

Become a Lifestyle Entrepreneur & Create Your Best Life

By Steve Hawk



Having true time & financial freedom may seem like an elusive dream. People like you and me hope for it, think about what it would be like to have it and maybe even visualize ourselves achieving it. That's as far as it goes for most as we get caught up in the frantic pace of our daily lives. The reality of time & financial freedom remains just that... a dream.

A big reason that holds people back from pursuing this dream is the fear of failure & the fear of leaving their comfort zone. Taking the risk to control your future and create your lifestyle takes a special person. Someone with a great deal of motivation and someone with an entrepreneurial spirit. A person who is confident in their ability to make it happen and is ready to act on opportunity when presented with it.

Most people aren't cut out to be an entrepreneur but if you are, the sky's the limit and the potential for time & financial freedom will be solidly within your grasp. As you read through this short eBook, I want you to think about YOUR dreams and desires and what it will take for you to create your ultimate lifestyle and also consider how open you are to opportunity and how ready you are to make changes in your life.



A “Lifestyle Entrepreneur” is an entrepreneur who makes his or her living online. They don't have a physical location or need one to operate. All they need is a laptop or cell phone and a connection to the Internet to manage their business. A Lifestyle Entrepreneur builds their business or job around their lifestyle!

A lifestyle entrepreneur focuses on the passion and running a business not only for financial gain but for fulfilling their personal goals. The term "Lifestyle Entrepreneur" was coined in 1987 by William Wetzel, Director Emeritus of the Center for Venture Research at the University of New Hampshire.

Qualities of a Lifestyle Entrepreneur

- Desires Freedom & Independence
- Values happiness
- Independent thinker
- Is about working smarter not harder

There is a HUGE difference between making income around your lifestyle vs adapting your lifestyle to your income efforts - so huge that most can't even conceive of this or if they do, it's a pipe dream as they have no clue how to achieve it but it is very possible...

Money has been given a bad reputation - mostly from skeptics and people without it. It's even been called "the root of all evil". Yet all money really does for you is eliminate stress and provide you with opportunity & freedom that most people don't have. It's an individual's thoughts and attitude about money and it's scarcity or abundance that affects their life.

You're reading this right now because you want more out of your life. You may say you want more money BUT what you really want is the ability to live life on your terms without financial stress. Well, that was me too so let's get right into it!

Have you ever dreamed of having a 20 foot commute? Of not having a boss breathing down your neck? Of making more money AND also having the time to spend doing what you want when you want?

Think it's not possible?

Think again...

Thanks to the internet and "online marketing", this can be YOUR reality just like it is for many "regular" people who have made the decision to take control of their lives and create their own internet economy.

The good news is it's not as difficult as you might think BUT there are some pitfalls and landmines that you must avoid or you'll become roadkill like most who go down this path without a plan.

I know this from personal experience. I was a very happy mortgage broker UNTIL the recession STOPPED my income in its tracks almost overnight back in 2007. I stuck it out for 2 more years and then realized I had to find another way to make money. The job market was terrible with employers wanting to pay me half of what I used to make, franchises were too expensive which led me online.

I knew nothing about marketing on the internet BUT I was ready to take control of my situation (it's important that you have your "WHY" of why you want to start your

own business and it needs to be the right time for you or it won't work). The idea of working from my home with a laptop and cellphone was EXCITING to me but how was I gonna start?

There are plenty of options out there and most of them will cause you to pull your hair out and give you little to no results to show for it. I found this out the hard way early on and I don't want you to have to take the path I did! Luckily for me, I don't give up BUT a lot of people do and I've seen it. If you're not careful, the online business world can leave a path of destruction in its wake!

My goal is to expedite your learning curve and help you to make correct decisions as you go down the road of online entrepreneurship.

I'm not saying it's easy but it's also not hard AND with my and my team's guidance and your motivation, it's very possible for you to create YOUR ultimate lifestyle with just your computer and phone.

