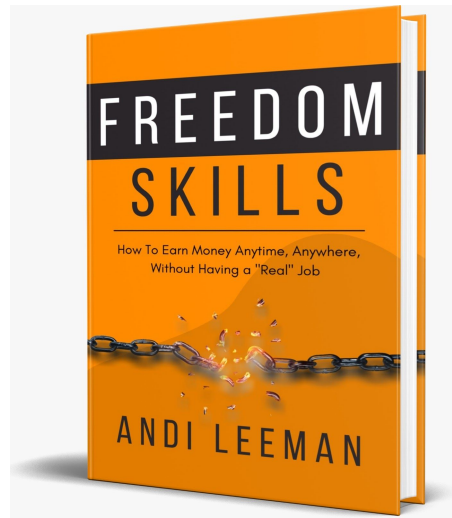


# Freedom Skills



## How To Earn Money Anytime, Anywhere, Without Having A 'Real' Job

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## Introduction

This is not a *how to* style book, or a specific system to make money. My intention isn't to give you false hope either, suggesting you to blindly follow one business model you know nothing about. It is a collection of business models which fit nicely into the freedom skills philosophy which I explain more in the first chapter starting on page 6.

What are freedom skills?

Freedom skills are a set of skills you can take around the world with you which allow you to earn money wherever you are. With freedom skills, you can earn a living without having to be in a specific place. These freedom skills are not location dependent. They are skills which you can take anywhere, to any country, and you can make money with them. There are many different types of freedom skills. Some are more premium than others. Using today's technology, the internet and smartphones, there are some freedom skills which allow you to earn a premium for doing a lot less work.

Traditional freedom skills include professions such as hairdressing. Hairdressing is something which most people in most cultures require. There are always people who need their hair cutting and a basic haircut requires nothing more than a pair of scissors and a comb or a brush. A brush and a pair of scissors can be picked up from basically anywhere in the world, and it is a skill which you can earn money from. I'm talking about basic haircuts, if you were to consider doing styling or a salon style hairdressing, then you will require more equipment and become location dependent. You will need to get more hair product and more equipment, and probably a base to work from.

Hairdressing itself is not fully location dependent free. You will need to go to somebody's house or they will need to come to you. You cannot cut hair without the client being right in front of you. So it is a freedom skill, but it isn't one of the best freedom skills. More importantly, you can't charge a huge amount of money for a basic haircut. No one's going to pay you \$500 to have a simple haircut. For a major styling or having a complete overhaul then maybe yes. If you went to Toni&Guy or Nicky Clark, then yes, you will pay a fortune. But for a basic haircut, you're not going to earn a lot of money.

Carpentry is another freedom skill which you can take around the world. You can charge a lot more than you can with hairdressing, but there's a lot more involved. I



spent many years working as a carpenter. I could take these skills over to the United States, I could take them to Australia and virtually all of the countries of the world.

What they do with wood is very similar to what we do here in the UK. There will always be a need to make and fit doors and windows. There are so many different options with carpentry and joinery, lot's of sub-trades a person can specialise in, but the downside to joinery is that you're going to need a lot of equipment and it is also location dependent. You can work in a joinery workshop, which you will need to go to most days. Or if you're more site-focused or prefer to work for the general public, then you have to go to those places to do the work.

You also are going to require transport. Most tradespeople I know have a van. It is hard to work a trade without one and it is difficult, if not possible, to work a trade without tools and equipment. And you're going to need a lot of it. There are very few carpentry jobs that you can do where you are going to need only basic hand tools.

The tools that you're going to need for most carpentry work these days can be very expensive. And so you are going to be location dependent, dependent on a lot of equipment, a lot of expense, and you're going to be dependent on finding work. Carpentry is location dependent, and so it is a limited freedom skill. It's a brilliant skill to have, but not an ideal freedom skill.

The freedom skills that I'm saying that you should develop, or you need to develop and grow, are those which are not dependent on location, do not require a lot of equipment, do not require you to spend years learning at places like college or university.

Freedom skills require you to do little actual work - at least not a lot of hard physical graft, but you charge a premium price for the work itself... or get paid repeatedly for doing the work once.

There are freedom skills that you can use while sitting in a coffee shop. While you're enjoying a latte and a piece of cake, listening to the buzz of the city and watching the world go by, you can actually walk away from that coffee shop earning more than what most people earn in a week. There are certain freedom skills that, with the technology we have and thanks to the internet, we are able to become digital nomads.

We are free to roam the country, to roam the world, and we can make money from wherever we are as long as there is a connection to the internet. That is a true freedom skill. Unless, of course, the internet goes down. Then you are a little bit



stuck, but it is a true freedom skill, meaning that you do not necessarily need to be location dependent and equipment dependent.

So for example, if I were to move to Australia, I could still find work here in the UK. There are jobs that I can do and services I can offer to people using nothing more than a tablet and a smartphone. Personally, I would rather use a small laptop though the work that I'm talking about can be done on a smartphone or a tablet. I can charge several thousand pounds for the work I do. The work itself can be done within a day and some jobs can be done in a few hours.

There are some freedom skills which are actually client dependent, so you get paid per job. But there are a lot of freedom skills which you can do once and get paid for over and over again, and we will talk about those more throughout the book.

I shall discuss both types of freedom skills:

Those which are dependent on individual clients wanting bespoke products.

And those which are dependent on large audiences to deliver income from one time products.

The main focus of this book are those freedom skills where you can generate premium profits for less work giving you more time and money freedom. The whole idea is that you generate enough money each and every month so that you are not a wage slave, trapped in a funless job, chained to a place of work for 40 hours a week.

As an example, one job which is client dependent but can earn good money within a few hours is building business websites.

Now the website design world is quite saturated. There are lots of people who are designing websites, but it is a fantastic skill as in the fact that you can do it from anywhere in the world. And if you choose your niche and your customers carefully, there are websites that you can build within four hours - or less - which you can charge a week's wage for, if not more. So for example, I talked about carpentry. There are carpenters who require websites for their businesses. They need a place where potential clients can find their contact details and learn more about the work they do and the services they offer.

Carpenters are not alone. There are builders, there are plasterers, there are electricians, there are plumbers, there are driving instructors. There are lots of different businesses out there that require websites. Especially new businesses. There are always people starting up new businesses and companies. Some people



may be able to build their website themselves, but on the whole, a lot of people don't. They don't have the time and the only time they can do the work is in the evenings or weekends, which they'd rather spend with their family.

These businesses are willing to pay people to build websites for them. These websites do not need to have a lot of pages and they do not need to have a lot of information. As long as there is a contact form, telephone number, a gallery of pictures of what they've done, information on how to get hold of them, and all the necessary information on that website, people will pay you up to \$500 to build a five or six page website, which can be built in four hours - or less. You can build that website using a laptop in a coffee shop and walk away with the equivalent of a week's wages.

That is a true freedom skill.

Another premium freedom skill, which I talk about in more detail in its own chapter, is copywriting. Again, this is something which you can do from anywhere in the world. Your clients can be based anywhere in the world and you can charge up to thousands per job - depending on the job. And I do mean thousands. There are copywriters who have charged around \$30,000 per sales letter. On average, it's between \$1,500 to probably \$5,000 per sales letter, depending on who your client is, what it is that they are selling, and how much work is involved.

This is a freedom skill which requires very little equipment and you can do it from anywhere in the world as long as you have a laptop. I often write using my mobile phone. In fact, you can write sales copy by talking into your mobile phone and having the audio transcribed using sites like Rev.com. Which is what I am doing now as I'm writing this book.

So to recap, a freedom skill is a skill or a set of skills which:

- You can take anywhere in the world and isn't location dependent.
- Allows you to earn money from anywhere in the world - meaning that you are not dependent on just local clients or audiences.
- You can charge a premium price for the work that you do.
- The work itself requires less time - in most cases.
- Is easy to do - no real physical hard graft.
- Requires as little equipment as possible.
- And requires very little financial investment.

Those are the ultimate freedom skills principles, and those are the kind of skills that you should be developing if you wish to have a life of more freedom.



## Why You Should Develop A Freedom Skill

Why should you have a freedom skill or a set of freedom skills?

As the phrase suggests, freedom skills give you freedom. They allow you to live your life as you wish and on your terms. You do not need to have a long-term employer - unless you choose to have one. Becoming a remote worker for a company is still a brilliant semi- freedom job and one I have worked a couple of times.

With freedom skills, you can earn money from anywhere at any time. You can work during the dark evenings and have the day to yourself. You can work in a coffee shop or you can work on the beach. Freedom skills give you the freedom to choose what it is that you do on a regular daily basis. Freedom skills means that you can earn as much money as you need by doing as little as possible. This is not a bad thing.

In today's society, we are led to believe that we should be rushing about and that we should be hustling every hour and that we should be working hard. It has even been suggested that if you are not stressed when it comes to the daily grind, there is something wrong. Well, I'm here to tell you the opposite. If you are stressed and you are rushing around like a blue arsed fly trying to make a living then that is wrong. It is wrong because you are not living the life as you should. We are born to live... and we live to die.

Life is short.

Life is very precious.

Being alive is a gift.

Being human is a blessing.

And so you should enjoy the life that you are blessed with.

It's vitally important that you enjoy your brief time on this beautiful planet. It could end sooner than you dare think. I know, I lost my sister in a terrible road accident when I was 21. She was a few weeks away from her 25th birthday. I was devastated. That day changed my whole world view, especially how I perceived working and earning money.



Now, I'm not a complete wally. I understand that everybody needs money. We all need money. And we need money to survive. We need money for rent, we need money for food, we need money to live. And so we need to earn money. But that doesn't mean you have to have a job. That doesn't mean you have to have an employer. And it certainly does not mean you have to be tied to a location for most of your weekdays or to be dependent on anybody else.

The only person you should be dependent on is you, and the only thing that you should be dependent on is your skills and abilities. You are free to cultivate *a very particular set of skills* - as Liam Neeson says in the film *Taken*. Skills which allow you to live a calm and harmonious life with the freedom you desire.

The advice given at school, by your parents and other close family members, is that as soon as you leave school, you should get a job. Making money is frowned upon, but earning money is right. We are told that the correct way in life is to get a job and become a good hard working model citizen. Children are educated into believing that the right thing to do is to exchange their precious time and happiness for a living wage. The more academic children are expected to go to university to get a degree or a doctorate.

Even today, social status and success is often measured by the title you can call yourself and the letters you can tag onto your name. "Hi, yes, I am Dr Andi Leeman WUB, IDBITC." (What Utter B\*\*\*\*\*s and I Don't Buy Into That Crap) I once worked with a woman who would use the title Dr on company correspondence, I think her doctorate was in microbiology, but her job at the time was a million miles away from microbiology or any scientific field.

That would be like me putting Carpenter at the front of my name on the cover of this book or *C&G Advance Craft* - one of my carpentry qualifications - at the end. If I did, I am sure you would think I was a bit of a dick. Question is, why would you think that? Is it because a certification in carpentry and the profession itself is not seen the same way as a doctorate? Again, status and success is often measured by titles.

If that's what you want, that's great. By all means go to university if that is your life's dream. I don't want to discourage you or appear to be insulting, I just want you to think about your future carefully... you could quite easily lose a lot of time earning a living if you make a bad decision. Going to university can often be very detrimental to a happy life. By going to university, many students end up with big debts, or they become tied to a specific skill set which they believe they shouldn't waste. Even if they realise that they no longer want to work in that specific field. Some people feel guilty if they do not do the job they spent years working towards. A job which their





degree suits. They feel that they shouldn't waste the years they spent studying at university.

