tie people down.

The less stuff you have, the more flexibility of movement you are able to enjoy. And, sometimes, when it comes to having a desire to travel for a long time, that is even more valuable than having a lot of money!

Q: How long do you stay at one place and what are the deciding factors?

A: We can stay between 1 day and a few months in one place. The longest we have stayed in a city in the past 3 years was 4 months, living in Santiago de Chile.

This was an exception, as Ashray was involved in a project with a team down there. Other than that, we normally stay in a place for a little shorter.

It depends on how busy we are with work and how we feel like exploring a new place actively vs “just living”. Sometimes, though, tourist visas may restrict the duration of our stay in certain countries.

If we get shorter visas, we travel more actively and leave the weeks of relaxing and more stationary work for those places where we can linger around for longer.

**The less
stuff you
have, the
more
flexibility
of
movement
you are
able to
enjoy.**

HIGH FIVE WITH ASHRAY AND ZARA

Q: Did you visit any incredible tourist location that is not yet popular on traveller sites / magazines.

A: There are many places that we have enjoyed a lot but that are not particularly popular.

Sometimes, we end up landing in smaller cities (other than capitals) and spending time there.



It is often nice to be in places where there aren't a lot of tourists and we can just live, pretty much doing local things.

Great examples of this have been **Mendoza** (a chilled out city in Argentina, popular for its vineyards), **Medellin** (a booming city in Colombia, known for its dark past but that we have enjoyed for its amazingly happening present), **Ostrava** (A Czech city that, judging by the people who'd ask us what we were doing there, doesn't seem many tourists) and **Chiang Mai** (in North Thailand, where great weather, affordability and an excellent food scene makes it a favorite for digital nomads like us).