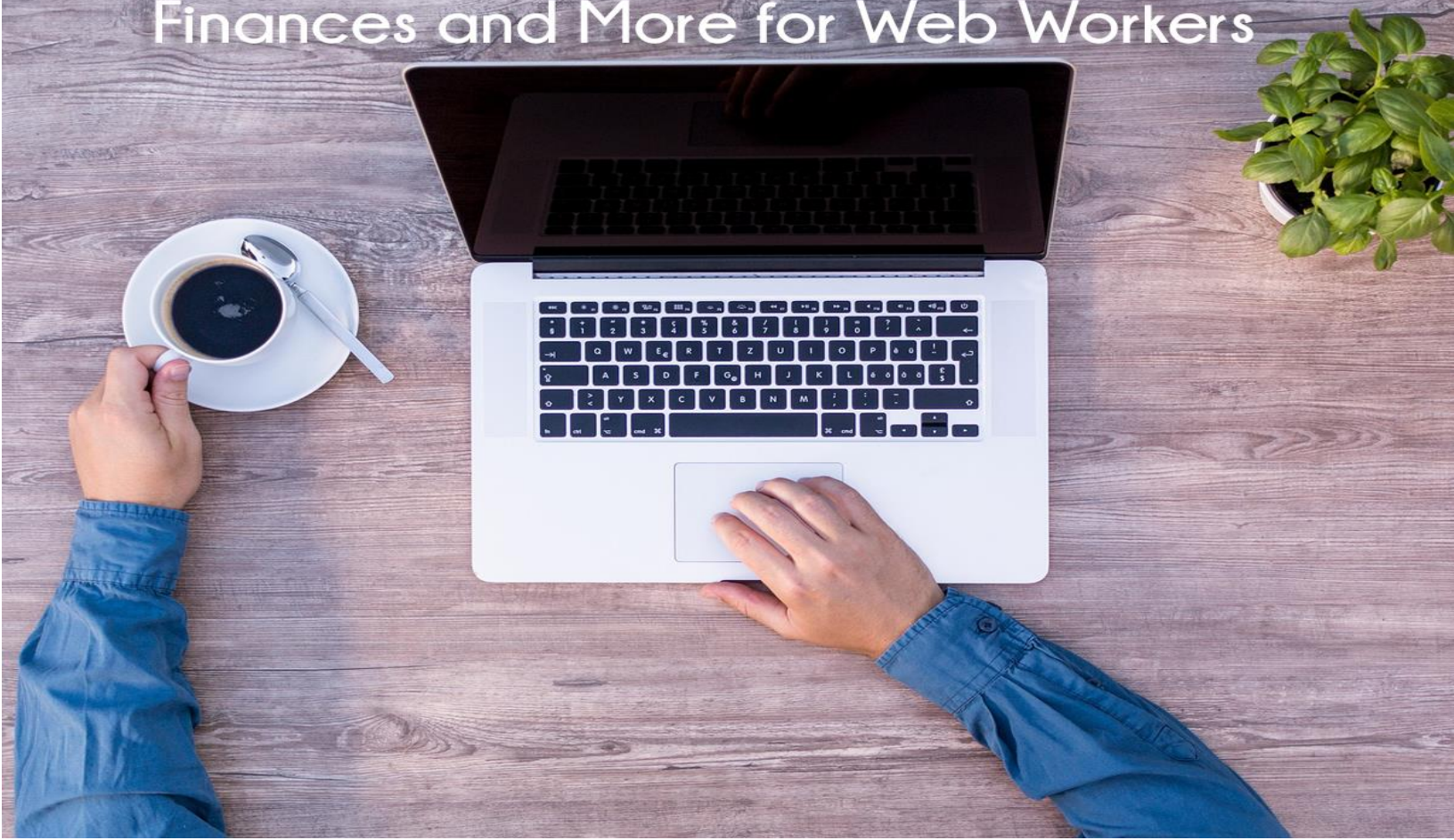


THE DIGITAL

Marketing LIFESTYLE

How to Manage Work/Life Balance,
Finances and More for Web Workers



The Digital Marketing Lifestyle Cheat Sheet

Have you ever wanted to work online? Perhaps you have an idea of what that might look like...