The internet has opened up a world of possibilities that didn't used to exist for people who want to become entrepreneurs. It used to take real risk and lots of money to get a business up and running and to keep it going. NOW, you can get started on a shoestring budget with no employees or storefront and make fast profit and income IF you know what you're doing.

In this ebook, I'm going to help you understand what's required for you to become a *Lifestyle Entrepreneur* & create **YOUR** ULTIMATE LIFESTYLE by making money online with your own home based business and to bring some clarity to the murky waters for you since I've seen most of it... both the good and bad! But first you need some clarity...

The first key to getting on the path to creating your ultimate lifestyle is knowing what YOUR ultimate lifestyle is and visualizing it.

There was a popular book back in the 80's called *Dress For Success*. It was about dressing and acting like you aspired to be even if you weren't there yet. The thinking was if you felt as though you were successful and dressed like you were successful, ultimately you'd be successful. Nowadays we call this *Visioning or Visualization*.



Visualization is one of the most powerful mind exercises you can do. According to the popular book *The Secret*, “The law of attraction is forming your entire life experience and it is doing that through your thoughts. When you are visualizing, you are emitting a powerful frequency out into the Universe.”

Top athletes visualize winning championships, making the winning shot or sinking that putt to win the tournament. I’ve personally used the power of visualization combined with affirmations (that we’ll get to in a bit) to reach goals. It may seem like it won’t work but it does if you give it a chance.

The Bottom Line...

...being able to clearly see your goals and dreams as if they’re real makes achieving them much more realistic and attainable. The mind is very powerful! Following this logic, you need to clearly see exactly what would make your life **ULTIMATE** for you.

An example would be you want a new house. What would that house look like? Where would it be located? What color? How many bedrooms? The point is to be very specific. You should then find a picture of your dream house to start creating a “**VISION BOARD**”. And, keep in mind that your ultimate lifestyle vision should include all aspects of the life you want and not just physical, monetary items.

Vision Board: Also known as dream boards, these simple devices are one of the most valuable visualization tools available to you. The inspirational collages serve as your image of the future - a tangible example, idea or representation of where you are going. They should represent your dreams, your goals, and your ideal life.

Create a vision board that you can look at daily to affirm your goals, keep you in a positive mindset with complete clarity of exactly what you're looking to accomplish. You can Google "vision boards" for ideas. So now, you can not only "think" your dreams but you can also see them!



The next step is Daily Positive Affirmations...

Positive Affirmations: Affirmations are positive statements that can help you to challenge and overcome self-sabotaging and negative thoughts. When you repeat them often, and believe in them, you can start to make positive changes.

Affirmations are simple positive "present tense" phrases to help rid your mind of any negative thoughts and fill it with positive thoughts. Again, you can Google affirmations and find tons of examples. I recommend ultimately writing out 2-3 of your own and using them daily.

Now that we're on track to have your mind set up for creating your ultimate lifestyle, let's get into HOW you can get there with the help of the internet and YOUR entrepreneurial spirit and motivation!



THE 5 KEYS TO SUCCESS (WHAT YOU NEED):

1. **A Positive Entrepreneurial Mindset.** This is important because you'll be your own boss. Nobody is going to tell you what to do. Self motivation is essential for your success. Sure, you can buy courses and there a lot of good ones out there (I've bought many) and they'll point you in the right direction but will rarely give you everything you need.
2. **A Willingness To Learn:** Unless you're already a successful online marketer, you'll need to learn new things. It's fun if you're open to learning (and it's not rocket science!) but if you're not, it can be frustrating.
3. **Resourcefulness:** As an entrepreneur, you are responsible (at least initially) for all aspects of your business. This requires that you get good at customer interaction, sales, customer service, training (if applicable), marketing, lead generation, website creation, sales funnel design, prospect follow-up, the list goes on... In many cases you will need to also learn how to do some of these tasks. Of course, being resourceful is also learning what and where you can outsource.