Imagine doing all of that hard work for nothing. Those huge debts and the sacrifice and help from family cannot just be pushed to the side. With thoughts like those, a lot of university graduates start working in the field they realised they no longer want to work in. All because of guilt and social peer pressure.

Even if you don't go to university, if you leave school and get a job, depending on what job it is, you can end up being in that job for many years. I know, I ended up doing it myself, when I left school and learned a trade. I became a carpenter working in workshops and in people's homes. One year leads to the next and before you know it, many years have passed and you end up drifting through life.

It can be soul destroying when the realisation hits you several years down the line.

Now with freedom skills, you are able to generate the amounts of money that you need to live a happy life without being time tied to a job or a specific location. And you do that by consciously sitting down and figuring out what it is that you need to earn, or what you think you're going to need (or would like) to earn in the future. Then you're going to figure out how you're going to do it. And you're going to figure out which is the easiest and the best way of doing it with as little work as possible.

I recently saw a quote on social media by Bob Proctor, the self improvement guru and life coach who appeared in the successful docu-film *The Secret*. He said that *entrepreneurs work 80 hours a week for a couple of years so that they don't have to work 40 hours every week of every year.*

Now that is powerful!

That is something to really think about and consider because you're a long time working. Most people work 5 out of the 7 days of each week for over 50 years. Give or take a few holidays and sick days. If you end up working for the next 30, 40, 50 years in the same job, that is a lot of your time gone. If developing a freedom skill means that you are going to be quite busy for a couple of years, then so be it. But once that freedom skill has become part of your nature, your habit, you will be in a position where you can earn great amounts of money for doing less.

The ultimate freedom skill is one where you do not need to learn for a long period of time. There are certain jobs that you can do where you can learn the basics within a couple of weeks, maybe a couple of months, and then you're in a position where you can charge more for what you know and what you can do than other people.



When I was a youth at college studying carpentry, I was doing a two year basic course. It was one day at college and the rest of the time was spent in job placement getting real hands on experience. I had to do a third year to get my Advanced Craft certificate. To be fully qualified I had a further two years of learning and mastering my craft in my job placement. I had to work 5 years before the company I worked for would consider paying me a fully qualified carpenter wage.

I remember the trainee scaffolders at college - and I remember it well because I (wrongly) half felt it was unfair, but at the same time was envious - were on a two to three week long intensive course. Once finished, they were qualified and out working on full wage... or close to it depending on whether their company would pay them the full wage. I, on the other hand, was still on the basic apprentice wage for four to five more years.

Scaffolders would turn up on site, erect the scaffold at lightning speed and leave. Only to do it all again elsewhere on the following day. They would earn more in that one day chucking long lengths of metal pole about than many of the tradesmen on site who would be crafting perfection. Trades work needed to be perfect as it would be visible for years.

Scaffold is different, it looks a mess and comes down within a few weeks or months. But here is the important thing to consider...the building work could not go ahead without the scaffolding. It was a vital part of the project. A necessity the development simply could not manage without and so the scaffolders would be paid a premium for a quick day's work. I don't know about today's scaffolders, but back when I was an apprentice, they were big earners. Don't get me wrong, they worked hard, but they were paid well for it.

Scaffolders essentially did two important things...

1. They put up a scaffold which was vital to the progress of the job.
2. They knew how to put it up safely so that nothing got kicked off it, it didn't collapse and no one could fall from it. They made sure that all other workers were safe and that no one could be injured. This potentially saved the development company from a lot of potential issues, lawsuits and having to pay out a lot of compensation.

And for those two things... they were paid well.

I should have known then that there was a better, faster way to earn money which required less tools. Erecting scaffold is not a freedom skill in the same sense as those listed in this book but some of the principles are the same. Becoming a



scaffolder required little training, very few tools and earned a premium pay for fast/vital work.

A lot of the work which is associated with a freedom skill is results based. You deliver a result which people desperately need and will pay a premium for. There are websites needed, there is writing required, sales copy needs writing, sales funnels need to be built, new customers need to be found. There are jobs that you can do where you get paid over and over again for doing it just once. You can learn advertising on platforms like Google and Facebook.

Once you master certain skills and certain industries, you become free to work for whoever you want and wherever you want, at whatever time you want.

The whole purpose of a freedom skill is to become dependent on your abilities and no one else.

- You no longer need to have to go finding terrible jobs when you're desperate for money.
- You don't have to work for people you don't like.
- You don't have to work with people that you would rather avoid.
- You don't have to deal with annoying and demanding clients, and you don't have to deal with the general public.

The whole purpose of a freedom skill, or a set of freedom skills, is to become free, to take back your life, to regain your freedom and allow yourself the opportunity to live the life that you want to live.

A freedom skill is your way of basically buying back your freedom from a society which is enslaving you, forcing you to spend most of your time working. Now, I don't want to sound like a raving conspiracy theorist. I'm not saying that there is an elite who are trying to enslave you for the rest of your life, but society works by getting people to spend the majority of their time working and earning.

You pay money to the government in taxes, and you pay money into pensions and you work for, as they say, your future. And then eventually you'll retire when you are possibly struggling in life, you might be old, you might be tired, and you're likely to be in a position where you can't enjoy life as much as you can now. But at least you were a good little boy or girl who has spent a lot of your time working for the day you are able to be free.



My question is, why work towards freedom then?

Why not have it now?

Why not develop the freedom skills that allow you to enjoy your life now? Skills which mean you can work less now, earn more, and when it comes to that point in time when you need to retire, you are still earning and you still have a valuable set of skills which can always generate more money.

So basically, to develop a freedom skill is to regain your own freedom... now.



## Freedom Skill - Paid Writer

Being able to write is an incredible freedom skill. Being paid to write is such a good job because you can do it basically anywhere and at any time. I am a paid writer, and I love it. It is 20:37, it's a Friday evening and I am editing this chapter in my office while listening to soothing trance music. What is there not to like?

There are different types of paid writing. I am going to talk about a few specific styles of paid writing in other chapters. But for this chapter, I'm going to focus on a few styles of writing and they are article writing, email writing (also covered in another chapter), and writing content for websites.

There are two types of people who write articles, emails and web content. Those who write content which is just informative, and those who write content which creates a desired result. The first writer will get paid peanuts compared to the writer who crafts content which persuades a reader to take action. That action can be to buy a product, go through to a sales page or join an email list. When a writer can create content which takes a person to another destination other than back to where they came from, they can be paid several hundred dollars per piece of content. These kinds of articles and emails use copywriting methods and proven psychology to drive results.

If a client is looking for a set of emails which will promote a product and generate thousands of dollars in sales then you need to understand copywriting principles and be able to deliver results. If you can deliver results which generate thousands in sales then you can be paid several hundred dollars per email. Write a couple of those a week and that's your weekly wage covered... for what can be as little as a few hours work. *I'll talk more about copywriting in another chapter.*

If you are only able to write informative content which is not persuasive in nature then all is not lost. There are plenty of great sites where you can offer your services. If you keep your nerve and keep to your price you can still earn money by not having to work hard at a job. People will always want good reliable writers. If you can write fast - and I do mean fast - you could clean up on sites like Upwork.com, Fiverr.com and Guru.com. By charging cheaper prices than other writers, but being able to deliver content quickly, you can get more jobs completed and earn more.

But let's not forget for one minute what this book is all about, freedom. Instead of deciding to fight for a tonne of cheap jobs, essentially fighting for scraps... develop the skills where you can earn more by writing less.



This kind of paid writing is something that you can do from anywhere in the world. All you need is a smartphone or tablet. I prefer to use a laptop personally, although I do a lot of editing using my tablet. It's easier to write with a laptop. You can type on a smartphone, but with today's technology you don't even need to do that! Today you can write by simply speaking. Which is what I am doing.

I'm currently sitting in a chair talking this out loud into my phone. I'm writing by recording an audio file, which will be transcribed by a person on a specific website. There are also tools that you can use such as Dragon Naturally Speaking and Google Docs, which allow you to talk into your phone and they transcribe what you say. The software is so fantastic these days, so technically advanced, that you can speak into your phone and it will turn your words into editable text in a mere second.

As a paid writer using the internet, you have access to roughly billions of people around the world. There are over 500 million people in the English speaking world. I am referring to only the five main English speaking nations of the UK, Australia, New Zealand, Canada and the USA. But let's not forget all the other people who speak English as a second language. There is a huge amount of people from all around the world who own websites who are looking for content written in English. They are looking for articles which they can use on their websites, as email newsletters and as guest posts on other people's websites.

Not everyone who owns a website is a hobbyist or blogger. Many of them are entrepreneurs and businesses who are looking for great content for their business websites. These owners don't want to do the work themselves nor are they looking for permanent staff where they have to deal with the headaches of paying TAX and holiday pay. They are looking for quick content and will happily pay other people to write that content for them.

Yes, there are people on the internet who like to pay peanuts for written work, and it's best you stay clear of them otherwise you can become trapped working for just pennies. This is where you need to evolve your freedom skill into a superpower, specialising in a much needed style of writing putting you in a position where people will pay you more.

There are content writers who just write crappy basic articles. They can be 300-500 words long, they can even be 800 words long. They will probably get paid \$5, \$10, \$15, \$30. But if you can write content which will sell products or can cause people to share that content, if you can create a desire in a person to take action or generate a result out of your writing, then you can actually charge a lot more.



There are people who charge between \$300 to \$500 for writing just one simple email. If that one email was to be sent to a large email list, and that email was written in a way that it created a desire to know more about a product, so it got people who read the email to click through a link and go to a specific sales page resulting in several sales of an expensive product, people will happily pay you \$300 or more for a 500 word email. They will pay more for a full email sequence. For creating what boils down to nothing more than a short email, you can earn a lot of money because you have generated hundreds, thousands and possibly tens of thousands of dollars in sales for your client.

That's the big difference. There are people out there who have internet businesses... they have email newsletters... they have large email lists. They own large authority websites which have a lot of people visiting them on a daily basis. They have a lot of traffic and they need that traffic adding to an email list. They need the subscribers on their email list to be converted into buyers. The potential to make a lot of money from these kinds of websites, and these email lists is huge.

So if you can write the kind of content which can turn people from readers into buyers, you are going to be in a position where you can charge a lot of money for your services. Email writing is basically ghostwriting and this is another fantastic freedom skill business.

Ghostwriting is where someone hires a writer to write a book or a report, but they want to have it under their own name. They will outline what information they want in the book. The information that you need may come in the form of bullet points, a list or as audio recordings. The ghostwriters job is to write it out into a more coherent form so that it can be read better. So if the book, for example, is a biography or they want to talk about things that they have done, or information they want to teach, they'll probably record audio files and send them to you and pay you as the ghostwriter to transcribe the audio and turn it into readable content.

So for example; if one person has a huge email list and wants to write a book and they knew that the book, even if they sold it for just a few dollars, could generate tens of thousands or hundreds of thousands of dollars from their email list, they would be willing to pay you hundreds, if not thousands of dollars for doing that work. Again, this is something that you can do from home on your laptop, even on a smartphone. And you can do it from anywhere in the world.

Writing is a seriously good freedom skill. All you need is a connection to the internet and a smartphone. There are very few places today where you cannot connect to the internet. Mobile phones are virtually connected constantly to the





internet by mobile data. They are no longer phones which are mobile, they are handheld computers.

I used to marvel at those handheld tablets which were seen in the popular *Star Trek* shows back in the 1990s. I used to think, how cool it would be to have one. And today, I do. I write with it, I use it for research, I send messages & emails and do video calls with it. I can update websites and social media profiles with my smartphone, and I use it to take photos, record videos and podcasts. It is an incredible tool. It has given us incredible freedoms we never had before. What a fantastic time to be alive.

