



Freedom CEO

Hacking your way to Global Mobility, Offshore Living and Personal Sovereignty

Go-to playbook for strategies, frameworks, and insights

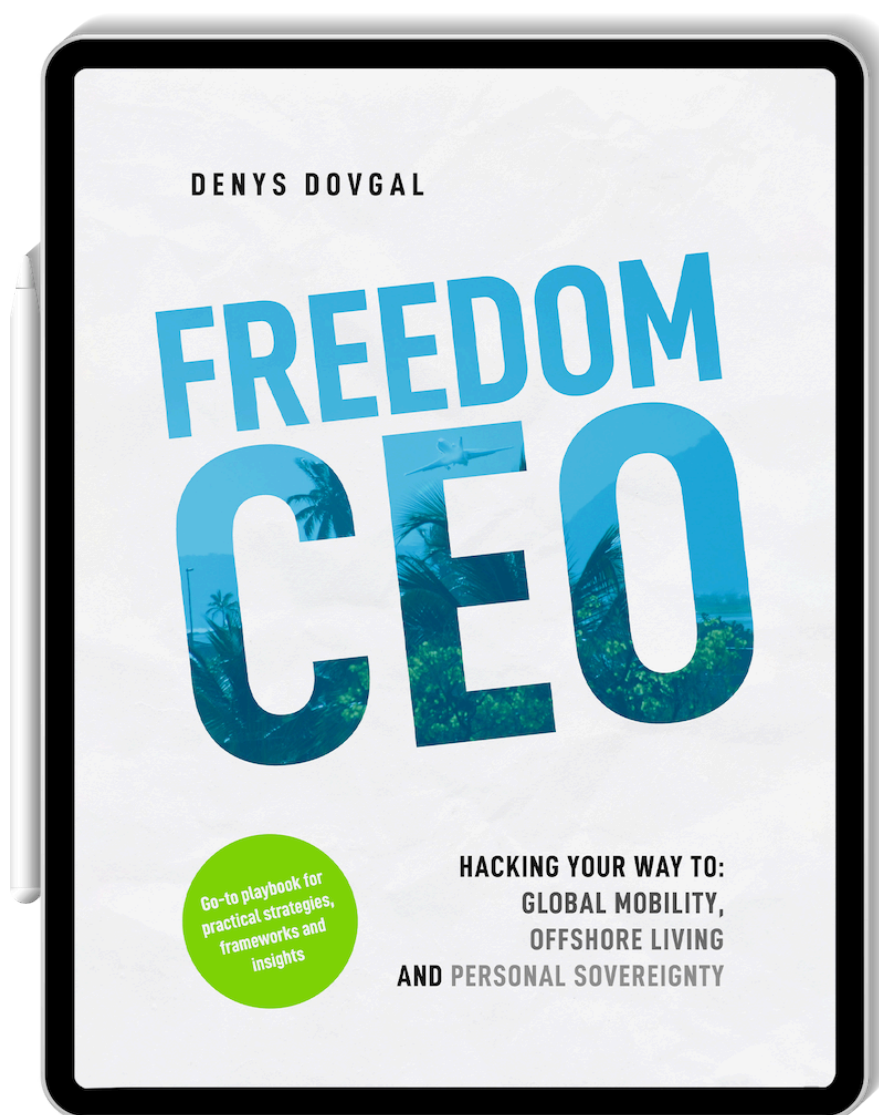




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Important Statement

Everything you will read in this book is only for educational purposes.

You are taking full responsibility for applying any ideas, concepts, and tactics in your life, and you are fully responsible for your actions.

Reading this book can radically change your life vision, goals, and direction. This book can become a one-way ticket to your life beyond borders.

Hopefully, I'll see you on the other side.



Introduction

I will be honest with you - I was delaying this book as long as possible, always looking for reasons why I should not do it. The longer I delayed it, the more signs I started to receive from the Universe to write it.

The idea to start writing this book had been sitting in my head for a few years. As it usually happens, you feel that the timing is not right, but there will never be the right time to do something great.

Writing a book is a very interesting process - it teaches you a lot, and you don't know the final outcome if someone will be reading it.

So, if you are reading this book, I have deep gratitude, respect, and appreciation for your time investment.

