



THE BEGINNER'S
GUIDE TO
STARTING A
LIFESTYLE
BUSINESS

BY
HENRI JUNTILA

The Beginner's Guide to Starting a Lifestyle Business
Copyright © 2013 Henri Junttila. All Rights Reserved.

You may distribute this report freely, but you are not allowed to change anything, claim it as your own, or sell it.

Also, I suggest you print it out for easier reading. Enjoy.

Table of Contents

Here's a brief overview of what you'll learn in this report. You can click on each of the sections below to jump directly to it.

The Early Days 4

What is a Lifestyle Business Anyway? 5

7 Reasons to Build a Lifestyle Business 7

Who Can Build a Lifestyle Business? 10

How Does It All Work? 11

5 Proven Ways to Make Money 15

How Much Does it Cost to Start? 18

How to Start Your Lifestyle Business 20

How to Build a Lifestyle Business in Your Spare Time 24

5 Common Mistakes You Must Avoid 28

Frequently Asked Questions (FAQ) 31

Your Next Step 33

About the Author 34

The Early Days

Just a few years ago, if someone were to tell me that I could get paid to do work I enjoyed, while living the lifestyle of my dreams, I would've laughed.

I would not have believed that it was possible.

Yet here I am, doing exactly what I would've never believed possible. It just goes to show that you don't always know what's around the corner when you follow your bliss.

My lifestyle business allows me to have control over how I spend my time. I can spend hours upon hours playing with my son and being with my family.

I can travel all over the world, if I choose to, whenever I want, without having to answer to a boss.

I get to work with clients and customers who I would consider friends. And above all, I get to *feel excited* to wake up in the morning and get to "work."

Now, getting here wasn't easy. I spent years falling for get-rich quick scams online. And I wasted well over \$10,000 in the process.

But eventually things clicked.

And when they clicked, I went from \$0 to \$3,000+ per month within a year, and my girlfriend and I moved to Spain for 11 months. But that's another story.

The bottom line is that this is possible for you. It isn't easy, but it is worth the effort. However, just "following your passion" is not enough. You'll discover why and what to do instead in just a second.

In this report, you'll discover the basic building blocks of a lifestyle business.

We'll go through everything from what a lifestyle business is to how to get started, and what pitfalls to avoid.

In this report, you'll also notice that I touch on the same topics from different angles. I do this because it increases understanding. My goal is not to just give you more information, but to help you gain clarity and get real results.

Enjoy!

Henri Junttila

<http://www.wakeupcloud.com/>

What is a Lifestyle Business Anyway?

You may not be familiar with the term 'Lifestyle Business.'

Maybe you've bumped into it online and you found it fascinating, but you still don't know what it is, why you should care, or how it works.

The good news is that you'll discover the answer to all of these questions in this report, but let's keep things simple and start with the first question.



The journey to a profitable lifestyle business is often confusing, but it doesn't have to be.

A lifestyle business is a business that supports your lifestyle. It allows you to do what you want, when you want, and from where you want.

It may not always be that flexible, because what truly is? But it should support your life, instead of the other way around (think regular, corporate jobs).

More and more people are waking up to the fact that they can no longer keep working at their 9-to-5 job. They are discovering that *there's more to life*, and they are realizing that you can do work you are excited about and interested in.

This doesn't mean you have to be 110% passionate about what you do, because that may take time. And remember, this isn't all about you. A business exists because it solves a problem.

A lifestyle business can be any kind of business. It can be conducted online or offline. It can range from selling physical goods to selling information.

The main way I help my students build a lifestyle business is through selling information or services online, because it amounts to the largest amount of freedom once you've gotten things going.

This could mean ebooks, courses, membership sites, or even coaching and consulting. We'll dive deeper into the different ways later in this report.

This doesn't mean that building a lifestyle business is easy, because it's not. Building any kind of business is hard, and anyone who tells you otherwise is lying.

In short, a lifestyle business, to me, is simply an online business focused on selling information in one form or another.

It's perfect for people who are teachers, consultants, coaches, trainers, or who want to become any of those things.

I call these people change-makers, because they do good in the world, and they help *make a positive impact* with their work, while supporting themselves.

Now that you have a handle on what a lifestyle business is, why should you build one? What are the benefits, and what's in it for you?

7 Reasons to Build a Lifestyle Business

I've never been good with authority. And I've never held a real job.

When I was 18, I learned how to play poker, and I became a professional online poker player.

That was the beginning of my unconventional life.

I value freedom, independence, honesty, and making a difference in the world.



You don't have to be a slave to time.

While poker delivered a few of those, it failed to deliver the rest. That's why I started an online business.

My lifestyle business gives me the freedom to do what I want, and it gives me almost complete control over my time.