The other great thing about writing is that you do not need to be online to do the writing itself. So should you be one of those very rare humans today who do not have instant access to the internet, you can do the writing offline and then go to wherever there is WiFi and internet access like a library or a coffee shop to upload and share your work. If you have been offering your writing services through your own website or through freelance platforms like [Freelance.com](https://www.freelance.com), [Fiverr.com](https://www.fiverr.com) or [Guru.com](https://www.guru.com), you simply upload your work or email it to them and you are done.

You can use software like Google Docs which makes sharing a whole lot easier. You either share access to the doc during or after you do the writing. They - your client - can then access it without you needing to send them anything other than an access link. You can even discuss work through Google Docs which is great. The client can watch what you are doing and talk to you regarding any thoughts they may have.

Dropbox is another fantastic system to use for sharing client work. Simply add your finished work to a shared folder and it will sync to the cloud hosting and your client can then access the same folder once you have given them access.

We are in such a wonderfully connected world these days. You can work from anywhere in the world as a writer and get paid. That is pure freedom.





## Freedom Skill - Copywriting

I've been looking forward to this chapter because I love copywriting. I'm a copywriter and I love this art form. And the great thing about copywriting is that you can charge a lot of money for what can be a few days work, or even just *a few hours* work.

*'The most successful letter I wrote...and one of the shortest at two pages of A4...has pulled in over £5 Million so far, and it's still coming in. I wrote that one way back in 1998 – in an afternoon!' – John Harrison, Streetwise Publications UK*

Copywriting is an art form where you use the written word, time tested formulas and proven techniques to stimulate a desire in a person to the point they take action. You turn a person who has a specific need into a person who's interested in buying a product. You're not manipulating people, you are merely motivating them to take the action they really want to do. You are using the written word to connect with a person's desire. The desire is already there deep inside the person. A copywriter writes in a way which releases that desire resulting in the reader taking action.

High earning copywriters write long form sales copy, webinar scripts, email promotion sequences and create sales funnels. There are people who will pay a lot of money for a long-form sales letter, and I do mean a lot of money. Generally, long-form sales letters are associated with high-ticket items. You don't need to sell many to make big money. Sell a large number and you can make *A LOT of dollar...* as the young 'uns like to say.

A copywriter will take information about the product they are to promote and they'll create a long-form sales letter outlining the kind of life that the person reading the sales letter will have if they buy or use that product, or the life that they won't have if they don't buy it. With copywriting, you are inspiring a new way of life, a new way of thinking. The whole purpose with copywriting is to drive an action and to get a result.

Unlike a news article or a blog post which is written to share facts and information only, the end goal for a copywriter is to get the reader to do something. They turn readers into buyers, and they turn readers into subscribers on email lists. This is why copywriters get paid a lot more per piece of work than a blog or article writer. It's not just an information article of 500 words.

As a copywriter you create a piece of written material specifically designed to take a person from being a reader to an action taker, but it doesn't mean that it will always



be a written sales letter. Copywriters write scripts for videos, webinars and podcasts. Whatever the media you or your client uses, the end goal is the same, you are turning people into action takers, you generate results.

The action, as I say, could be to buy a product, to make a phone call, to send an email or to opt in to an email list to subscribe to a newsletter or claim a free product. Whatever the action a client wants, a copywriter gets paid a lot of money because they can generate the desired results. Copywriters have been known to earn over \$30,000 per sales letter.

Some sales letters have generated hundreds of thousands and sometimes millions for the copywriters because they have been getting an ongoing percentage of the sales. They may initially take a \$10,000 upfront payment, create the sales letter, and then on an ongoing commission basis, they earn money from the sales of the product. In the world of internet based information publishing, those sales can go on for years. If a product is relevant five or ten years after it was created, there is no reason why it cannot still be sold.

At the beginning of this chapter there was a quote from John Harrison. John is a copywriter and information publisher who I know very well here in the UK. He writes his own sales letters for his own products. He once wrote a sales letter which was only two sheets of A4 writing. It took him just one afternoon to write. Over the years, that sales letter has generated £5 million in sales of a specific product.

Obviously, you have to have a product to sell if you are going to write your own sales letters. John creates his own products - or has products created for him. I myself have created a couple of products for him in the past. He co-owns an information publishing business and so he sells his own portfolio of products but he writes virtually all of his own sales letters. The skill of writing sales copy has made him and his business millions... it has also put a few thousand pounds into my pocket too.

If you can master the formulas and different styles of copywriting - which isn't hard to do as they are incredibly easy to learn and understand - then you will own an incredibly profitable freedom skill.

## *The Art Of Selling Without Selling*

A lot of what you need to understand when it comes to copywriting is psychology. Because it's all about psychology, the psychology of buying and selling. The way we buy products might have changed over the years but human habits haven't. We still buy for the same reasons. People today still have the same fears, desires, wants



and needs. But instead of going to a shop or posting off a coupon with a cheque, we now buy over the internet or over the phone using instant payment.

The art of copywriting reminds me of a line from the Bruce Lee film *Enter the Dragon*.

Bruce is sitting quietly on a Chinese junk slowly making its way to an island where a Martial Arts competition is being held. Staring out to sea, wondering what to expect when they reach the island, Bruce is approached by another fighter who tries to catch his attention by throwing punches close to his head. Missing him by millimetres.

“What’s your style?” The stranger asks.

“My style?” Replies Bruce... “You can call it the art of fighting without fighting.”

The stranger then asks to see an example of this absurd fighting style, hoping to embarrass Bruce and show himself off as *top banana*. But instead, Bruce fools him, showing him up in front of the rest of the junks passengers. As a result, the stranger ends up floating on a small boat alone... unhappy, angry and embarrassed. Instead of going in hard during a fight, constantly and aggressively attacking his opponent, Bruce Lee would win by using his opponents own moves, emotions and strengths against them.

Copywriting is pretty much the same, it is the art of selling without selling. Obviously you don’t want to leave your reader embarrassed, angry and isolated alone in a small boat but you do create a result by connecting with a desire already burning deep inside a person. You are emotionally speaking to the part of a person which is desperate to change their life, the part yearning to change their circumstances and fortune. They’re after information and help. It’s your job to take them from just yearning, to taking action to find out more.

## *The Power Of Story*

Did you see what I did there when I shared the Bruce Lee story? I made you see a reality you weren’t previously seeing.

The use of story is the subtle art of turning readers into action takers. Remember, this is the *art of selling without selling*, there is no hard aggressive selling going on in copywriting. Sometimes there is but there doesn’t need to be. Story can subtly persuade a person to see past any fears and objections they may have. They can associate better with a story. For example; imagine someone was fearful that they were not getting value for money when considering buying a \$297 training course.



You saying *'it is great value for money, believe me, this product is great,'* won't cut it. If anything, it may make them more suspicious and doubtful. But if you used a story to show how your wife/husband/daughter/son/ etc had just paid out \$75 to spend three hours learning how to make real coffee at a high street coffee shop... a course which is not actually going to make their money back and then compare it to how the information in your course can potential make your customer their money back within a week... it will disarm those doubts and remove any resistance they may feel towards buying the product.

Adding story to your sales copy can increase sales exponentially as you will see in the example below:

In 2006, journalist Rob Walker bought a second hand plastic horses head on eBay for \$0.99. He then asked a professional writer to come up with a short story for it and relisted it on eBay. That second hand plastic horses head which he originally paid \$0.99 for, sold for an incredible \$62.95. He spent \$197 in total collecting 200 other unwanted items and used the same process for each item. Using stories in his eBay descriptions transformed his \$197 investment into an astonishing \$8000. That is nearly a 41% ROI!

If you don't think that story is powerful, let me share this with you... Charles Dickens wrote *The Christmas Carol* in 1843. The book was inspired by a parliamentary report about child labour practices and his own experiences as a child working as a bottle labeller. When the book was released that December, it flew off the shelves. It was incredibly popular.

The focus of the book was to be kind to the poor and the ordinary downtrodden and impoverished person. Basically, it promoted kindness to others. It resulted in many factory owners who read the book giving their workers time off at Christmas thereafter. Maybe they were frightened of being visited by the same ghost which haunted Scrooge, whatever their motivations were, that one story changed working practices in factories across Britain. Changing society as we know it.

Copywriting might be an art form, but it's a learnable art form. And it's something that can be learned quite quickly. The best way to become a copywriter - as well as learning the techniques by reading books or taking a course - is to actually sit down and start writing sales copy. Practice, practice, practice is the best way forward.

You can look around your house, find interesting items and start to write sales letters for them. Try to make those items appear exciting to people. Craft a story about how having those items would make their lives better or paint a picture of how



miserable their lives would be without them. Try to generate a desire and a need to own those items.

A simple sales letter can cost somewhere between \$1,000 and \$5,000. Now, if you wrote a sales letter in one day and charged \$5,000 for that one sales letter, that means you have covered your whole month's wage. For some people that's actually two or three months' wage in a day. So even if it took you a week, you are still sorted. It's possible that you could do several in a month and bank nearly half a year's wages, possibly more.

Copywriting is an incredible freedom skill. And again, it is something that you can do from anywhere in the world. And you can do a lot of the work on a smartphone. Using a few pieces of card, write down bullet points and lists of things you need in your sales letter, and then you pick up your smartphone and write.

As I mentioned in the previous chapter of being a paid writer, you speak into your phone and start writing the sales letter content. You can use a transcription service like Rev.com, or you can use tools like Dragon Speak Naturally and Google Docs, and have the words transcribed automatically for you as you speak. These tools, although brilliant, they are not always perfect, but you could easily have a tonne of great content written down ready to be edited and crafted into a profitable sales letter.

Another great skill to have as a copywriter is understanding sales funnels. If you know what a sales funnel is, you can create funnels for people. And if you do that, you can charge a lot more. A funnel is a way of turning a customer into a recurring customer through the purchase point of buying a product. So for example, someone wants to buy a book. As they go through the process of buying the book, they are presented with another page and another product.

One which is congruent with the original book and very much amplifies the information of the first product. If a person buys or doesn't buy the second product, they are moved on to another page which promotes another product which is either another upsell or a downsell. People move through the funnel from buying the initial book to joining a membership program costing several hundred dollars. If you know how to write the content, if you know how to build funnels, then as a copywriter you can charge a lot more for that whole service.

Again, same freedom skills principles apply. It doesn't matter how long or how little time it takes you to do the actual work, you are being paid for the results that you can deliver. So if it took you only one day to write a sales letter, and create a funnel for a client, you could charge \$5,000 for your day's work. As long as that funnel and your



sales copy is going to generate sales for your client is in excess of the amount you were paid. It doesn't matter how long it takes you or how little it takes you. If you can deliver the results, you can charge more, especially if the money they paid you is an investment, which will treble or generate large profits. You are charging for the finished piece and not for the hours worked.

A sales page and a sales funnel is not just a piece of writing, it is a product, an online sales person generating sales 24 hours a day, 365 days of the year. Imagine how much a company would have to pay in wages to employ a sales force who would be able to generate sales and take payment every hour of the year. An online sales page saves them that cost.

Copywriting is something you can do from anywhere in the world. It is a brilliant freedom skill to have. It's a freedom business. You don't need to do as much work compared to writers who write articles. With sales letters, you can charge more for a lot less.



## Freedom Skills - Self Published Author

There are a lot of people who are making quite a lot of money each month from writing books, both fiction and nonfiction. There is work involved in this business; however, it is a freedom business and writing is a freedom skill. If you get this right, you can be earning money each month off books that have been written once, and you could be earning money for several years after... possibly decades later.