You always think that something can be done better or that you are not good enough, but it is all voices in your head, and it is always better to listen to your heart. Done, is better than perfect.

This book was written in one of the most magical places on Earth - the beautiful Island of Gods, Bali, Indonesia.

If you've ever been to this island - you know how powerful it is. If you have not, then maybe this book will be a sign that you should visit it.

This book is not just another book. **That is a bold statement, but it is true.** You will discover it along the reading journey.

What is the concept behind Freedom CEO?

To start with, it is not just a concept, but rather a philosophy of life, set of principles and mindsets.



Many people apply the CEO term only to business-related matters, but first and foremost, you are the CEO of your life.

Life is the most important project, and freedom is the most important asset. You can call yourself a Life CEO, if you like.

There is another interpretation of the CEO term: Chief Everything Officer.

We need to understand that whatever we do, we are responsible for it – life projects, business, personal, family projects.

"With freedom comes responsibility. Most people do not really want freedom, because freedom involves responsibility, and most people are frightened of responsibility." — Sigmund Freud

Life comes first and business second. To build and live the life you want, you need to have the right mindset and manage things in a certain way - understand freedom as your greatest asset and intentionally invest in it.

This book focuses on that.

*Bali, Indonesia
May 2024*



Big Thank You

I want to say thank you to many people who impacted my life a lot.

My friends, my inner circle, people I loved, random people I've met, my coaches, mentors and everyone I've met on my life journey.

Some of them probably don't know about this, but their work, presence and ideas have made a huge impact.

I've had the opportunity to meet incredible people all over the world, and I've learned a lot from them. I will mention many of them inside the book with references, quotes, and links.

Huge thank you to my parents for planting the right seeds.
Huge thank you to my sister. Huge thank you to my friends.

Huge thank you to you - for reading this book and being part of this journey.

To my mentors, teachers, and those who have inspired me from afar, thank you for your wisdom and guidance. Your influence has shaped my path and pushed me to strive for more.

To the creators and innovators whose work I have studied and admired, your contributions have been a beacon of inspiration and a source of endless curiosity.

To the community of thinkers and doers, your shared insights and collaborations have enriched my understanding and broadened my horizons.

Lastly, a heartfelt thank you to my team and collaborators who have worked tirelessly behind the scenes to bring this book to life. Your dedication and support have been invaluable.



This book is a collective impact of so many remarkable individuals, and I am deeply grateful for each and every one of you.

Why This Book Is Different

This book is not for everyone.

It's for the 1-3% who think critically and are open to new ideas. My goal is not to convince, but to show the way for those who are ready. If you're willing to challenge conventional wisdom and accept a new paradigm, then this book is for you.

The intention for this book is not the book itself but rather to put together all the smart ideas that could positively impact a reader's life. I was lucky enough to meet incredible people on my journey and grasp some wisdom from them, and I want to share this wisdom with you.

Basically, this book is more like a directory of thoughts combined in one place. You can read it from any page and move it however you want.

It is a nonlinear book. You can open it from any page and start reading.

If any of the ideas touch your heart, then the mission of this book is complete. This book is not a one-stop project but a continuous project, and it will be updated along the way with new chapters and new content.



As a reader, you will get all the future updates, and I am also inviting you to join a private chat where we can talk - [Freedom CEO Global Chat](#).

This chat is for book readers only and will filter the audience so everyone who joins will understand the concepts, share the same vision, and be on the same page.

I am not pretending that everything shared in the book belongs to me - it is more like collective knowledge, and I am just putting it all together.

A key focus of this book is to plant the right seeds and give them time to grow. However, it's up to you to nurture these plants and ensure they thrive.

Instead of a Summary

I would like to share the core philosophy behind the Freedom CEO lifestyle and describe it simply as possible.

Maybe it sounds cliché, but it's essential to understand the key ideas and narratives described, so we can be on the same page with you.

Most people are looking for something complex, and believe that the more complex something is, the more valuable it is. I believe it is wrong and simplicity is the key.

Let's focus on simple things and ideas.

The Freedom CEO lifestyle is all about mindset, a set of strategies and frameworks, real-world principles, and understanding current narratives.