This is more important to me now than ever before, because I became a father in December 2011 to a beautiful baby boy called Vincent.

There are many other benefits to running a lifestyle business, let's dive into the more specifically, shall we?

1. Enjoyment

One of the core reasons why I do this is because I enjoy it. I couldn't survive if I had to spend 8 hours a day at a job I didn't like.

The work I do has to be challenging, interesting, and I have to want to do it. It has to give me *a sense of fulfillment*.

A big part of the work I do teaching people how to build their own lifestyle business is very dynamic. There are constantly new challenges and obstacles to conquer.

This keeps things fresh. And it doesn't hurt that I'm doing something I'm good at. One of my superpowers is creating content and simplifying complex topics so they make sense to my students and clients.

I believe the reason you are on this planet is to enjoy yourself. It's to follow your heart and excitement. Yes, you still have to be practical, but if you're not liking your life right now, it's a sign that changes need to be made.

2. No Alarm Clock

The second benefit is freedom, or the way I put it, "no alarm clock."

I've never been great at waking up in the morning. I like to sleep for as long as I sleep. Sometimes that means waking up at 5AM, and sometimes that means waking up at noon.

If I don't get enough sleep, I'm like a zombie for the rest of the day. I also don't particularly care for adhering to someone else's schedule.

I enjoy my independence, which is why I enjoy having a lifestyle business. Who knows if this may change in the future, but this is how things are right now.

3. Location Independence

My lifestyle business also gives me location independence. I can work from anywhere in the world.

Right now, as I write this, I live in northern Scandinavia, where my family is and where Vincent's grandparents live.

It's very cold here during the winters, but for some reason, I enjoy it here, at least right now. My business allows me to take vacations whenever I want, because I can just bring my laptop along and get my work done wherever I am.

In 2010, my girlfriend and I [lived in Spain for a year](#). We made some great friends, learned Spanish and ate some fantastic food.

What could you do if you had *complete control of your schedule*?

What could you do if you could do your work anywhere in the world? Where would you go?

4. Live Life on Your Terms

A lifestyle business supports you in living life on your terms.

If that means traveling the world, one country at a time, then that's what it's there for. If it means having more time for your family and friends, it can do that, too.

If it simply means reading books and exploring what life has to offer, I'm pretty sure that's possible as well.

You can do work that makes your heart sing. And yes, this is possible even if you have a family. Others have done it. You can, too.

Skip the excuses.

5. Relationships

While running an online business as a solopreneur can get lonely, it also gives you more time to be with your friends, family, and pets.

I'm not the best at scheduling my time, and I'm okay with that, because it's not a problem (that I'm aware of anyway).

I try to work when I'm inspired, and a flexible schedule allows me to do that. It doesn't always happen, but more often than not, it does.

6. Personal Growth

For me, running a business has been one of the biggest growth experiences of my life.

It constantly pushes me into new territory. It forces me to grow as a human being.

This isn't just about the money for me. It's about creating the life I want to live, both on the inside and on the outside. And it's about helping you do the same.

I want to have time to focus on the personal development side of life, not just making money and bathing in material abundance.

7. Core

What this really boils down to is freedom and inner peace.

We don't build businesses to build businesses, we do it because it gives us something else, and for me that something else is the *freedom to live my life my way*.

It's what allowed me to spend 11 months in Spain in 2010, and it's what will allow me to spend a lot of time with my son, and my family.

We all have different goals, and a lifestyle business is not for everyone, but if you resonate with what I've said here, it might just be for you.

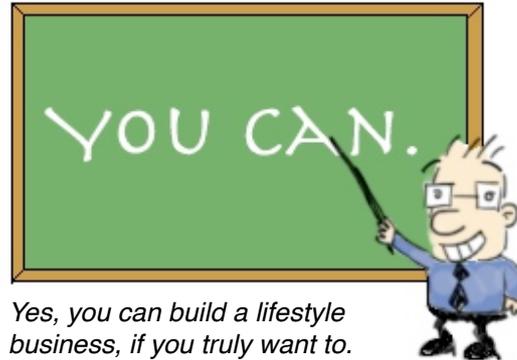
Let's move on to our next topic, which is: who can build a lifestyle business? Is it truly the right option for you?

Who Can Build a Lifestyle Business?

So, is a lifestyle business only for teachers, trainers, consultants and the like?

Technically anyone can build a lifestyle business.

I focus on teachers, consultants, trainers and change-makers, because those are the people that get the best results when they work with me.



And I love working with them.

I focus on people who can (or want to) sell information online, because that's where my experience lies. I only teach what I know.

This doesn't mean this is the only way to run a lifestyle business. What this means is that if you resonate with my personality and style, know that I mainly help people build an information business around their passion.

An obstacle people run into is they believe they have to be experts to start a lifestyle business, and that just isn't true.