Now, this business model may require you to run adverts on Facebook and Amazon and do things like social media sharing and build an email list, and it will also require you to do a fair bit of writing. But this is a fantastic opportunity to create multiple streams of income, and income streams are one of the best ways to become wealthy and to regain your freedom. The idea behind multiple income streams is that should one income stream dry up, you have others still bringing in money.

Becoming an author today is a lot easier than it has ever been. Best selling authors, JK Rowling, James Patterson and Stephen sent their manuscripts out to big publishing houses and were rejected numerous times. JK Rowling had Harry Potter rejected at least twelve times. Stephen King was rejected numerous times over, his rejection slips were pinned to a board by a nail instead of a thumb tack, there were that many of them. James Patterson was rejected about 30-odd times before his first short story was ever published.

Unless you are looking for the status and vanity of being published by a large publishing house, you don't need to do that today. You do not need to send your manuscripts off to publishing houses to be rejected. You can, if you choose to, but the fact is, you'll generally be paid less. If your books are accepted and they do publish them for you, then yes, it's possible you may earn a lot of money because they can sell globally.

But with the digital age, you can do the same. You can write a book, have it edited and added to online websites like Amazon Kindle and Google Play in a few weeks and you yourself can sell your books to anyone around the world. Amazon Kindle can even publish your books into physical form with their print on demand service.

With Amazon Kindle, you can write and publish short stories in bulk. Which is good for you. They have to be a few thousand words long but they don't need to be full length novels. There are a lot of people who are writing and publishing books between 10,000 and 20,000 words, and they are selling them for between 99 cents to \$4.99. And they're selling them in the thousands.





Being a self published author is a business which creates multiple income streams. If you had written 20 books and those 20 books were all selling in large numbers each month, let's say each book was generating \$500, that's 20 books at \$500 making a nice monthly income of \$10,000. Once a book is written, it is written once, and it is left online, and you can leave it there for years to come. There are people who are making that and more. It's a numbers game.

If you think of popular authors like Roald Dahl and Dr. Seuss, their children's books are still selling today, even though those authors are no longer with us. The thing about writing your own books, again, is that you can do this from home. You can do it from anywhere. You can sit on a beach, you can sit in a coffee shop in a city. You can write and write and write, and publish them on platforms like Amazon.

Successful authors *write to market*. This is where you do your research and you look and find which kind of books and genres are selling well, and you write a story in that genre. Successful authors who make a good income each month very often write a series. They create a character or set of characters in a specific universe which they can visit regularly in multiple adventures.

Think James Bond, we all know James Bond, the British super-spy ridding the world of megalomaniacs and battling organisations like SPECTRE. Or how about Harry Potter, who is a young wizard student battling evil. These are characters which appear in a series of adventures. All different stories but all happening in the same universe. Star Wars is another.

It makes sense to create a series because they can become hugely popular. People invest a lot of time and emotion in characters and when they really enjoy a story, they want more. When you start to write a series it is recommended that you write three, possibly four books, before you actually publish them to Amazon Kindle. That way, when you publish them all together, when someone likes the first one, they may go and buy the second one. If someone starts reading your series on the third book and really likes it, they may go and buy the first and the second.

When you create a series, you are creating a product list which people can go to. However, if you write and publish only one book and people who buy it and like it, they've got nothing else to buy. Then while you're busy writing your sequel which may take time, those who enjoyed your book would have moved on to something else. Publish several books at a time and you have a greater chance of people buying multiple books because they've liked the one that they've read so far and want more.





It is also worthwhile building a website and an email list. Having an email list is where the money is. Every time you publish a new book, you send out an email, which costs pennies, and direct your subscribers to it. If you have a large list of subscribers, sending them to your latest release can push your book high up the best selling list in Amazon and when Amazon sees something selling well, they start to promote it to loads of other Amazon visitors.

Amazon is a business, they make money when people buy from them. They like selling products and they love making money so if they notice your latest book has had a jump in sales, they will promote it to generate more sales. This means that you can make more money without having to run paid adverts yourself.

Writing books and becoming a self published author is a wonderful freedom skill, as in the fact that it is easy and anybody can do it. The more you write, the better you become. The more books you publish, the more income streams you have. Yes, you have to write the books. Yes, there is work involved. You could write a specific number of books and then stop and retire. You could write several books in a year or you could really put the effort in and write two or three each month. The more you get online the more you can potentially earn.

The great thing about being a writer is you only need a smartphone for the most part. I'm actually writing this section by walking around talking into my phone. I shall have it transcribed at Rev.com, and then I shall edit all the content later either in my office or I take my laptop somewhere to work, or I can even do it on my phone on the sofa. It's possible to do all the writing on your smartphone and outsource other work such as book cover design and formatting so that all you need is just a smartphone. I write using a combination of tablet, smartphone and laptop.

Being a writer means that you have freedom. You have freedom of choice. You can go wherever you want to write; and with the technology we have available, you are given the opportunity to write in many more places than they used to, say, even just 10 years ago. You can write on the beach, you can write up a mountain, you can write while trekking through a jungle... If it's a jungle full of poisonous snakes and spiders I wouldn't recommend it. It's best to have your wits about you. The coffee shop is no longer the only *other place* to go and write.

The freedom is there. It is a freedom skill, and it is a freedom business. If you become an author who is selling well and doing well, then basically the world is your oyster. You should never have to work again. If you build up a large portfolio of books with a website, build up an email list of loyal hungry fans, then you have people who will keep buying your products over and over again as long as you create them. There are also the other potential money making opportunities which



come from being a successful writer such as running an online course teaching people to do the same.

Yes, there is work involved. You do need to write. You do need to create the books, you do need to get the artwork for the covers made and you do need to get them published to the platforms online like Kindle or Google Play. There is an initial outlay with having to get book covers made, unless, of course, you are good at design, know your way around a design software and you want to do them yourselves.

But essentially, this is a very cheap business to get into. You may need to run some Amazon and Facebook ads. You may need to do some advertising; but again, if you build an email list, then you will be able to generate a lot of interest from your email list and you will need to advertise less.

This is a premium freedom skill, a premium freedom business, something that you can do from anywhere in the world, which requires very little equipment.



## Freedom Skill - Web Designer

With this freedom skill, we are not necessarily talking about being a coder or a top web designer who is fluent with computer languages like HTML and JavaScript. You can learn coding and languages if you wish, it gives you a great opportunity to build really top of the range, bespoke websites for people. But what I'm talking about here as a freedom skill is the skill to be able to create professional looking websites really fast for a combination of small and local businesses.

As I say, you do not need to have an understanding or knowledge of computer sciences or to be fluent with computer coding, with this freedom skill you only need to know the basics of a website building system such as Drupal or WordPress.

WordPress is one of the best and the one I recommend. With its use of plugins and themes, which are plug and play, drag and drop, you can build websites fast and it doesn't take long to master the necessary basics. It's an incredible system.

With this freedom skill, the idea is that you learn how to create specific styles of websites and then you approach businesses who have not got a website or who have not got a decent website and you offer your services to them. Everything can be done online. You can email companies, or you can contact people through social media. You can create networks where you can get to know people. Facebook groups, for example, are a great way of networking with local companies.

The idea behind this is that you create professional looking websites within possibly four hours, maybe quicker, depending on how well you master the skill. And you build these websites, which are generally no more than five or six pages, using a specific template and you charge somewhere between \$300 and \$500 per website.

At first, you may think people are not willing to pay that amount of money for a website but believe me, they do. And there are many reasons why people will pay this amount of money for a website. Mainly because they don't have the time to build a website themselves or know how to. They probably don't want to build the website. They would have to learn how to build a website, which will take their time, possibly in the evenings or weekends taking them away from quality time with their family. They would probably have to take time off work to build the website, which means that they are losing money.

Depending on what the nature is of their business and what they are planning to sell on their website, paying out \$500 for someone else to build the website for them



in a few hours or a few days, could actually generate them far more back than it has cost them. They could have lost a lot more than \$500 in time and revenue trying to build it themselves.

For example; think of a driving instructor. Imagine they have a special package where they charge \$1,000 for a specific amount of lessons. If they paid you \$500 to build their website and within the first couple of days of it going online, they got a customer paying them \$1,000. They have generated \$1,000 thanks to your website. They have doubled their investment. They've paid you \$500, they have made that investment back and a \$500 profit on top. That is money they wouldn't have made had they not had the website.

This is why you choose local businesses and fairly large businesses. Businesses which you know have high priced services or products. There are companies which are growing and need websites. Companies which will be happy to pay you to build their website, to take away the headache, take away the stress, take away the learning. You build them their website and charge them \$500 which they are happy to pay.

We live in a world where technology is changing rapidly and more and more people are becoming quite knowledgeable and tech savvy regarding the internet. But that doesn't mean that these people do not need websites or that they can build them themselves. People and companies still need websites. There are always new businesses coming along. Youngsters are growing up and entering the world of work and business. There are many people of varying ages starting their own businesses and companies. And they will need an online presence.

Some people think that they can get away with just having social media, which is fine. But with social media you're still limited to what you can share. With some social media platforms you cannot inform people of everything that you do without it disappearing into the cyber ether. The biggest issue is that you are reliant on platforms like Facebook and Twitter to keep your page open. And that is not always going to happen. Facebook is not only notorious for not showing your content to everybody, they are notorious for closing down people's profiles and their advertising accounts.

Putting all of your eggs in one social media basket is very dangerous for your business. Using only social media platforms for your online presence can mean that your business can disappear overnight. Google Plus was meant to be the social media platform to rival Facebook. Google was unable to make it work and so they decided to shut it all down. Many businesses used the platform to build their following and only used the platform because they foolishly believed it was to be the



future of the internet. It wasn't and when Google announced that they were to close it down, these people had to work hard to transfer their followers and their businesses to other self managed platforms... like a website.

Every business should have a website... no matter how good their social media presence is.

Unfortunately, the world is currently going through the Coronavirus pandemic and a lot of businesses are closing. But on the other hand, with social distancing and a lot of offline businesses struggling, more and more businesses need to move their services online. Businesses need to adapt to a new world. With less people going to them, they need to be seen more online so that people know they are still around, and they need to take online payments to avoid using cash.

This is where you step in and offer to build them a website. You take away the headache of having to build a website from them during this stressful time. You can give them an online platform where people can see their services and you can build that website within four hours. It only needs five or six pages. Using WordPress, a plugin like Elementor and templates, you can build a professional looking website in a very short space of time and charge \$500 for it.

Once you become proficient using WordPress and page building plugins like Elementor you will be able to build professional looking websites in a few hours. Not only that, you will also be able to build sales funnels. When you know how sales funnels work, and you can build a series of pages which customers go through when they're at a point of purchase, you can charge more for your services. Businesses need to make a profit and a sales funnel helps increase revenue by offering other products to customers as they are buying an item. Imagine being at a supermarket checkout buying a bag of crisps and the cashier asks *'would you like to take advantage of today's special offer, three large chocolate bars for the price of one?'*

If you say yes, you have given more money to the supermarket than you first intended and the supermarket has generated more money without any extra advertising costs. All they have done is tell their staff to ask one simple question while you were in the middle of the purchasing process with your debit card in hand. That is basically how sales funnels work. You offer customers other related products while they are putting in their payment details.

Let's say that you have agreed to build two websites for local businesses. They are basic yet professional looking websites showcasing what these businesses do, where they are, and how you can contact them. They send you the relevant pictures and information they want on the website. All you have to do is build them. You can



charge more for those two websites than what you would earn working 40 hours, maybe 80 hours at a job. And it's possible to build both in one day leaving you with the rest of the fortnight to get on and do other things.