But unfortunately, many of us will be misled in this regard. We expect fame and fortune: not stressful late nights working in our pyjamas.

There are steps you can take to ensure that this doesn't happen: that you live the life you wanted. Here's what you need to do, outlined in a simple and easy cheat sheet for your convenience....

Understand the Problem

The problem comes often from spending too much time working 'for your business' and not enough time working 'on your business'. Sounds like semantics but the problem is that we can get so caught up in trying to keep our business ticking over – often driven by fear – that we end up never making any progress. Moreover, we end up working on the dull and less inspiring parts of our business and never getting time to do the things we love.

How many internet marketers actually spend all their time writing low-quality SEO articles for other sellers?

Or pedaling poor quality digital products that they have no real interest in or faith in?

How many people spend their evenings working because they aren't earning enough in a day? Or because they don't know how to switch off.

The other problem is with work/life balance. Many people imagine wearing a suit, feeling highly successful and spending lots of time on expensive yachts. In reality, many internet marketers end up working out of their bedrooms, spending most of the day unwashed and running on very little sleep.

You need to change all this.

Deciding on the Lifestyle You Want

The first way to change this is to decide the lifestyle you want.

- How much do you want to earn?
- What kind of work do you want to do?
- Do you want to be famous?
- Do you want to live abroad?
- Or would you just like to spend more time with your family?

Now you need to find the work you have to do to support this lifestyle. Instead of working harder and harder and spending more and more – know what you want and go and get it.

Work no more than you need to, to accomplish this.

At the same time:

- Outsource work you don't enjoy doing
- Automate and set up systems
- Find colleagues and business partners to help
- Set strict 9-5 working hours
- Consider travelling

- You can become a digital nomad, or simply travel a little more

Content Creation vs Marketing

At the same time, make sure that you love what you are doing.

This work takes *time* and you will need to ensure you are passionate doing it. This means it isn't enough to just sell an ebook on weight loss.

Because even if it goes well: you'll spend all your time writing about weight loss. And unless that is your passion, this isn't something that you're going to enjoy doing!

So instead, you need to make sure that you find a topic you love and that you create content you are proud of.

Switch the perspective. Your area, not a marketer, you are a content developer.

This is still essentially the same thing:

- Content marketing is the most effective form of marketing
- SEO needs content to work
- Social media marketing needs content to work

The difference is that you are switching emphasis to focus on the content creation.

That means you are focussing on building a brand, delivering value, taking ownership of something you built.

That will come across in your marketing: people will be more moved to buy from you because you will be passionate.

And it means you'll love what you do. So even if you aren't highly successful: you will still love it!

Those people selling ‘make money online’ ebooks are not the real celebrities of the web. The real celebrities are the likes of MKBHD, Elliot Hulse, Tim Ferriss, Pat Flynn. These are real celebrities with real brands.

THAT is how you attain the ultimate internet marketing lifestyle.

Bootstrapping

But you will need to earn money in the meantime. This is where the menial work does come in. This is where you will be selling products for cash and where you will be promoting other websites through old SEO techniques.

This is to give you the time and the money you need to work on your *dream projects*.

You will work for a set amount of time to earn the necessary amount of money so that you can use the *rest* of your time to work *on* the business.

The Image of Success

Now where does the image of success come from?

It’s from this: creating the space you need to work on the business. To chase after the goal. It’s having that concrete vision for the lifestyle you want and then creating the time and space to go after it.

And that might mean turning down some money in the short term. It might mean turning down the possibility of some growth and some success in the short term.

At the same time, make sure that you are investing in you:

- Dress for the job you want
- Give yourself time at the start of the day to keep your home in order, your clothes, your grooming
- Network with people

- Attend conferences
- Networking events
- Meetups
- Speak on forums
- Internet marketing like so many other things is about who you know
- And this will help you to move in the circles that lead to success

Look after yourself: exercise, get up and walk often, don't work in the same room, meditate, practice discipline. Eat the right diet, get enough sleep.

Again, this might mean taking a step back. It might mean saying no to some shortcoming income. But if you have your eye on the prize, if you really love what you're working toward, you will do it.

The perfect lifestyle won't come overnight. Like anything worth having, it takes time, work and sacrifice. Do you have what it takes?