You can learn while "on the job."

But what is required is that you know more than the people you help. What matters is that you help people solve problems.

For example, if you've lost weight after trying what seems like a million different diet fads, you can help other people lose weight. You can help people who are trying to lose weight but are having no success with all of the fads out there.

You see, you don't need credentials. You don't need to be a personal trainer, although it probably doesn't hurt.

You just need to be able to help people, wherever they are.

In short, anyone can build a lifestyle business.

But if you want to work with me, you'll do best if you want to sell information or coach/consult.

At this point you may say, "okay, okay, this all sounds good, but how does a lifestyle business work?"

How Does It All Work?

Figuring out how a lifestyle business works can be confusing, and often marketers make it confusing so they can sell you their solution (clarity).

But I'm going to be completely honest with you here, because my goal is to help you *craft the lifestyle you desire*.

While that may sound a bit cliché, it's what sets my heart on fire.

My mission is to help you wake up to your potential and to the fact that you don't have to say goodbye to happiness, passion and excitement.

You can have it, and you can have it *right now*.

But let's not go into that here. You can find more about this in my [Passionate Living Course](#) and on my website.

What Kind of Work is Involved?

The main work involved in building a lifestyle business is content creation.

In the beginning, you have to create content in the form of text, audio or video. You have to build a home base (a website/blog) where people can find you.

(If you're unsure about how to start a blog, check out my comprehensive [blog starting guide here](#)).

And you have to have content that helps them. Why? Because it helps people get to know, trust and like you, which in turn means they want to learn more.

Further down the road, you'll create products and services, and you'll need to promote yourself.

The best way to do this is via content marketing, which simply means using content to help people find you.

It could mean writing for another website in exchange for links back, or it could mean being interviewed. There are a lot of possibilities.

Now, you may not be comfortable with creating content, and that's fine, because it's just another skill *you can learn*. If you believe you're not a great writer, that's just something you've picked along the way.



It's not about putting up a website and waiting for the money to roll in.

You don't have to be a great writer to build a lifestyle business.

Remember, I'm not a native English speaker. I make plenty of mistakes in my writing, and I have a Swedish accent, and I do just fine.

There are people who mess things up more than I do, and they do fine.

That means *you can do this*, too, unless you let your excuses stop you.

Is the Income Predictable?

In the beginning, it isn't, but as you gain momentum, it becomes more and more predictable.

You also have to be careful with how you define predictable. Do you see regular jobs as predictable income? If you do, you may need to change that definition.

With a lifestyle business, you can have multiple stream of income. You could be making money from:

- Affiliate programs
- Products
- Services
- Speaking
- Membership sites
- Sponsors

The list goes on and on..

On top of this, you will have complete control of your own email list, or your audience, so even if your website crashes or the search engines suddenly start to hate you, you have leverage that a normal job just can't offer.

But in the beginning, the income may not be predictable. As you build things out and expand, it becomes very predictable, but it's not easy.

So, how is a lifestyle business built? Let's do a brief rundown.

1. Problem

The first thing you have to do is find a problem you can solve. This doesn't have to mean that you help people with a specific problem like losing weight.

It could mean starting a web-based interview show that gives people information and solves problems that way. You could then make money via sponsors, partnerships, and even products down the road.

But you have to find the intersection between:

- What people want
- What you're good at (or want to become good at)

- What people are willing to pay for

It's not enough to just follow your passion. There are a lot of misconceptions around passion that you should beware of, but that's a topic for another day.

2. Audience

Once you've found your intersection, it's time to build an audience.

The power is shifting away from big media companies to independent publishers (that means you).

And the bigger your audience, the more power you have. Not power in terms of manipulating people, but power in terms of influence.

When you have an audience willing to listen to what you say. When they trust you, you have leverage that no job can give you.

If you've picked the right market, you will have a thriving lifestyle business.

So, how do you build an audience?

The simple answer is:

- You get a website up
- You get people on your email newsletter
- You rinse and repeat

This takes work, and one of the keys to any lifestyle business is an email list.

To read more about what an email list is and how to use it, [check out my free articles here](#).

3. Solution

Once you have a small audience, you can figure out what problems they have.

What are they struggling with? What is stopping them from getting what they want?

With this information, you can create your first product or service. It could be a small ebook, an ecourse, or coaching package.

For example, if your strength is the technical side of websites, you can help people get their websites set-up.

You can have a DIY course, and you can also offer a service where you setup and manage websites for other people.

A solution is simply something that helps people move forward in the best way possible. Some people will want to learn everything themselves, while others will need hand-holding.

Like With Any Business, Experimentation is Crucial

A lifestyle business is no different from any other business.

A business makes money because it solves problems that people are willing to pay for. You have to find your corner of the market.