The great thing about building websites using WordPress is that you can do a lot of this using a laptop. As long as you've got access to the internet you can do this from anywhere in the world. You can do it in a hotel, in a coffee shop, and you can probably do it on the beach. You don't always need an internet connection at time of building, you can build these websites on your computer using a remote server and then upload them to the internet at a later date. So you can build them anywhere. You only need to have an internet connection when you set them live.

Building websites is a great freedom skill to have because you can charge more for doing less and it's a service that companies need. Especially if you choose the companies you serve based on their type of business. If you know that they can't or don't want to build a website themselves and that they have high priced services and instead of them taking weeks or months to do it themselves, there is absolutely no reason why you cannot charge \$500, possibly more, to build a website, which you can do in less than half a day.



## Freedom Skill - Blogger (& Vlogger)

This has been, and still is, a very popular way to make money from basically anywhere in the world. Bloggers rely on making money from various ways but mostly from advertising revenue such as Google AdSense and other networks. It has become a little harder over the years because quite a lot of people now use ad blocker software or browsers which prevent adverts being shown while they visit certain websites.

However blogging is still an incredible freedom business, because again, it is one of those businesses which you can do from anywhere in the world. When it comes to blogging you can use your laptop, tablet and smartphone to write articles and record short videos. With blogging, you have the ability to generate money from a combination of advertising revenue, affiliated products, your own merchandise, sponsored content and your own digital products. Recently, some bloggers and vloggers are using platforms like Patreon.com to help with their earnings.

I'll talk more about Patreon in another chapter, but to give you a quick explanation of what Patreon is and why bloggers and vloggers are using it, is that it provides a way for people to subscribe and pay to see your content. It's a bit like a pay-per-view platform. You've probably seen on some of the online newspapers websites that they have paywalls. To see the content and read the articles you have to subscribe each month. With Patreon, it's kind of the same thing. Fans pay a monthly subscription and get access to more exclusive content. Bloggers and vloggers use it to create a membership style business offering exclusive content to their paying fans. The money helps the bloggers and vloggers to carry on doing what they love doing.

The great thing about blogging is you can knock up a website quite easily. You can actually get a website online within four minutes. I've mentioned in a previous chapter about using WordPress and being able to charge at least \$500 for a simple website. With blogging, you have the ability to knock up websites within minutes. As a blogger you've got the same skill, you are already in the position to charge people \$500 to build them websites.

The technology is here. You can do it anywhere. You can sit in a coffee shop with your smartphone and you can write, you can record audio, and you can add these to your website. As long as you have internet connection, you can do this from anywhere in the world. There are bloggers who travel the world, and the money which funds their travel and adventures is earned through their blog(s) because of the things they write and share. Blogging can be an incredible freedom business.





When it comes to blogging, again, like everything, you need to have a plan or an idea. You need to create a mission statement and an idea as to what you want to achieve and where you are going with it. But once you set your stall out properly and you know what you're doing and what kind of content you are going to create you are going to find it a lot easier to grow your business and make it profitable.

Blogging is a long-term business. You won't necessarily make money straight away. You may need to build it up. Mentally you should allow yourself at least a year or two to get to that point where you've enough fans, followers and monthly website visitors. You are going to need a lot of monthly visitors to your blog to generate a decent amount from advertising revenue alone. However, if you sell affiliate products or your own products you only need a small number to make a decent amount of money. I shall talk more about this in other chapters, especially in the chapter about *Email Marketing*.

To be clear, you generally need a large amount of followers and fans. The wonderful thing with social media is you can build up a large following relatively fast and for free. You can build a large following using Twitter, TikTok, Instagram, Snapchat, even Facebook. You can build a large following of people as long as you are sharing content people will find interesting. Again, if your money is generated through your blog or blogs via advertising revenue alone then you will need a lot or monthly visitors to make that viable and so you will need a large social media presence to help drive traffic to your blog from your social media platforms.

If you are selling high priced items such as online courses via your blog and email then you only need a small percentage of your large following to buy your products to make good money. Depending on what your blog is about, you can set up your own courses or digital products which you can sell for a premium price. We shall talk more about this in the chapter called *Digital Product Creator*.

Blogging is a skill that you can take anywhere in the world. You can blog at any time of the day and night. It is your choice as to when you do the work as long as you are consistently putting out quality content people will find interesting and useful.

You are not dependent on having to be at a workplace and you're not dependent on working at a specific time... unless you choose to. And that is the definition of true freedom... doing what you want, when you decide to do it.

For example; you may decide to record several short videos to go on your blog. You can record them all starting at 7:00 in the morning before you spend the rest of the day chilling. You could then schedule them to go out for the rest of the week. It is





a job where you decide to work the hours that you wish. You are in control. Again, it's all about the numbers.

A *Freedom Skill* is all about being able to make money by doing a job once or doing less work, but multiplying the money earned by the amount of people. As mentioned in the chapter about being an author, you write a book once and you sell it thousands of times to earn the money.

To increase the income, you write another book. With blogging, it's basically the same thing. You write an article once or you create a video once, and then you get as many people to see it as you possibly can in order to generate as much advertising revenue as possible. So you do the work once and get paid over and over again. Yes, there is other work associated with blogging. I won't lie, you need to drive traffic to your website and that might require a fair amount of posting on social media and writing emails, but on the whole, everything is about doing the job once and getting paid multiple times by multiple numbers of people.

For example I'm writing this section about blogging as part of a book. When the book is printed and published, I'm hoping to sell it to large numbers of people. I'm also planning to give it away free, to build an email list. Again, we'll talk about email marketing in another chapter. That is hopefully where the money will be. I do the work once, then get paid over and over for several or many years to come - I hope.

I'm actually recording this with my phone, and there is a person who is transcribing it for me. I'm paying them to transcribe the audio and convert into text which I can edit later. (*After editing I realised how much garbage I say and feel for the poor transcriptionist who had to listen to me!*) They are going to get paid for doing this job. Then they'll get paid again for doing another job. The transcriptionists income is reliant on every piece of work they do. They get paid per job. It's like piece work. I, on the other hand, am hoping that I am creating this product just once, and then it will generate money for the next several years.

It is the same principle with blogging. You build up your blog, It's not instantaneous, but you build it up over time. And every article, every post that you share, everything that you do should be seen by thousands and thousands of people. That is where the money is. It's doing the work once and then getting it seen and shared by large amounts of people. Again, it's all about the numbers. Do the work once. Sell it to thousands of people.

If you're looking for a freedom business, or a freedom skill, then maybe you should seriously consider blogging, because blogging is incredibly powerful and can be a fun way to make money... often plenty of it... as long you stick with it. As always,



you have to have a plan. You have to do it regularly, you need to be consistent and you have to stick with it and give it time. You can't blog for a few days and simply give up because you haven't made a penny. It has to be an ongoing progress.

To recap, blogging is a business you can take anywhere in the world and do from virtually anywhere in the world. As long as you have an internet connection, a smartphone or a laptop, you can do this job from anywhere at any time. Day or night.



## Freedom Skill - Digital Product Creator

This is a freedom skill, which really encompasses many of the other freedom skills found in the other chapters. A digital product creator creates various digital products which are sold online. You can specialize in one field or many. It depends on what you want to do. You may choose to write ebooks, reports and articles and you may choose to also create video courses and audio products. Or you may just decide to focus on one specific method.

Digital products can be sold in different ways too. You can create a product yourself to sell as your own such as an online course with videos and an ebook, you can produce a product for someone else who will sell it as their own or you could sell your digital product with Private Label Rights (PLR) meaning that a lot of people can buy it from you cheaply and then resell it as their own product.

There can be a big demand for PLR content. People who want to build websites and sell digital products but don't want to spend a lot of money having their own digital products crafted will often look for quality PLR content. PLR content is often sold quite cheap in comparison with a bespoke product which was commissioned by one person. The lower price comes from the fact that it is created to be sold to a large number of buyers. It is that numbers game again. Do the work once, make it available for lots of people to buy and move onto the next project.

The reason people like PLR content is that it is cheap and people can fill their websites and emails with it. To have unique content written can be costly, as you will know from reading the chapter about becoming a paid writer.

Being a creator of PLR content is similar to being an author, you write to market and you write for a larger number of buyers. Instead of charging hundreds of pounds to write an ebook about the Keto diet for just one client (you still can do that) you would write it and sell it for \$9.99 or \$19.99 with full Private Label Rights or Master Resale Rights and sell it to multiple clients.

PLR differs from normal books in that the content is free to be used by the purchaser however they choose. You couldn't fill your website with the latest Harry Potter story and pass it off as your content. But with PLR, you can. Website owners love this and will pay for PLR content.

The types of PLR content range from:

- Article bundles.



- Email bundles.
- EBooks.
- Reports.
- Newsletters
- Video courses
- Audio courses

Access to articles and ebooks is one of the most popular PLR bundles. You write, or have written, several articles a week and upload them to a website where people buy access to them for a small fee. Imagine you charged people \$5 a month to access the content on your website, now imagine you had 200 customers each one paying you \$5 per month. That is a cool \$1000 a month from writing.

Now imagine that you had 500 people paying you \$5 each month. Is it doable? I believe so. It depends on how good your content is and what people can use it for really. Remember, you can talk an article into existence with apps and software. You could easily write several 500 word articles in a day. You could quite easily create a week's worth of content in a day. Maybe even a month. \$5 for 10 articles a month is a bargain. 20 articles is an incredible deal.

It's not as good as being able to charge \$500 per long article and only having to write a few each month but there are pros and cons for both models. With the PLR model, you can write what you want without it being over scrutinized because the people buying it know that it is cheap. That is, unless you offer premium content which would be reflected in the price. Instead of \$5 per month, you would charge more if the content was a lot more professional and more perfect.

There are several platforms online where you can sell your own digital products from Amazon Kindle to Udemy. From eBooks to video courses. The digital domain is the home to those with Freedom Skills. Creating courses and adding them to Udemy can be a great way to make money. Adding them to your own website can be a better option if you have the traffic or a large email list, you can often charge more. But established platforms like Udemy get a lot of visitors each day and a lot of the people who use Udemy are serial course buyers. They like to learn and they can learn a lot at Udemy's prices.

As I write this, one of the best selling courses on Udemy is a course called The Complete SQL Bootcamp 2020: Go from Zero to Hero... I have heard of SQL before, I believe it is some kind of computer language but that is as far as my understanding of it goes. It sounds incredibly dull to me. It is currently priced at £25.99 (Udemy UK) but was originally priced at £79.99. It has had 81,248 students enroll for that one course. I cannot say how many of them paid the new price or the original price... but



that is one hell of a lot of people. If all those students paid the lower price of £25.99 that would amount to an incredible £2,111,635.52! (\$2,856,694.44 at time of writing) I don't know how much Udemy takes from that, but that has to be a seriously nice sum of money for the course maker.

It's highly unlikely that you will get that many people buying a course from you while it is on your website, but then again, you do not need to. Recently I created a digital product for a company which was hosted on it's own website that required a little bit of '*done for you*' work and a license to sell a few specific products. That product generated over £75,000 (\$101,462 at time of writing) in less than a month from less than 38 customers.

That product will be online for many years to come and will no doubt generate six figures. It may never have the same results as that one product on Udemy but it is still an incredible result for what it is and for how many people have bought it. The product itself is going to be stripped of parts, repurposed and remarketed as another cheaper product which will possibly sell a lot more than the original product has so far, increasing the profits from what is essentially an extra week's work. I guarantee the cheaper version will also generate tens of thousands of pounds.