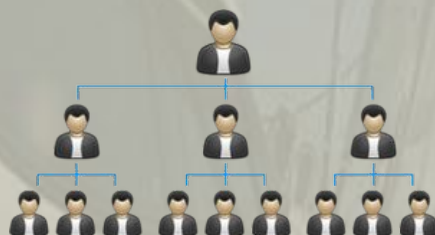


THE 5 KEYS TO SUCCESS (Continued):

4. **Don't Quit Attitude:** I know this sounds pretty obvious but it's pretty easy to just throw in the towel when things don't go according to plan but you have to keep charging onward. You'll run into obstacles and your friends and family may think your nuts for taking an unconventional path to your success and happiness but you need to stay focused on your goals and dreams. There's an old saying by the famous author Napoleon Hill that goes something like - "You could be just 3 feet from gold" - meaning that the next video you make or ad you place could be the one that changes everything so keep digging!
5. **A Budget:** Yes, if you're going to start an online business it does take money. No legitimate business is free. You'll need to either purchase or establish your business and then, there are tools you'll need to have to run your business like sales funnels, websites and an autoresponder. You'll also need to advertise to generate leads and ultimately sales. Now with social media, advertising can be free or close to it.

There's an entire multi-billion dollar industry that you've probably never heard of before (I hadn't) called **The Business Opportunity Industry**. There are over 200,000 people weekly in the US searching for online business opportunities or businesses they can just plug into and not have to build themselves. This is the option most people choose when trying to create their online lifestyle.

LET'S TAKE A LOOK AT THE 3 MOST POPULAR OPTIONS:



- **Network Marketing (MLM).** This is typically most people's initial foray into owning an online business. It was mine too! There are currently over 3,000 network marketing companies (also known as multi-level marketing or MLM) so there are plenty of options. You've most likely been approached by a friend or family member to join one of these programs.

The cost of entry is \$300-\$500 on average which makes it very attractive to get started. The products, while overpriced, are generally pretty good and you're required to purchase them every month. You will be paid a small percentage (5-10%) of that monthly purchase that each of your personal team members make.

The problem with this business model is most people don't make any money because it's really hard to build a large enough team of distributors for it to pay off. Of course, I didn't realize this when I got started but **only 3% of all of the millions of distributors in the network marketing industry make more than \$700 a year**. Let that sink in for a second...

Sure, a tiny percentage do really well (0.03%) but the masses make nothing. Unless you have a very large circle of influence (people who look to you as a leader and will follow you), I'd stay away from network marketing unless you just really like the product. As a money making venture it just doesn't work.



- **Affiliate Marketing.** Affiliate marketing is another popular option that you may have heard of. This is selling other people's or company's products or services for a commission. This segment of the online industry is super competitive and you must either have a large list of buyers already OR know how to create websites and do search engine optimization to really make a significant income with this business model.

You've probably seen marketers selling courses on how to make money being an Amazon affiliate or how to make money with ClickBank or JV Zoo. Why are they selling these trainings and courses? Because they make more money teaching the information than they do being an affiliate. That should tell you something!

I actually had some success with this business model years ago when I was able to rank my websites on the first page of Google and get a lot of traffic. Then Google made a change in their website ranking algorithm and my sites were gone and so was my income! It's a LOT of work and your business is held hostage pretty much by Google (or Facebook or Youtube or other large companies that don't care about you)!



- **Digital Marketing Direct Sales:** Digital Marketing is expected to grow to a \$1.5 trillion industry by 2030 so the opportunity is now! This is the only plug-n-play business model that can produce a realistic 6 figure income for people with no previous experience. The concept is pretty simple... sell a digital product and make 100% profit as an independent business owner.

It took me 2 years online to find this business model but it immediately resonated with me. You're offering a valuable product that everyone who is marketing online needs so you can profit by helping others. It's a win-win.

You're also typically dealing with higher end and more motivated people who are serious about making a change AND isn't that exactly who you want as a potential business partner anyway?