Yes, we will cover topics like investing in multiple residences, the fastest options to get a second passport, geo-arbitrage, building a one-man company, understanding the offshore lifestyle and how to hedge yourself against some sort of unpredictability that is happening in the world right now.



Understanding all of this and having your personal Plan B in place can give you an advantage over others. Not everyone will understand your actions and decisions; just be ready for that.

But besides this, let's focus on fundamental aspects in identifying freedom in a more general and simple approach:

My vision for **Freedom CEO Lifestyle** is like this:

Earning from Your Passion: You're making money doing what you love.

Critical Thinking: You question everything and think differently.

Living Anywhere: You reside where you want and can move anywhere at any time.

Clear Life Purpose: You have a written purpose and are actively pursuing your goals.

Global Network: You have an amazing network of like-minded individuals all over the world.

Calm Business: You run a simple, well-funded business in a calm way that creates value and makes a positive impact.

Multiple Residencies and Citizenship: You hold several residencies and citizenships.

Income-Generating Investments: You have investments that generate a steady income.

Happiness as ROI: Your happiness is your greatest return on investment.

Regardless of your age, place and current situation, you can get all of this with a certain amount of dedication, commitment and intention.

Remember, there are no guarantees in life, but going the extra mile and thinking in a bit different way will help you get there.



Everyone will understand these concepts differently but share the same vision.

I believe these narratives are crucial to follow and understand if you seek to live life on your own terms, particularly in this time of uncertainty.

Let's Get Started

My name is Denys Dovgal. Many people know me as a lifestyle entrepreneur, speaker, podcast author, event organizer, and book author.

I've played many roles and was involved in different projects, launching a number of businesses - some failed, some succeeded.

For the last 10 years, I've been living in the US, Ireland, Portugal, and Indonesia. I hold multiple residencies and am on the way to getting a few citizenships (passports). I like to collect residencies and passports.

In 2014, while residing in San Francisco, I pursued my Masters in Multimedia Communications at the Academy of Art University. Additionally, I enrolled in an 8-week program at Stanford University focused on running a service business.

During that time, I started my entrepreneurial journey and launched a video animation company that, over the years, grew to a global remote company with 30+ employees at its peak.

Since my company was remote from its start (when it was uncommon, and I still remember it was hard to sell our services, as some clients thought we were not a real company without an office).



I was driven by curiosity and launched different business ventures that helped me to get experience at scale - podcasting, consulting, and building remote teams (working with clients from e-commerce, affiliate, and digital products with \$ millions in revenue).

For all projects, I've managed and operated 100% remotely - remote team, remote clients, and fully streamlined SOP. I never had a physical office, but sometimes, I rented cool co-working spaces with a skyline view.

Building a business took me several years, sleepless nights, countless numbers of calls and emails sent, and investment in resources.

At some point in my life, I was focusing on sports competitions and completed 3 times Ironman 70.3 in Barcelona, Budapest, and Palma de Mallorca, ran a full marathon in Roma and OceanMan - an open water swim in Benidorm, Spain. It has been a great experience so far.

Back in 2016, I visited Bali for the first time. It was a mostly unknown place for many people, but later, it was getting more and more popular. I was lucky enough to get stuck here during the first pandemic lockdown in 2020, and since then, I've realized that Bali island has become home to me.

Back in 2019, I organized the first-ever Freedom Business Summit, a global event focused on building location-independent lifestyle and mitigating geopolitical risks. The recent one was held in Dubai, UAE in 2023.

Eventually, I came to the realization that there's no need to become attached to any single country or location; the world, in essence, becomes your playground.

Every place and every country gives you an opportunity to learn about a new culture and meet incredible people.

The best investment you can make - is an intentional investment in acquiring freedom assets: residencies, passports, crypto (mostly Bitcoin and Ethereum), land, and real estate.



Those things give you real freedom.

Once you realize that you own nothing and that trying to get more things is some sort of an illusion and more possessions will not make you happier - your life will be much easier, as you will cut off everything that is unnecessary.

What is the reason I'm sharing all this with you?

I just want to share my own experience and what has worked for me. It will definitely work for you. I am a big believer in concepts, strategies, and practical frameworks, all of which I will be sharing in this book.