As a digital product creator you can create products for individual clients. You will charge a lot more for these products as they are tailored to suit the clients needs. If the client is planning on selling the product at a premium price to a large number of buyers then they will be willing to pay more for a quality product. Paying you \$500, or \$1,000, or maybe \$2,000 to create an eBook and a short series of videos is nothing if it is going to earn your client tens of thousands of dollars or even several hundred thousands of dollars back. Once again, it is all about the numbers.

Choosing your clients is the important part to having a freedom business. You can write a stack of articles for people who have new businesses who want to pay you \$5 or \$10 per article or you can find a client who has an established business with a huge customer base and large email list who will pay you top dollar for doing what can only be described as less work.

I once reached out to a company - who I have since worked with several times - with a joint venture proposal. I initially offered them a course on building websites which made money. I had some personal success with these websites and I knew quite a bit about them. I knew how to build these websites quickly and cheaply. I knew how to produce articles fast and how to get plenty of viral traffic through social media. I decided to create a course and see if the company was interested in doing a 50-50 split.



I produced the course and they sold it. I got a 50% share of the profits that were generated from that course. It wasn't a huge seller in any sense as it wasn't the best fit with the demographic on that company's email and mailing lists but it made me a nice additional income that year.

Put it this way, the money earned from it compared to the time spent creating the course was a fantastic return. I'd be very surprised if I added up all the time spent creating the course that I spent any more than two weeks. The product included creating the website, the large manual and a tonne of detailed videos. I spent whatever spare time I could afford on the manual.

Five minutes here and ten minutes there. On my lunch breaks (I was working a day job at the time) I would drop onto the project. It might have taken as little as a week to complete. But the money back from it was definitely worth it. At that time of my life, that was the most money I had earned from doing the least work.

So if you know something or do something which other people would like to learn, you can create a course and possibly do a joint venture with a company who sells those types of courses. Or you can simply specialize in creating courses for other people.

You could reach out to a company offering to create tutorial videos and ebooks for them. You don't need expensive equipment or software to create courses either. Profitable courses can easily be created using cheap and free software. For videos you can use Screencast-O-Matic instead of the more expensive Camtasia. To create slides and presentations which are often used in video tutorials you can use free tools by Google like Google Docs and Google Slides. Ebooks can easily be made using Google Docs... this ebook is being written in Google Docs.

Once you know how to use tools like Screencast-O-Matic, Google Docs and Google Slides, you are set to make all kinds of products for yourself or other people. Products which can be incredibly profitable.

*Combine product creation with copywriting, building your own website with a sales funnel and email marketing... you have your own potentially profitable information publishing business.*

When making products for other people they will tell you what they want. You go and research what you need to know, and then you create the videos and written materials. If the people you are creating a product for have a huge mailing list, email list or a client base, and they were to sell that product for \$50, and they were able to sell it to several thousand people, they could generate a rather large amount of



money. And again, they will not have any concerns with paying you \$1,000 or \$2,000 for creating a course which has the potential to generate a lot of money.

As a digital product creator you can create several different products for yourself or for others.

There are:

- Courses.
- Tutorial videos.
- eBooks.
- Checklists.
- Templates
- Social media graphics and posts.
- Membership websites/continuity programmes. (If you know how to build websites using WordPress - which is incredibly easy see chapter 4 page 20 - you can build membership websites for people with your content. Using specific plugins you can lock the pages down so only people who have paid can access them.)

Companies often need graphics, images and content for social media. If you know how to use a graphics software then you can offer your services as a social media content creator. The software doesn't need to be incredibly expensive like Photoshop, you can use free software like Paint.net or online graphics tools like Canva.com.

You could reach out to a company and say, *"I'm prepared to create 100 of these [example] images for you which will help generate traffic back to your website"* giving an explanation of what you can do and for how much. You charge a fee for creating images for them to use with their social media marketing on sites like Instagram, Snapchats, Facebook and Twitter.

This is not just a freedom skill, it is a set of freedom skills which you can do from anywhere in the world, as long as you have a laptop and an internet connection, maybe even a smartphone. You can offer all forms of product creation or simply specialise in just one area like writing ebooks and reports or social media graphics.

Product creator is not a location dependent job. You can do it from anywhere at any time.





## Freedom Skill - YouTube

YouTube is a video platform owned by Google, and it is a platform which has generated a lot of money for a lot of people, if they do it right that is. Not only is it a great place to upload videos for free which link back to your websites or sales pages, it is also a great place for running adverts. You can run adverts on YouTube, and your adverts can be placed on competitors videos.

And for this reason, marketers use it for driving traffic to their websites. YouTube is a search engine, as well as an entertainment and social media platform. It is a very unique and incredibly powerful tool, one that you should really be looking into using more. Unlike other social media platforms, YouTube is the only one where your content actually gets more exposure the older it gets. Whereas with Facebook and Twitter, anything that you post can disappear into the ether buried under new content and can only be found if people go looking for it.

With YouTube, because of the way it uses keywords, a lot of your videos can be found through searches and YouTube itself can recommend them to other viewers who have watched videos of a similar nature. And so, YouTube is incredibly powerful because unlike Facebook, Twitter, or Instagram, your videos can keep resurfacing and can actually be seen more and more over time. This is very powerful for people who make money using YouTube.

Making money with YouTube can be done in several ways. The first way - and possibly the most popular and best known - is to become a YouTube partner and generate money from your videos by showing Google AdSense adverts on and around your videos. As a YouTube partner, you create a video and you get paid every time someone watches your video. You get paid a percentage of any advertising royalty that is created.

Years ago, it was easy to become an AdSense partner via YouTube and monetise your videos, but they've made it a little more difficult these days. Before you can monetise your videos, you need to have at least 1,000 subscribers and have 4,000 hours of watched video. So, you'll need to do a bit of work upfront to get your videos seen before you can become a YouTube partner and start generating revenue from their advertising platform.

But... when you do become a YouTube partner, and if you are getting a lot of video views, you can generate a lot of money because the advertising revenue is split in favour of you, the creator. You'll be earning more than YouTube takes.





YouTube pays the video creator somewhere in the region of 60% of the advertising revenue. And like a lot of these freedom businesses, you get paid for doing the work once.

If 1,000 views generates one dollar, then you need to get your videos watched by hundreds of thousands of people to generate a decent income. And this can be done by creating videos that people want to watch, or you build a popular brand, or you just keep at it churning out videos. There are people who generate a lot of money with YouTube because their videos are being watched by not just the hundreds of thousands, but by millions of people.

Unboxing is a phenomenon that is popular on YouTube, which is where people buy products in specific niches, and they open them live on camera and discuss the product as they go through it. One such item, which was incredibly popular, was children's toys. One woman known as the Disney Collector, and a porn star in a previous life, turned her attention to creating videos unboxing children's toys.

She would record herself opening packaging and playing with the toys. You would just see her hands and nothing else, apart from the toy itself. She went on to become one of YouTube's biggest earners, generating millions per year from advertising revenue because children would love watching her videos. They were being watched by their millions. In fact, I believe she has knocked up over a billion views with her previous videos. She is not alone, there have been many video unboxers who have earned a lot of money.

There are large amounts of money being made by people who are recording themselves playing computer games. These are gamers who just basically sit and play driving games or shoot 'em up games then upload their videos to YouTube.

Believe it or not, people have made money by recording videos of themselves eating. Mukbang, as it is known in South Korea where it originated, became incredibly popular. Youngsters would do live broadcast where they would just basically sit and eat food. They got paid from a combination of advertising revenue and donations from the people watching.

There are so many different ways that you can use YouTube to make money. Many people do lifestyle vlogging - video logs, the video version of blogging - where they go around the world recording themselves going to restaurants, places of interest and holiday attractions. Some vloggers have built large followings but sometimes it's not enough to earn their living and travel costs from YouTube. Lifestyle videos do not always have mass appeal to lots so they may not have large viewing figures. Then there is the problem with adverts not being seen.



More and more people are using ad blocker software - software which blocks specific forms of code preventing adverts from showing - on their internet browsers.

This means that adverts on videos don't always get seen resulting in a lot of vloggers and video creators on YouTube losing revenue... and quite a lot of it.

To help donate towards their living and travel costs, lifestyle vloggers and video creators will sometimes use platforms like Patreon to find monthly subscribers who are willing to pay a monthly donation to access their content. Platforms like Patreon allow content creators to set different price tiers where subscribers can either pay \$5, \$10, \$15, or more each month to see me and exclusive content.

Another popular YouTube style video is the quiz video. Quizzes are incredibly popular and get watched by hundreds of thousands, if not millions of people, because everyone likes to test their memory and knowledge. And it's something which people can do with their friends and family. Competing with your friends to see who knows more while enjoying a few drinks and nibbles is great fun.

Another phenomena which has been huge lately is the ASMR niche. ASMR - Autonomous Sensory Meridian Response - is where specific sounds create a tingling sensation that typically begins on the scalp and moves down the back of the neck and upper spine. It is a pleasant form of paresthesia and leaves people feeling very calm or aroused.

To stimulate this phenomena, video creators whisper into microphones or make a series of strange sounds like popping bubble wrap, dragging cotton buds slowly over the microphone and strumming comb teeth. As bizarre as it sounds, these sounds stimulate a part of the brain in a large amount of the population creating an emotional and physical response in their bodies and minds of intense calmness and or arousal. ASMR videos are incredibly popular with many racking up millions, if not hundreds of millions of views.

With YouTube, like all business models, you have to have a plan and you have to work at it. Too many people start a channel, create a few videos which they upload to YouTube then stop. When they don't make a boat load of money or gain thousands of followers within a week or two from the few videos they have shared with the world, they give up.

Creating a few videos and then just simply giving up as fast as you started, is never going to amount to any form of success. You need to work at it and work at it constantly. If you're going to create weekly videos, make sure you release them every week at the same time. Inform people of when those videos are going live and



you keep at it for a year. Be disciplined and consistent. Because if you don't, you are likely to give up before you even get the opportunity of it exploding... and it can.

I remember the story of one young woman here in the UK who had been working on her ASMR channel on YouTube for nearly a year. She had been generating quite a bit of money from it but for some reason she was considering stopping. Maybe the work was interfering with her studies and the money coming in from it was not enough to make it worth her while. She was about to give up when one of her videos suddenly went viral bringing in a lot of views, a lot of new subscribers and a lot more money.

That one video changed everything. She decided to carry on and to this day she is still doing it. She has over 500,000 subscribers - which is less than 70% of the audience who watch her videos, she is running a paid membership through YouTube where subscribers pay £4.99 per month and she is selling her own merchandise such as hoodies and T-shirts.

Creating YouTube videos is far easier than you imagine. In fact it can be incredibly easy. You have access to online software like Screencast-O-Matic.com, that you can use for as little as \$5 a month - the price of a cup of coffee - which allows you to do screen flow videos and record presentations and slideshows. We have smartphones that come with high definition cameras as standard, which allows us to record videos and audio. Everything that we need today to create a basic profitable YouTube video is in our hands and costs us nothing more than mere pennies.

YouTube itself is a free platform and so to start a YouTube business is a business which you can start today for free... or pennies if you do not have the relevant tools already. As long as you've got time and the dedication and the discipline to keep at it for a year, it's one of those businesses that you can run from anywhere and at any time. Each video you make is a potential income stream as it can generate money for years.

No one is going to say that there isn't work involved or that it is easy, but compared to many other forms of work it is. It is not location dependent, you get paid over and over again for each video, it costs pennies to start and run, and you can work as and when you want. You can decide how much effort you put into the business once you are generating a decent income from it. Knowing how to create decent YouTube videos is a freedom skill. Having a popular YouTube channel is a freedom business.