The cost to get started is very reasonable and the best part is there is NO MONTHLY PAYMENTS. You pay one-time to get started and that's it. That means you'll typically get your initial investment back with your very first sale. I like offering a program that has zero financial risk.

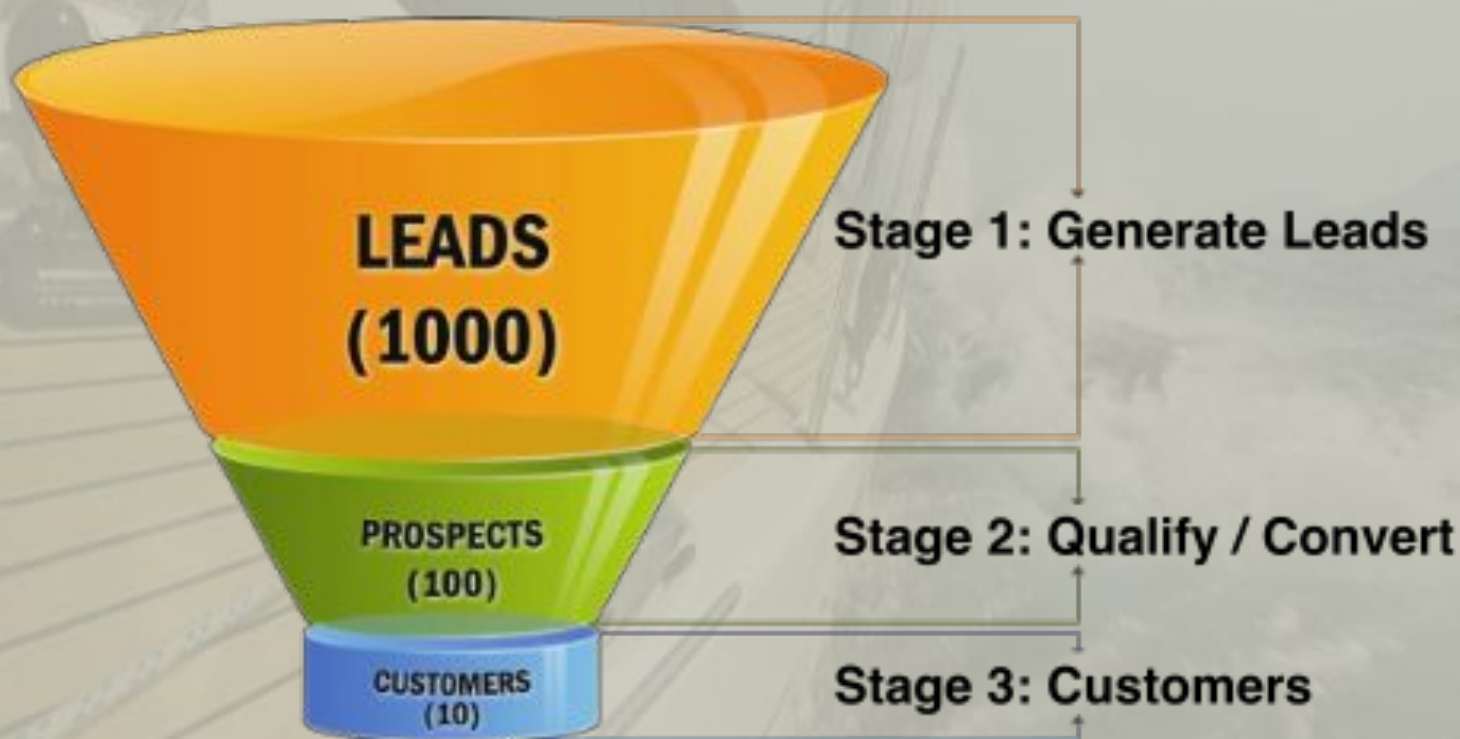
How Do You Make Money With An Online Business... Will You Have To Sell To Your Friends & Family?