Once implemented, you can turn the world into your playground.

Open to connecting with you more on [Twitter / X @denisdovgal](#) and also join our [Freedom CEO GLocal Chat](#) for readers on Telegram.



#FREEDOMCEOBOOK

This book is designed in a super flexible and mobile way, so you can read it wherever you are and wherever you go.

Share your experiences, thoughts, and ideas by using the hashtag #freedomceobook - if you wish of course.

Take a photo, share a story about how its concepts have impacted your life, or simply express your thoughts and ideas.

By adding the hashtag, you'll have an opportunity to meet and connect with great people from all over the world and turn strangers into friends, as you never know how that one connection will change your life.

In addition, I've built up a Spotify playlist - that is updated on a regular basis with music focusing on soul-deep vibes, perfectly complementing the journey to freedom.

If you appreciate great music (of course it is subjective) - add this [Spotify Playlist](#) to your favorites.

Looking forward to seeing you on the other side.



#freedomceobook.

1 CHAPTER:

BUILDING FUNDAMENTALS. LIFE VISION

This book chapter focuses on understanding fundamental life rules, laws, concepts, principles, and mindsets. While they may seem obvious at first glance, it is crucial not only to know and understand them but also to integrate them into your life.



Why Time is Playing Against You

You have to understand one simple thing - time is playing against you.

If you were thinking about starting something - the best time is now. Same can be applied to this book: I could delay writing this book for a very long time - waiting for a perfect moment.

Conditions are never ideal. “Someday later” is a dangerous disease that will sooner or later bury your dreams with you.

If you are thinking about starting something, actually, the best time to start something is yesterday; the second-best time is today.

You cannot control events, but... you can take risks, do everything sincerely and from your heart, experiment, and know that time will not wait until you decide. Every delayed decision is a late decision.



Choose The Future You Want

There are two different words that many people use if they have the same meaning: choose and decide.

In order to grow, some things need to be left behind ...

Once you choose a future, you then choose what you want to bring with you from your past, whether that be lessons, teachings, or wisdom. You also must choose what to leave behind, whether it's bad habits, certain relationships, or mindsets that no longer serve you.

This concept was shared by Dan Sullivan, founder at Strategic Coach.

To achieve Freedom of Purpose, you must consciously decide what to bring with you from the past and what to leave behind.

Interestingly, the word “decide” comes from a Latin word meaning “to kill off.” So, whenever you decide on the future, you’re killing off some part of your past.

There is a huge difference between them, and they refer to two different things.

Choose can only relate to the future - it is related to something that has not happened yet and you are going to choose it.

Decide related to the past - it is what happens after you choose the future, as you can not decide your future.

You can only choose your future, and that is the best part of it. You can choose the future you want, and here, you will decide - what past

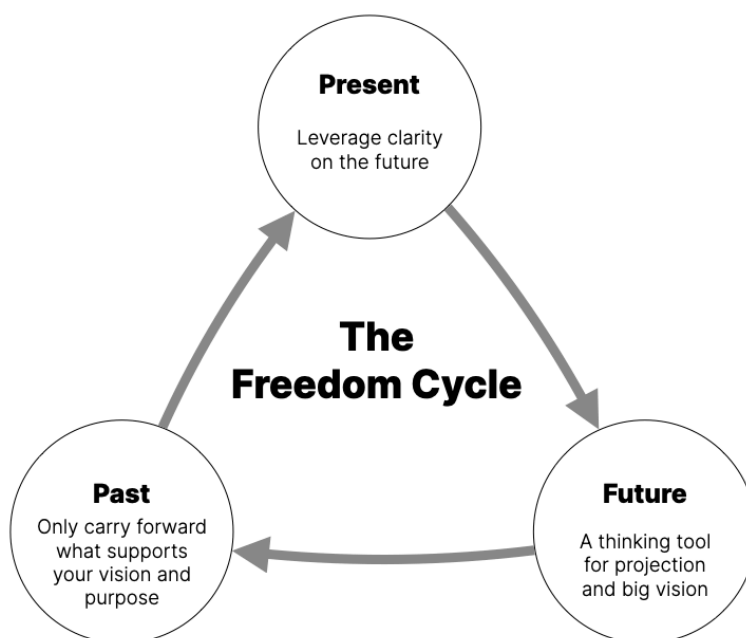


experiences you will bring to the future with yourself.