## Freedom Skill - Email Marketing

Anik Singal, the internet marketer once made over \$1 Million by sending out a series of 18 emails over 12 days. He wrote the emails promoting a \$3,000 product by Joe 'The Secret' Vitale, which he then sent out to his huge email list. With this series of emails, Anik directed the people on his list to Joe's sales page through an affiliate link. When any sales were made, a commission was paid to Anik. In 12 days, those emails generated Anik over \$1 Million in affiliate commissions.

Who wouldn't want a payday like that?

Email marketing is used by most businesses that are online, however it can be a simple yet powerful business of its own.

There are two types of email marketing, those who use it as part of their business such as big stores like Argos to generate extra sales through their online store, and then there are those without an online shop who build an email list to sell products directly to the people on their lists. These products can be yours which you create or have created as mentioned in previous chapters or other people's products where you earn a commission on each sale you make. *(More about this in the next chapter Freedom Skill - Affiliate Marketer)*

Anybody can do email marketing. You do not need a degree or any formal education and you do not need any specific technical expertise. And you certainly do not need to be brilliant at writing. I can attest to that. If I can sell products via email - which I have and do regularly - then you can too. All aspects of email marketing can easily be learned or outsourced.

Email marketing is a serious tool which can generate a lot of money. Once set up, it doesn't require a lot of time and effort on your part... unless you want to work on it more than is basically required. People love email marketing, myself included. The payoffs can be huge. I have seen it myself many times over.

Those who focus on email marketing as their main tool of business are more likely to be those who are affiliate marketers or publish information products like Anik Singal. It is through email and a sales funnel that affiliate marketers and information publishers generate a lot of money.

With email marketing, you don't necessarily need to have a 'business' website or 'blog' because you focus more on sending people to individual landing pages and



sales pages. However, I recommend you have a business focused website though, and the reason is that you can add articles, videos and content which you share on social media to generate free traffic. Having decent content on your website means that you might get free site visitors from the search engines and you can also run adverts on Facebook, Instagram and Youtube driving people to your articles, and landing pages.

Each piece of content is a sales letter in itself, pre-warming people up and enticing them to opt-in to your email list. They sign up for a free report, case study, course or newsletter. Your website will have your opt-in box(es) everywhere where it can be seen clearly. The whole focus of email marketing is to get people on your list. You use a combination of landing pages, blog articles and videos to grow your list.

## The Money Is In The List

The email list is where the money is. The list is your lifeline, it is the blood of your business. An email list basically gives you the opportunity to send people to a specific destination of your choosing. That could be a product post on your website, a video on your website, a video on YouTube, a sales letter on your website or a sales letter on another person's website using an affiliate link. It is traffic that you own, and traffic is an important part of an online business.

You build an email list by either giving away something of value for free or you sell something really valuable for a low price. Whatever it is that you use to build your email list, it has to be of value otherwise people will unsubscribe quickly.

- You can ask people to sign up to your newsletter.
- You can offer a free course.
- You can offer free video training.
- You can offer a free ebook or even a free physical book.
- It could even be to sign up for a monthly challenge.

It can be one of numerous things.

Whatever it is that you are going to give away in exchange for a person's name and email address, it must be valuable and it must be congruent in nature. You have to build an email list around a specific topic, and you want those people who come and sign up to be interested in that topic itself.

If you want to sell products which are focusing on '*vegetarian and vegan living*' for example, you don't want to give away a free iPad because that will attract all and sundry. People from all walks of life and ideologies use iPad's so your email list



could soon become full of what we call *tire kickers*. These are people who are not interested in your products at all. And you do not want that. If you want a list of vegans, you give away something which a vegan needs or would love to have.

Some email marketers have lists of 50,000 to 100,000 people... possibly more. I can only imagine how many people Anik Singal has on his email lists.

A recent study stated that each person on a responsive email list is worth \$0.50 each month. That means that an email list of only 5,000 people should generate on average \$2,500 each and every month. Anik Singal has said that the people on his email list are worth \$2 to him each month. That would make an email list of 5,000 worth an incredible \$10,000 each and every month.

If we take it that each and every person on your list is worth \$0.50 each month, then it makes sense that the bigger the list you have, the more money you can generate. But as mentioned earlier, the quality of your list is also incredibly important. An email marketer who is selling vegan shoes and clothing would rather have a list of 10,000 vegans than a list of 50,000 people who are not remotely interested in veganism.

It's important that while you grow your email list, you build a relationship with these people. You build a rapport by sending out information based emails, not just sales based letters... that isn't to say that you cannot mention or subtly direct people to your products within those information based emails.

If you have your own business, an email list is something that you must build and nurture because then you can continually remind and sell your products to new and existing customers. We know that a person who has already bought from you is likely to buy from you again. It is a well known fact that it is easier to sell to someone who has already bought from you in the past. They know who you are, they know what your products are like and they trust you. There is an existing relationship and bond with a previous customer. So it is foolish to not build your own email list if you have an online business. It is vital because an email list can increase your profits substantially compared to the cost of running it.

If you are an author, having an email list of people who've already bought one or two of your previous books is a must because then you can send them the information regarding your forthcoming releases. You can keep them updated on how chapters and characters are developing. You can send the people on your email list questions, ask for ideas and feedback and you can give them some exclusive mini side stories featuring your characters from your book. If that doesn't keep your fans happy and get them hungry for your next book then nothing will.





Email marketing requires you to build landing pages with opt-in boxes, also known as email capture forms. It is incredibly easy to build a landing page. You can either build them on your own website using incredibly easy to use plug and play web page builders like Elementor for WordPress, or you can use dedicated platforms like LeadPages and ClickFunnels. A word of warning, these are expensive services for building landing pages and sales pages. They are good but there are many other cheaper ways to build landing pages when money is an issue.

*To learn how we build landing pages and sales pages for email marketing and to learn how to get the most from email marketing go to [Email Freedom](#)*

The opt-in box/email capture form itself which you embed into your landing page will come from the email autoresponder provider. You build the forms in companies like AWeber, GetResponse, MailMunch, Mailerlite and MailChimp, you then paste the code into your landing page. It is incredibly easy. There's quite a lot of different email autoresponder companies to choose from. Some are free to start with and they get more expensive as more people join your list.

The great thing about email autoresponders is not only can you build big lists of customers and potential customers, you can set up automated email follow-up sequences which start as soon as someone joins your email list. The follow-up sequence is a series of pre-written emails which are sent out everyday for as long as you want. You fill those emails with a combination of introductory offers and information. You are building a relationship with new sign-ups as well as sending them through a sales funnel.

In a nutshell, when someone new joins your list, they get an email every day and you start to build a relationship with them by giving them great value... on autopilot.

Another reason to use an email autoresponder software service is that you can send a broadcast blast to your list. This is where you write and send an email in real time. If you have something urgent to say, a new article or video to share or there is a product launch happening, you write the email and send it to your list there and then.

With a follow-up sequence, any product you intend to promote over time needs to be evergreen. Evergreen products do not go out of date or they have a long shelf life. You can change the emails in a sequence if you need or want to but it is best to make it as much '*set and forget*' as possible. It doesn't matter if someone joins your email list in January or the following December, they will both see the same emails in your follow-up sequence. (That is unless you have made changes to the sequence of course)





With broadcast emails, you can write and send an email directing people to a product which is time sensitive. If the product launch is lasting only a couple of days you don't want to be adding that to your follow-up sequence. You send it right away to make sales on the day.

Many email marketers use the same emails over and over again. There is no reason why you can't as long as you are not doing it too regularly. The content is there to be used, it is pre-written and if the emails have made sales in the past and the products they promote are still relevant and evergreen, resend them. Do the work once and reuse as much as you can.

Remember, email marketing can generate a lot of money. It is a business that you can do from anywhere in the world and once set up correctly, it can be run with little effort on your part. It is an ultimate freedom business, because you can take it with you to anywhere in the world.

You can write your emails on your phone, you can write emails like I'm doing now using a speak-to-text application on your phone, you can write emails on tablets or you can use a small laptop. Whatever you choose to use, you do not need a lot of expensive or sophisticated equipment. You can access Google Docs from anywhere in the world which is perfect for writing email drafts and you can log into your email autoresponder service from anywhere as they are online services.

You do not need an office to be an email marketer nor do you need any staff. You can, if you wish, pay someone to build your landing pages for you and do the more technical stuff, allowing you to do the rest from your phone or tablet as long as you have access to the internet.



## Freedom Skill - Affiliate Marketer

This freedom skill is one which doesn't require a lot of skill *per se* and is often more a case of leveraging money. There are different ways to make money as an affiliate marketer but the bones of this business model is that you earn commissions selling other people's products.

You do not need to offer a service to clients, nor do you need to create any products or your own. You can generate affiliate commissions without spending much money but that can be a long process. The best way to make money as an affiliate marketer is to leverage money and scale up your efforts. It's a case of simple arbitrage. You spend a dollar to make back two or more.

This can be an incredibly lucrative business but be warned, it can require a fair amount of work upfront or quite a bit of money to invest in adverts and generating traffic before you see any returns.

Thanks to networks like JVZoo, Clickbank, MaxBounty and Peerfly, there are thousands of products an affiliate marketer can promote. An affiliate marketer needs an audience to promote products to and there are basically four ways of doing this. (They all overlap a bit but I'll explain more after listing the four methods.)

1. *Build websites dedicated to specific niches to house niche related affiliate products.* - These types of niche specific websites are known as Google sniper sites. The idea behind this model is that you land the website on the first page of the search results getting you a tonne of free traffic generating sales passively and/or share the content from that website on social media. This can be a long time project requiring a lot of work. There can be quite a lot of content needed to build niche specific websites and land them high in the Google search results.

Many people build multiple sniper sites which they rank in the search results to generate a healthy monthly income. They generally focus the bulk of their efforts on one site at a time and once they have it generating money, they start another.

However, some full time Google sniper site specialists will work on several at a time because they follow a *time* plan because rushing a niche specific website can sometimes look *unnatural* in the eyes of the search engines and so they may penalise your website. There is often a bit of overlap where they



start another site while they wait for the previous website to rank in the search engines as it can take a while.

Imagine having ten sniper sites generating between \$500 & \$1,000 per month. Isn't that a freedom giving income?

2. *Grow large followings on social media to share affiliate products with.* - Using networks like Facebook, Twitter, Instagram etc, an affiliate marketer can build huge audiences in highly targeted markets. Some affiliate marketers have grown Facebook groups of tens of thousands and sometimes hundreds of thousands of members with which they share affiliate products.

These groups and audiences will be niche specific. For example, a marketer wishing to promote products in the KETO niche will build groups and followers around fasting, KETO diets, and cutting out carbs.

As in the previous model, you can also build websites dedicated to specific niches to house niche related affiliate products and you share your website content on your social media platforms and with your groups and followers. Only this time you are not necessarily focusing on landing your website in the search results.

It is a bonus if you do get your website in a great position in the search results because the free traffic it would get would make extra sales and help grow your audience.

3. *Running paid advertising directly to affiliate products.* - Using paid adverts to send people directly to sales pages either on your own website or on the affiliate's own website is probably the most popular method because you can get results fast. Affiliate marketing using paid advertising has been likened to a money pump. Pop in a dollar, pull the arm down and collect two or more dollars back.

You can make a lot of money fast using this method. However, please be warned, this is not for the faint hearted. It can take some mastering and it can burn through your money if you are not careful. You need to pay close attention to any advertising campaigns you are running, and you need to test... test... test.

Many people have lost a lot of money because they jumped in feet first without learning the basics, testing advert campaigns/audiences, and not monitoring the campaigns they are running.