You have to discover who you want to help, and what you want to help them with.

This doesn't mean you're 100% passionate about everything in that market, it means you're passionate about helping the people you're helping.

There's nothing magical about building an online business. There are no shortcuts. It's going to be hard work, but it's going to be well worth it.

Let's move onto how you can make money with a lifestyle business.

5 Proven Ways to Make Money

What are the possibilities?

How can you make money with a lifestyle business?

In this section, I'll briefly cover 5 common ways that advice-based online businesses make money.

I personally have experience with all of these, so everything I share comes from my experience of what works and what doesn't.

Let's dive right in.

1. Services

The first way is to offer services. This could be coaching, consulting or done for you services.

It could be website setups, designs, proofreading, health coaching, or something else depending on what market you're in.

Services are one of the best ways to start bringing in money in the beginning. If you charge \$100 per hour and have 10 monthly clients, that means your income is \$1,000 per month.

And while you're coaching, you're getting insights into your customers' lives. You can use these insights to create products and online courses.

However, it takes work to get those first clients, so you have to be willing to work hard. And you have to be willing to get out there and get in front of potential clients.

2. Products

The next way is to create products. This could be:

- Ebooks
- Audio courses
- Video courses
- Workbooks
- Or all of the above

The reason I recommend you start with services is because it takes time to build an audience large enough to be able to bring in a sustainable income on just products.



It takes time to build momentum, like with anything in life.

But products can be a great way to bring in additional income in the beginning. And the good news is that your first product doesn't have to be perfect. It could just be a small report or a 20 minute audio recording. Then you listen to feedback and improve.

3. Affiliate Marketing

Then we have affiliate marketing, which simply means making money by recommending products.

For example, if I join Amazon's affiliate program, I get a certain percentage of each sale from customers that go to Amazon via my link.

Now, Amazon only pays around 4-6%.

Compare that to some online courses that pay anywhere from 50-100% if you refer a customer.

As with products, affiliate marketing income takes time to build up, but it's a nice way to bring in extra money.

And it's a great way to complement your own services and products. For example, I help people build a lifestyle business, but I don't own a web host, and I don't create website solutions.

Instead, I recommend people to the services I use, and I make a commission each time someone buys through my link.

4. Training Courses

Then we have larger training courses. These are what I call core offers where you help people for a month to six months, and you help people reach a significant goal.

I do this with my premium training course, [Lifestyle Liberation Academy](#). It helps you get started building a lifestyle business.

In reality, the Academy is more like an ongoing training course with unlimited support.

In it I share what works and what doesn't. I share how I run my business and you get a framework for building your business. You also get unlimited access to me to ask questions and gain clarity.

Having a core offer makes promotion simpler, because when you can make a bigger promise (compared to smaller ebooks), it's going to be more compelling for your audience.

So premium training courses are crucial, but they don't happen right away. In the beginning, you may not know enough about your audience to create a deeper course.

That's fine. It'll come with time.

But also be aware of if you're holding yourself back because you think you don't have anything to offer.

5. Membership Sites (Communities)

Then we have membership sites, which work like a magazine subscription.

Every month, someone pays to stay a member.

For example, I have a membership over at [Lifestyle Liberation Academy](#), where you not only get all the training you need to get started, but also unlimited support from me and the community.

I'm in the forum everyday to answer questions.

The reason I have a membership like this is so you can get all the training and support you need at an extremely affordable price.

Most marketers would say that I'm crazy, but this is the only way that makes sense to me.

There Are Many More Ways to Make Money

A lifestyle business is extremely flexible, so while we've covered five ways you can make money with your business, it doesn't mean that these are everything that's available.

These are five income streams that I have in my business, so that's why I wanted to share them here.

Now that you have a sense of how a lifestyle business can make money, let's look at how much it actually costs to start the ball rolling.

How Much Does it Cost to Start?

Believe it or not, but you don't need thousands to start an online business.

Just a few years ago, if you wanted to start a business, you would've had to spend tens of thousands, if not hundreds of thousands to get it going.

And it would've taken years to become profitable.

That was the world of offline business.

Today things are very different. You can get started for under \$100. That's one of the advantages of an advice-based online business.



There's nothing stopping you, except the ideas you choose to believe in.

So, What Exactly is Required?

There are just a few things you need:

- A payment processor: PayPal (free)
- A hosting account: [HostGator](#) (a few dollars per month)
- A blog: WordPress (free)
- An email list: [Aweber](#) (\$19 per month)

As you can see, the basic building blocks are extremely inexpensive.

Another option if you're not tech savvy is to go with [WP Unboxed](#), who help you set-up your website and make sure it's running smoothly. I use them myself on Wake Up Cloud to make sure nothing goes wrong.