What is so valuable about your past that it gets to come with you?

The present is real - that where you can take action and here what you want to do:

Choose and create a very powerful future based on a very useful past that allows you to create a very dynamic present.



Most achievements and victories in life, one way or another, occur by chance or luck.

Except just one. Victory over yourself is the only achievement where luck does not matter. Every time you start doing something, even when it feels uncomfortable or when you are uncertain about the final outcome, you win.



When you start doing something - you start creating something that has not existed before. Something new.

"Most decisions should probably be made with somewhere around 70 percent of the information you wish you had. If you wait for 90 percent, in most cases, you're probably being slow."

- Jeff Bezos

That may sound counterintuitive, but that's how it works.

New is always scary because it is all about the unknown.

Choose your future and choose your personal change.

Changes help those who are moving forward, those who live a vibrant life, those who like to take risks, those who do not bother with the opinions of others, those who do everything honestly and truly, and those who are ready to experiment and change their lives here and now.



How To Make Decisions

Making the right decisions is one of the most crucial and fundamental skills to learn, but unfortunately, not many people are good at making good decisions.

Most of our decisions we are making unconsciously, based on previous patterns and experiences (which might be wrong) and under the influence of others. Basically, some decisions we are making - not even belong to us.

I was bad at making decisions, but once I became aware of this - everything started to change. Awareness is the key to start making better decisions.

Let's understand how to choose the right path on the road, how to get what you want, how to arrive at the place you want to get, and how to basically have a better life by making right decisions.

Think about it - our life is a sum total of the choices that we've made and where we are right now.

Definitely, some decisions were good, and some could be better, but it is what it is.

When we make decisions - it requires energy, time, resources, and money. You have to understand what value you will get from an outcome and how you will benefit from your own decisions?

Since energy is a finite and very scarce resource, we don't have much of that, so we have to understand how to make really good decisions.



We spend much time and energy making decisions that are usually useless and when time comes to make really critical and important decisions - we have no energy left and it leads to poor decisions.

To make things easier, let's outline the key principles for the decision-making process:

Reduce the load

Make fewer decisions and do less stuff. That may sound counterintuitive, but when you have fewer things to focus on, you will be better at making decisions.

Basically, you are reducing the cognitive load, and you are eliminating yourself from decision fatigue.

Sacrifice

In order to do less stuff, you have to sacrifice. Most people are terrible at sacrificing, but it is the most powerful thing and really successful people know how to sacrifice.

When you sacrifice, you change the way you think as you look for a big picture and not for a small picture. If you want to be good at sacrificing - you have learned how to say "No" more than you say "Yes."

Remove future decisions

Learn how to make one decision that removes future decisions.

Let's say every morning you are waking up and you are not thinking about what you are going to wear today - because in this way you burn a lot of cognitive computations on some very trivial things, that bring you almost zero value.

So, what you want to do is to make one decision - I just wear the same clothes every day.



Idea is simple - you are reducing your cognitive load by minimizing the number of small decisions you have taken and you save energy on big decisions.

Input Output Symmetry

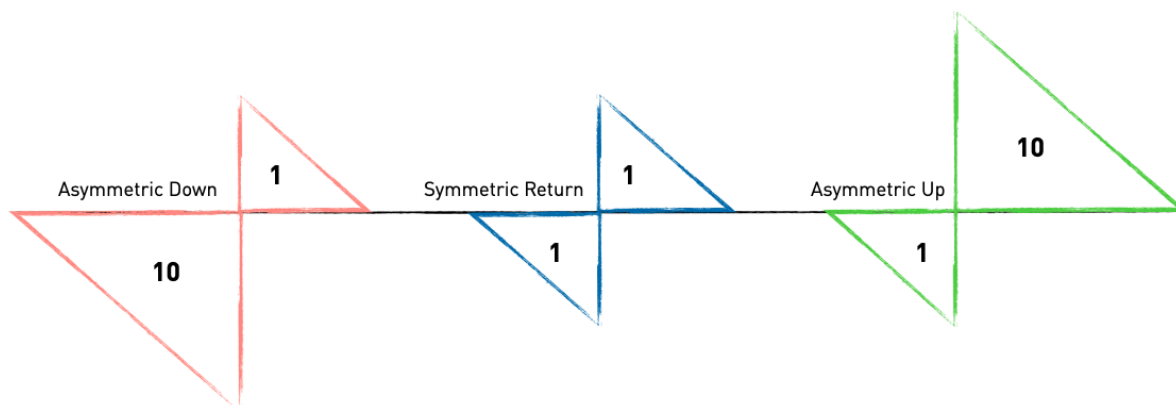
Many of our experiences, decisions, and outcomes showcase a lack of perfect balance.