The concept is pretty simple. You sell your product, service or opportunity to other people who want your product and/or want to start an online home business. Many home businesses tell you to make a list of your friends and family and then go attack them with your "pitch" and hopefully some will like what they see and others will never talk to you again :). This approach does not work, is uncomfortable for you and your friend/family member, and not much positive comes from it.

****IMPORTANT: YOU WILL BE TAUGHT HOW TO ADVERTISE & USE SALES FUNNELS TO BUILD YOUR BUSINESS!**



Using a sales funnel for online marketing is NOT optional. There are tons of ways to market your business to a “cold market” (people you don’t know) that doesn’t include you having to go to your friends and family (warm market). Ultimately advertising and lead generation is what will make or break your online business just like an offline business.



There is a ton of training online on how to set up sales funnels and there is some really cool software and funnel programs out there to help you create your sales funnels. If you get started with my digital marketing business, the websites and sales funnels are already created to you. You just personalize them. No tech skills required!.



And then there's **Lead Generation**. Generating targeted leads (this is a demographic of people who are the most apt to buy your product or service or join your business) that will ultimately become your new customers are the lifeblood of your business like they are for every business that ever existed. In the business opportunity industry, for example, we target 2 different groups of people:

1. **Business Opportunity Seekers/Buyers:** There are 200,000 people every week in the US searching the internet for a home based business and you don't have to explain the merits of owning a home business to them.
2. **Job Seekers:** At any given time there are 100,000's of people searching job boards for a new job or career or just for a way to make some extra money. Not all of these people are open to looking at an online business but many are and they are usually pretty highly qualified and can become good prospects for your business.
3. **Retirees:** There are 10,000 people a day reaching the age of 65 who need to supplement their retirement income & who want to still work part time, ideally from home. This is a great prospect pool of people we can help.

I'm not going to cover specific lead generation strategies in this ebook as there are so many different ways to do it and, since the internet moves at the speed of light, what I type now may not work by the time you read this!



Becoming an entrepreneur to help you reach your dreams and goals and to create your ultimate lifestyle is the **ONLY** option for many people. High corporate earners can live a very nice lifestyle and make a lot of money working for someone else (although their time may not be their own) but for the rest of us, we need to take the bull by the horns and design our own plan and then go out and execute it!

Thanks to the power and far reaching potential of the internet, online entrepreneurship is within the grasp for all of us. You don't have to be rich. You just need a dream and a lot of motivation.

I sincerely hope that this short ebook has created a **LIGHT BULB MOMENT** for you. To let you realize that anything is possible for you and if you want it enough, just go out and get it. Because **YOU** can!

What's Next?

If you're like most people and prefer to have a "Plug-n-Play" option where everything is already set up and ready to go for you with a track record of success, my team provides our team members with the sales funnels and autoresponder and teaches inexpensive and FREE marketing techniques that work so you won't have to figure it all out on your own!

Nothing happens or will change without YOU taking action. This is where most people will just go back to their lives - watching TV, reading emails, scrolling their social media feed or stressing out about paying their bills. DON'T BE MOST PEOPLE! **Make This YOUR Time...Make It Happen!**

I want to cut your learning curve by 80% and get you making money with your own **Digital Marketing Online Business** fast! You can piggyback on my and my team's experience and not have to reinvent the wheel like I did.

To review the website and see our BLUEPRINT FOR SUCCESS to see if the business resonates with you and if you'd like to work with me and my team, just click the button below.



Get Instant Access



About Steve: As you read, I found this industry out of desperation back in 2009 and needed to make it work because I really didn't have any great options. I'll admit it wasn't always easy and had its ups and downs. BUT I wouldn't trade the lifestyle freedom for anything. I was able to move across country from NY to AZ thanks to my online business and am able to do the things I want to do when I want to do them rather than always having to wait for the weekend like when I had a "real" job. I sincerely hope that we have the chance to work together soon and that I can help you to reach your goals of time and financial freedom that will make you the envy of your friends and family!

Schedule A Time & Let's Talk!