There are a lot of other factors involved in building a thriving lifestyle business, but the start-up costs are not an issue, as you can see.

How Much Does it Cost?

If we put all of the above together, you're spending less than \$30 per month to have the most important elements in place.

If you think you can't afford \$30, you may need to re-evaluate your priorities.

If you add a high-quality training course to this, you'll save a lot of frustration, money and time in the long-run.

It might run you anywhere from \$300-500, but it's money well spent. Whatever you do, don't try to figure this out on your own, because there's a lot of bad advice out there.

It's easy to get confused, overwhelmed and give up.

Don't Be Fooled

The barrier to entry is low. That means a lot of people will start, and a lot of people will fail, because they don't know what to do, and they fall for get-rich quick promises.

This takes time, and it takes work. But it is possible. I've done it, and I've seen many others do it.

I've made a full-time living online since 2009, and I only share what's working right now in all of my free and paid material.

No fluff, no hype, just the truth, because the truth shall set you free.

How to Start Your Lifestyle Business

Okay, so now you know about the what, why, how and have an overview of how things work.

But how do you get started?

What are the next steps you need to take to get the ball rolling?

You may be feeling overwhelmed with all the choices out there. There are many paths you can take. There are many training courses and coaches that can help you.

It's overwhelming.

I know, because I've been there and done that.

In the beginning, I [wasted over \\$10,000 on get-rich quick schemes](#) and lousy coaching.

But this initial phase of confusion is normal, because when you're learning something new, you will be confused and overwhelmed.

That's how your brain works.

So, Where Do You Start?

You start by finding a problem.

Find a problem that people are willing to pay for to have solved.

You discover what people are willing to pay for by looking at what people are already spending money on.

Competition should not be avoided. Competition means there's demand for what you have to offer.

There's a reason why some markets don't have competition, so beware.

You also want to keep in mind what you enjoy doing.

That means you have to find the intersection between what you're passionate about, what you're good at, and what people are willing to pay for.



Getting started is easier than you think. It's more about how determined you are than anything else.

What Do Problems Look Like?

Let's take a few examples of possible problems:

- Helping new moms lose their post pregnancy weight
- Teaching people how to grow tomatoes at home
- Proof-reading documents, articles and books
- Helping writers that have trouble selling their fiction books
- Helping writers overcome their writing blocks and get their writing done on time
- Helping kids deal with bipolar disorder
- Helping people cook delicious, healthy meals cheaply, quickly and easily

I could go on and on.

You may also have noticed that the tomatoes example isn't really a problem, but there is a problem hidden underneath it.

People have trouble growing tomatoes. They have problems. And you have the solution to those problems.

So, what do you do after you've got a problem?

Let's have a look at that.

How to Start Your Lifestyle Business

Once you have a problem in mind, it's time to get a website up and start attracting traffic.

That's the way I coach my clients who want to build an online business. However, you can also go out and find clients right away. Think locally.

Could you hold a live workshop somewhere near you?

Could you attend networking events?

How could you get your first paying client or customer? Don't think big. Instead think about helping ONE person with ONE problem.

You will have to hustle. Remember, you're just getting started. And you're probably feeling overwhelmed and scared already.

It's normal.

And it's also the reason why most people give up. You have to focus on taking one step at a time. Once you've gotten your website up, or gotten your first client, or both, you've begun the journey.

Then comes a whole slew of other things you have to think about, such as:

- Building an email list of people that want to hear from you
- Producing content that will attract clients and customers while you sleep
- Figuring out what products and services people want to buy
- What [pitfalls to avoid](#) so you don't have to waste years figuring this out

There's a lot to learn, which is why I've created the [Lifestyle Liberation Academy](#)

The Academy takes you from A to Z when it comes to building a business that supports your lifestyle.

To get started, you don't need much. And here's the thing most people never tell you.

You Have to Do What Feels Right

You don't have to quit your job, or risk your income if you have a family that depends on you.

You can start a lifestyle business on the side and see how things go.

You also have to be aware of what resonates with you. I can give you all the tips in the world, but only some of them will be right for you.

I can only share my story. You have to take what feels right and run with it. In the end, you have to be willing to *move forward*.

And you have to be willing to start BEFORE *you're ready*.

You can't learn to ride a bike by taking a course. Sooner or later, you have to get on your bike and try. You will fall down, and you may even get a few scratches, but eventually you'll "get it."

Now, does this mean you should stop trying to learn anything about starting a profitable lifestyle business?

Not at all. But you have to stop learning too much.

Learn what you need to *take action*, and then *implement*.

This is exactly what I focus on in all of my courses and programs. I give you enough information to take action, then I help you with whatever obstacles come up.

The Biggest Mistake You Can Make

The biggest obstacle I see people run into is not the lack of information or know-how, but themselves. They make excuses for why they can't start.