If an ad campaign is running at a loss - costing you more money to run than what you are making back in sales - then you must shut down the campaign as soon as you can. Run a test campaign and if it's looking like it is not going to be a winner, it must be paused right away. Don't waste money running losing adverts, set up new ones and test them.

Once you hit a winning advert your campaign will fly. You will be exchanging \$1 for \$2, \$3, \$5, \$10 maybe more. This is arbitrage at its best.

The downside to this is that you can be paying out a lot of money upfront in advertising costs yet waiting to be paid for the sales you make. You must factor in the upfront cost of ad spend plus losses you may make while testing ads. You will lose money while learning how to run profitable advert campaigns. It is a given. You have to understand that. But once you have mastered paid advertising, you are in a great position to make a lot of money.

4. *Build large email lists and promote affiliate products to the people on those lists.* - Having an email list, or several, which are niche specific can generate a lot of money. In online business there is one well known truth, and that is...*'the money is in the list'*.

Recent research stated that for every dollar spent building your email list, you should earn at least \$38 back. A recent study stated that each person on a responsive email list is worth \$0.50 each month. That means that an email list of only 5,000 people should generate on average \$2,500 each and every month.

Anik Single has said that the people on his email list are worth \$2 each month, that would make an email list of 5,000 worth an incredible \$10,000 each and every month. The responsiveness of an email list is down to the relationship you have with the people on it. (Refer back to the previous chapter)

There are many ways to build an email list and some of these will require you to spend money. One of the best ways to build an email list is to run paid adverts driving people to a landing page where you either give away a free product like a simple ebook, or you sell a cheap product which also can be a simple ebook. This free or cheap product is called a *lead magnet*.

The list magnet offers a solution to a specific problem. It is also the first product of many lined up as part of a sales funnel. The sales funnel will include a series of automated emails called a follow-up sequence which is



sent out using an autoresponder to those who have signed up for your lead magnet. This follow up sequence will include other affiliate product promotions. Once people are on your email list you can send regular emails promoting affiliate products you think they would be interested in.

They are the four main ways to profit from affiliate marketing but as you will have noticed, they all overlap.

Those which do not need a website could benefit from having one.

Those which focus only on being found in the search results could benefit from building an email list and having a large social media presence.

Those which focus only on using paid traffic to affiliated products could benefit greatly by having an email list, a website and a social media presence.

Those which focus on social media presence only could benefit greatly from using paid advertising.

Once you understand how to make money promoting affiliate products online, you might wish to try and use more than one method. As the saying goes, it pays not to put all of your eggs in one basket.



## Freedom Skill - Sell Merchandise

This final business model is a little different to the rest. There are some similarities as in the fact that with merchandising you create a product once and sell it multiple times, but it can require ongoing work to manage and create new products.

However, that doesn't mean that it cannot be insanely profitable or that it cannot give you more freedom, it most certainly can. But merchandise generally costs a lot less than offering a service or selling results based information.

This model is similar to being an author. It requires you to create a large portfolio of products which you sell online for many years to come.

What do I mean when I say merchandising?

I am referring to anything which is physical and can be bought to be worn or used. Things like mugs, stickers, T-Shirts, hoodies, mugs, notebooks, phone cases, shower curtains... you name it, you can sell it.

Before you start to panic, and think that you need to buy a lot of materials and machinery to make physical products... let me reassure you that there is nothing for you to make.

You **DO NOT** need to:

- make anything.
- buy any materials.
- buy any expensive equipment.
- package any products.
- post any products.

All you need to do is open up stores on websites like Sunfrog.com, RedBubble.com and Amazon, design some funky cool designs, add them to products which these companies supply, then sell them online utilising social media and running paid advertising campaigns.

The products which you design and sell are printed, and shipped direct to customers for you by the platform you are using. For example: if you design a hoodie and have it listed on Sunfrog.com and someone buys that hoodie, Sunfrog takes the



payment, prints the design on the hoodie and posts it to whoever bought it. They will then send you a commission for the sale.

The same thing happens with all of those platforms, RedBubbe.com, Zazzle.com, Cafepress.com, Teemill.com. You create the design, add it to your store and they do the rest.

There are quite a lot of platforms which allow you to add designs to specific products and sell them. This can be an incredibly lucrative business. John (the other half of the Freedom Skills Academy) and I have sold thousands of dollars worth of products on a few of these platforms.

Some of the products we designed ourselves, others were other people's designs which we promoted where we got paid an affiliate commission. The designers of those products would have been happy with us because we made sales of their products for them. They didn't need to do anything else.

That is one of the great things about a few of these platforms, they allow other people to sell your products for a commission meaning that you can make more sales without having to do anything.

One of the reasons I have added this business model to this list is that it is really easy to get started with and it can be run from a laptop from anywhere in the world.

This business model is a numbers game, to make a decent income from this you need to have a large portfolio of designs and products to sell. If you had 200 different designs available on 10 different products - hoodies, phone cases, mugs etc - then you have 2,000 products available to buy online.

If you were able to sell just 1 item from each design a day, you will be making 200 sales a day which is between 5,600 and 6,200 product sales a calendar month. I am not saying that you will do that, but you have a greater chance of making more sales if you have a larger portfolio of designs and products which will appeal to more people.

Plus, the more designs you have, there is a greater chance of a person buying multiple items from your inventory at the time of purchase.

To make a decent living from this you will more likely need to scale it by running paid adverts directing people to your products. This is an arbitrage style business. You pay out \$1 in advertising to make \$2 or more back. Once you have some





popular designs or products, you ramp up your advertising and show your designs and products to more people.

Once you have mastered paid advertising and created plenty of cool designs, you could be paying out \$1 and making \$10 or more back.

You can make sales without running any paid adverts but the chance of making decent money is slim. But it can be done and these platforms can be a big help because they will promote products which are selling well. So if your designs are seriously cool and popular, it is possible to make sales without having to do anything because the platforms are promoting them for you.

I once designed a T-Shirt which I sell on Sunfrog.com - you can see it here [Not My Monkeys](#) - I took that same design and added it to Redbubble.com as a sticker. One morning I woke to find a notification from RedBubble telling me that someone in Australia had bought 12 of those stickers. It didn't generate a lot of money but they were sales from a design I created several years previous which I was not actively promoting.

Incidentally, I once went to look at that T-Shirt and not long after that, I was shown my T-Shirt on Facebook as an advert paid by Sunfrog. If they did that to me, they will do it to others who have looked at your products.

John has made *several low content* work books and published them on Amazon. These are incredibly easy to make and once produced and published, people can buy them at any time of the day for as long as you leave them online.

Low content books are nothing more than a workbook with a cover, plenty of lined pages for writing on and then a few printed lines of ideas or suggestions. For example: a low content book could be something like *The 100 Day Home Workout Challenge* which had sections dedicated to several exercises with check boxes and inspirational quotes to help keep people on track. This book is essentially a blank workbook but it can be sold online over and over again.

Once you have created one low content workbook, you do another, and another and you keep adding to your inventory of books. These types of books can be made in a couple of evenings. They are a lot less work than trying to write a fiction novel but you can often charge more for them.

To see an example of a low content book click here: [100 Day Journal](#)

To learn more, go to [FreedomSkillsAcademy.com/lowcb](https://FreedomSkillsAcademy.com/lowcb).



This business model does require you to create a fairly large amount of designs and products and to run and manage paid advertising and social media campaigns. But like all things, this is not really a lot of hard work in the grand scheme of things plus, you can always pay people to create your designs or products for you once the money is coming in.

There is nothing to say that you must do this alone.

The idea with all of these business models is that you shape them to suit you and to give you more freedom.



## Summary & Some Final Thoughts

The business models presented to you in this book are ones which anyone can do from anywhere in the world. There are no reasons that I can see that will prevent anyone with a sound mind from doing well in at least one of these models.

Even a person who is in the latter years of their life can do one or more of these business ideas if they are willing to learn and put the time in. Age may make *learning* and *doing* a little harder than when we were younger, but only personal choice makes something completely undoable.

There would be no KFC if the Colonel decided that he was too old to share his style of cooked chicken or that no one would buy his chicken because of his age. But he didn't let the fact that he was in his 60's stop him from trying. Also, it is said that his famous recipe was rejected 1,009 times before he hit it big. There is a valuable truth in that fact alone... do not give up.

Do you want to know what the power of '*not giving up*' also looks like?

JK Rowling's Harry Potter manuscript was rejected 12 times before it was published, now look at her and her Harry Potter franchise.

The Beatles were told that their sound was '*old and outdated*' by Decca Records A&R man before they went on to conquer the music world and become the biggest band of all time.

James Patterson who is one of history's most successful and well known authors had his first short story rejected over 30 times.

Stephen King had to swap his thumb tack for a nail to hold up all of the rejection letters he received before his first book *Carrie* was published.

The main reasons people fail to succeed in any one thing are:

- *Quitting far too early* - Many people do not give a business or project enough time to allow it to come into fruition. An apple seed will grow into a tree in time, but if you decide after six months that there are no apples so it can't be working and promptly give up, you'll never enjoy a bountiful harvest of apples.
- *Not putting in enough work or effort* - Fail to put in even the least required amount of work means it cannot become what it could be. You would never



plant a seed in soil, stick it in the sun but not give it water. A plant cannot grow without the basic necessities, neither can a business. You must do what is required.

- *Believing from the start that they were unlikely to succeed* - Personal mindset and attitude can make or break a person's chance of success far easier than many of the hurdles and problems thrown in your way by other people or life itself.
- *Not being disciplined* - Too many people allow themselves to be distracted which takes you away from what you are doing and trying to achieve. A distracted and undisciplined person rarely succeeds.
- *Jumping from one idea to another* - This is similar to quitting too early but the motivation for a person to stop too early is that they see a *new system*, have a *new idea* or buy another *shiny new object*. Many unsuccessful people flip from one system or idea to another and then another too regularly. They are undisciplined and fail to make a decision to work on one thing and one thing only *come hell and high water* until they have exhausted it's potential.

The truth is, there is only you who can ultimately decide on how well you make these models work.

Yes, sometimes there are other factors which can have an effect on your success or sales, such as trying to sell ice cream in a snowstorm to the homeless who simply crave warmth.

The cold and snow and the desire of the homeless to get warm would work against you and your success, but ultimately, some would argue - and I agree with this - it was your decision to sell a product which was unlikely to sell to a crowd of people who didn't want or need it during a period which was not conducive to the selling of that product which caused the project to fail.

### **What Should You Do Next.**

Now it is time to decide what it is that you want to do and how you are going to go about it.

All I ask is that you spend some time with a notepad and pen going through the ideas and methods in this book figuring out what you would like to do and whether it suits you. If it is not a good fit for you then it may be hard to succeed in it.



If you are looking for a way to make the most money by doing the least amount of time which requires very little learning, skill and investment, figure out which is the best fit for you.

Decide which one of these - or a system derived from reading this book - you would like to work with.

As the popular saying goes... *failing to plan is a plan to fail.*

Spend some quality time planning out what it is that you want to do and achieve. Take as long as you need. Do not rush this part. Get it right now and it will save you a lot of time and hardship in the long run.

Visit the [Freedom Skills Academy website](#) for more tips and advice and check out our courses which accompany this book. If there are no courses yet available which tally up with each business model when you read this book, there soon will be.

Keep checking back because our plan is to release in depth step by step courses covering all of the Freedom Skills mentioned in this book.

We don't just want to tell you about them, we want you to master them and with our help, you will do just that.

To your success.

Andi Leeman

# Freedom Skills Academy