Maybe it's the fact that they work a full-time job and they have no energy at the end of the day.

Maybe it's that they aren't 100% clear on what their passion is, or what problem they're solving.

It could be anything.

But I'm here to tell you that none of it matters.

There are people who are in "worse" situations than you, and they're making this happen.

It comes down to how badly you want it. If building a lifestyle business just sounds like a nice thing to do, you probably aren't *ready to take action*.

But if you're sick of staying at your job, and you want to share your gifts with the world, then you have a good chance of succeeding.

Building a Lifestyle Business Takes Work

And it's tough to go at this alone.

For now, know that there is no perfect answer to starting your lifestyle business. You have to get out there and experiment.

Do your best to find a problem to solve, but don't get hung up on it.

You have to be willing to *start before you're ready*. It won't feel comfortable, but once you get started, you'll realize that trying to figure it all out was insane.

So just *start* with what you have.

And start *now*.

The rest will come to you when the time is right.

How to Build a Lifestyle Business in Your Spare Time

I used to spend a lot of time watching TV many years ago.

And I used the excuse, "I don't have time," when in reality I didn't feel like doing much. I wanted things to be easier.

It felt much more comfortable to relax in front of the TV than to do anything "hard."

Since then, I've changed quite a bit. I still enjoy watching TV, but my priorities are different.



Time is not the problem.

I get a lot of emails from people telling me they'd like to start a lifestyle business, but they just don't have time.

This seeming lack of time is what I want to cover. Just for a moment, I'd like to ask you to suspend your beliefs that this isn't possible, or that you don't have time.

Open your mind to the possibility that you have more than enough time to build a lifestyle business in your spare time.

Yes, even if you work a full-time job and have kids.

The Problem is NOT Time

It's how you prioritize your time.

You've probably heard this before. But that doesn't make it any less true.

This whole thing about time is another very convenient excuse. It may be more believable than many other excuses, but it's still an excuse.

Because let's face it. If you truly wanted to, could you find 15 minutes during the day to work on your business?

Of course you could.

There are people out there who have less time than you, and they are going after their dreams. That means you can do it, too.

But you have to stop putting up obstacles in front of yourself.

Yes, you may be swamped, but there is always a way to find time to work on something that's important to you.

False Solutions

The solutions I often hear from people go something like this, if I only:

- Could quit my job
- Take a vacation to focus on my business
- Had more clarity on what to do

But these are all excuses.

If you quit your job, you wouldn't get any more done than you do now. Plus, you would probably be stressed out because you wouldn't have any money coming in.

It's classic Parkinson's Law, which states: work expands to fill the time available for its completion. If you quit your job, you'd just spend more time procrastinating and doing useless tasks.

I know, because I've been there.

Stop waiting for something to happen, and start with what you have.

The Real Solution

This is not about getting more time, it's about:

- Finding pockets of time
- Focusing on the right tasks
- Getting more done in less time

It's about working hard, but also working smarter. It's about working with what you have, even if that means working just 10 minutes a day.

The more time you have on your hands, and if you use that time wisely, the more progress you can make.

But this doesn't mean that you can't make tremendous progress with just 30-60 minutes of focused work per day. Yes, it will be slower than someone who's putting in 3 hours, but you can only do what you can do.

We have this false notion that we need to drop everything to do something, that we need to make dramatic changes.

But building a business takes time. It's not going to happen overnight, and sometimes just having one to two hours a day is more than enough to make significant progress.

You can build a business in your spare time.

Is it going to be easy? Nope.

Will you have to get more organized? Probably.

But is it possible? Definitely.

How Much I Work

On a typical day, I'll work around 2-4 hours.

But during these hours I'll get more done than most people do in 8 hours. Sometimes more than some people do in days.

Since becoming a father, I've had to become extremely efficient. I've had to fit work into the few hours I have in the morning. It has also helped me separate work from life. I used to try and work all day long, but it was only burning me out.

I was trying to force progress. Now, I get my things done in the morning and then I live life. I'm a classic overachiever, so this hasn't been easy.

Focusing on the Right Tasks

If you're starting out, or if you're in the process of growing your business, chances are you won't know what to focus on, when, and how to get it done. This means you're wasting time.

A lot of time.

I've written about the [cornerstones of a lifestyle business](#), but that post alone won't help you focus on the right tasks, because it's impossible to convey everything you need to know in a blog post.

You have to constantly focus on where you are going and then evaluate if what you are doing right now is helping you get there.

When you focus on the right tasks, you can often eliminate 80% of the things you're doing. The good old 80/20 rule comes into play.

And this means you can make amazing progress with the time you have each day.

The Bottom Line

You already have the time you need to build your lifestyle business.

This is not about getting more time. That's an excuse. This is about learning to use the time you have better. And focusing on the right tasks that give you the best results for your time.

If you truly don't have time to build a business right now, that's fine. But don't make excuses for why you can't make it happen. Own your decision.

If you've read this far, somewhere deep down you want to make this happen, so start thinking about how you can find that extra time.

And start looking at what you need to focus on first.

5 Common Mistakes You Must Avoid

There are a lot of mistakes you can make while building your lifestyle business. I know, because I've made many of them.

The reason I'm able to do what I do today is because I've mostly figured out what doesn't work.

I've discovered what works for me via trial and error.

I've spent years without much help trying to figure this out.

And the biggest mistake I made in the beginning is also the first mistake we'll cover.



What are some of the most common mistakes you should avoid?

1. Getting Caught in Scams

When I first discovered that you could build an online business, I thought it was going to be a walk in the park.

I bought products that promised I would be making \$12,432 (or another very specific number) within 3 months. I imagined myself sitting on the beach sipping banana smoothies and enjoying my life.

But it didn't quite work out that way.

I ended up wasting years and over \$10,000 falling for get-rich quick programs and coaching. I don't regret any of it though. I learned a lot, and I share those learnings with my customers and clients.

When you're first starting out, avoid people who promise you the moon, because if something is too good to be true, it often is.

2. Original Idea

The second mistake is thinking that you need an original idea to start a business.

I see people being held back for years because of this. They believe they have to find an untapped market and come up with an innovative idea, but that isn't how things work.

[You don't need an original idea](#), you just have to provide value. And when you provide value in a market that is willing to pay for it, you have the seeds of a business.

Down the line you may come up with something that changes the whole world, but you have to start somewhere, and usually that somewhere isn't with an innovative idea.

Again, it comes back to being willing to start before *you're ready*.

Be aware of the ideas you believe to be true that hold you back. A big one is thinking you need an original idea.

3. Overwhelm

The next mistake is overwhelm.

You will get overwhelmed whenever you're learning something new. But getting stuck in overwhelm and perfection-land is where the problems begin.

I know you have a lot of ideas. I know you have many passions and interests. I know you want to figure things out so you don't fail.

And I know your heart yearns to contribute and to be of service.

But most of the time, you just can't figure things out.

You have to be willing to *start*.

One of the benefits of having a community of like-minded people to support you is that they can help remove a lot of the overwhelm. This is why I started the [Lifestyle Liberation Academy](#).

4. Conditioning

Then we come to good old conditioning. If you're anything like me, you've picked up a lot of beliefs and ideas that stop you from living the life of your dreams.

It could be believing that:

- [You're not good enough](#)
- You have nothing to say
- There are more qualified people out there, why would anyone listen to you?
- You don't have time
- You don't have an original idea
- You don't want to take action because your friends and family disapprove

You can come up with all the reasons you want for why you can't do this. And that's fine by me. I'm not the one living your life.

But eventually you have to decide what you truly want. Do you want to live the life you secretly dream of, or do you want to succumb to what society thinks is right?

It may take time for you to reach that point where *you're ready to take action*, so let it take as long as it needs to take.

5. Belief

If you believe you can build a lifestyle business, you will.

Many people look for signs that they should quit. If something doesn't instantly go their way, they give up, because they aren't meant to do this, right?

Well, no.

Again, building a lifestyle business takes work. If you're not willing to put in the work. If you're not willing to face your inner demons, you won't make progress.

You will have a lot of fears, conditioning and ideas you've learned working against you.

Your whole being will shake as you step out of your comfort zone. But after awhile, you'll start to get comfortable in this new, strange world.

You don't have to take things so seriously. You can enjoy, experiment and play. That's when you really get into the flow.

Now before we wrap things up and I tell you about what you can do next if you want to get started, let's cover a few common questions I get.

Frequently Asked Questions (FAQ)

Have more questions? No problem, I have answers for you.

Here are a few common questions I get asked. Please note that you may have more questions, and that's fine, and normal.

You can find a lot of the answers on my blog, [Wake Up Cloud](#).

If you want more in-depth training, be sure to check out my [premium programs and courses](#).

Q: What if I'm not an expert?

You don't have to be an expert. You just have to know more than the people you're teaching. You just have to help ONE person with ONE problem.

The expert era is coming to an end. People don't want to learn from experts. They want to learn from human beings they can connect to.

I don't claim to know everything about building a lifestyle business. I simply share what I know.

There are people out there who are a lot more knowledgeable than I am, yet you're still reading this report.

I also recommend you read my article, "[What Can You Teach if You're Not an Expert?](#)"

Q: Should I quit my job?

That's a question I can't answer for you.

You have to be practical. A lifestyle business takes time, and if you have a family, you need to take care of them first. But having a full-time job doesn't mean you can't build a business. If you have 15-30 minutes a day, you can get started.

Again, be aware of the excuses that seem to hold you back. You can either believe in them and keep the life you have now, or you can *take action anyway*.

I recorded a video on this you might like called, "[Should You Quit Your Job to Follow Your Passion?](#)"

Q: What if I'm not a technical person?

This question assumes that you can't learn how to operate and use websites.

And that isn't true at all. When I transitioned from being a poker player to building websites, I didn't know much about websites either, but I learned.

I was determined to make this work, so I took things one step at a time, and I learned to use the software that I needed. So this isn't a question of whether you are a certain person or not, this is a question of whether or not you are willing to learn new things.

I teach all the basics in my courses. You can learn anything you want. And the good news? Once you've learned the basics, you know most of the things you need to know.

Once you know how to ride a bike, you don't need to learn much more, unless you want to do more.

Q: How do I find my niche?

You don't find it by analyzing and trying to get things perfect. You find it via experimentation.

I started with a vague niche with my blog, Wake Up Cloud. I started writing about personal development because that's what I felt inspired to do.

Once my readers discovered that I was living in Spain and running an online business, they wanted to know more. And over time, Wake Up Cloud evolved into what it is today.

So forget about finding your niche. Focus on starting. If your first project isn't a wild success, so what? You keep on going, learning and experimenting.

What separates successful entrepreneurs from unsuccessful ones is the willingness to experiment and keep trying different things.

You probably won't succeed right off the bat, but like I said earlier, if you don't start, you've already failed. When you're on your deathbed, do you really want to look back at this time and regret playing things safe?

Will you be content knowing that you didn't go after your dreams, and that you didn't follow your heart?

Q: What if I put in all this time and fail?

What if you don't take action on your dreams? The time will pass anyway.

If you spend a few years building a lifestyle business, and you don't succeed, you will still have learned a lot. You will have gotten clearer about what you want to do.

And you will have acquired valuable skills. Remember, failure can only happen if you set an arbitrary deadline. The truth of the matter is that you don't know how long this will take.

But what I do know is that if you do nothing, you've already failed.

Your Next Step

We've come to the end of this report.

Here's your next step if you want to learn more:

Join the FREE Wake Up Cloud Newsletter

If you're not on the newsletter, I recommend you join right away.

When you join, you get a free report called 7 Steps to Building a Lifestyle Business Around Your Passion.

This report picks up where we left things here.

On top of that, you'll get ongoing tips and articles from me on the newsletter.

It'll ensure that you stay in the loop and get taken care of.

So when you're ready, [click here to join the Wake Up Cloud newsletter](#) and grab your FREE report.



You get instant access to this free report when you join the newsletter.

About the Author

One day I found myself mowing lawns

It was my first summer job at the age of 16, and I didn't like it.

It was on that day that a spark inside me came to life. I couldn't work 9-to-5, and I didn't want to. I wanted something else, but I didn't know what.

And on that day, my journey started.

From professional poker player to online entrepreneur

At the ripe age of 18, I discovered you could play cards online and make money.

At first, it seemed like a scam, but I kept reading and I discovered that there were thousands of people doing it, so I jumped in.

I bought books, I learned, and I made a living playing cards until the age of 23, when I couldn't do it anymore.

That's when I started building websites, and my online business. Or in reality, that's when I got serious about making a living online.

I had tried a few years earlier, but I failed, and ended up wasting thousands of dollars and hundreds of hours.

How can you know so much at such a young age?

I was born 1986. People ask me how I know so much, or rather, how I have the depth of wisdom that I do.

And I don't say this to brag, because people have actually told me this dozens and dozens of times.

My answer is simple: I am a student of life and business. My goal is to increase my freedom both on the inside and on the outside. I am constantly thinking about how I can improve.

So far, I'm doing pretty good. I spent almost the whole of 2010 in Spain with my girlfriend, and as I write this, we're hanging out in Northern Scandinavia.



My girlfriend and I visiting Peru. The amazon forest is in the background there. This was when I still had long hair. I'm on the right, just in case you're confused ;)

Surprisingly helpful

When you email me, you get a real answer back.

It surprises people, and the fact that it surprises people scares me, because what does that say about all the other people in this market?

It seems most are only keen to make money, and they don't care about their customers.

I care

How?

I answer your emails, fast. I go out of my way to create free, valuable content that helps you move forward, even if you've never bought from me, just because it makes me happy.

Feedback

So, if you have any feedback or questions, feel free to email me at henri@wakeupcloud.com.

No question is too small. Even if you just want to say hi, I'll say hi back. That's all for now.

If you aren't [signed up for the newsletter](#), you should be, because I have a lot more goodies coming up.

All the best,



<http://www.wakeupcloud.com/>