When you invest energy, time, resources, and money into making a decision - what outcome and value will you get in return?

It is all about inputs and outputs and in an ideal case scenario, your output should be higher rather than input, if we want to win.

Before making a decision, let's understand that most actions in life tend to have asymmetric returns and from the returns on our investments there is an unequal distribution of opportunities and asymmetry is a prevalent feature of life.

It means that small inputs can lead to large and unpredictable results, and on the other side - big investments do not always lead to big returns.



Asymmetric Down:

Neglecting Cybersecurity, Not investing in health insurance, Failing to Backup Data.

Here, potential negative consequences are disproportionately larger than the potential savings or benefits.

Symmetric Returns:

Selling time for money or having an hourly rate, making bank deposits at a fixed rate.

Asymmetric Up:

Reading books, creating content, learning new skills, and building an audience.

I believe that understanding these core principles of decision making will have a huge impact and asymmetric upside return on everyone's life.



Making great decisions is a skill to build over time; just set the right foundation.

Start With The End In Mind

Alice: Would you tell me, please, which way I ought to go from here?

The Cheshire Cat: That depends a good deal on where you want to get to.

Alice: I don't much care where.

The Cheshire Cat: Then it doesn't much matter which way you go.

— Lewis Carroll, Alice in Wonderland

We all want to get somewhere, but it is unclear where exactly.

When you start with the end in mind, you have a clear vision of what you want to achieve and how you want the final result to look.

It involves thinking about the long-term impact, purpose, and desired outcome of your actions.



Starting with the end in mind allows you to be proactive rather than reactive, ensuring your actions are purposeful and directed toward your desired outcome.

It helps you make choices and take steps that align with your long-term vision and goals.

It sounds too obvious and simple, so many just want to skip this part, but you have to precisely describe your final outcome.

Even with this book - I have clear vision and growth strategy, not only for the book to get published and disturbed, but what I will be doing after and the book is just the first stone.

Think forward.

Window of Opportunities

Some time ago I was introduced to the concept of Window of Opportunities. Later, one of my mentors, Eben Pagan published a book, called "Opportunity."

Once you start looking at events from the opportunity concept - you will start to make actions more fast.

Let's look closer at the definition of Opportunity.

The right opportunity gives you instantaneous focus. It brings you into the moment, and you become fully engaged in the activity, where the reward merges with the journey.

Those individuals who were the best at discovering and taking advantage of opportunity across all dimensions of life are the ones who survived to adulthood and reproduced.



When we can imagine opportunity in our minds and grasp the potential that a particular situation has for us, something magical happens.

Opportunities come and go. It is very important to spot them, so action and timing are super important in relation to grasping opportunities.

Great opportunities do not last long, and that's where the concept of the "Window of Opportunity" comes into play.

The Window of Opportunity - is a certain period of time when there is a favorable opportunity to start doing something and get the highest possible ROI (return on your investment).

An interesting thing about Windows of Opportunities is that they open and close, so it's important to keep track of which windows are open at any given time. Usually, those are rare moments, and to be able to see a real opportunity is a skill mixed with intuition.

When the Window of Opportunity opens, some notice them almost immediately, while others notice them later but still manage to take the right step.

Sometimes, what will be obvious to you - will not be obvious to others, so if you are only the one who spotted a window of opportunity - do not be surprised.

Window of Opportunities are moments of leverage - when you put the minimum effort and get the maximum results.

Some windows can be open for minutes, and some for seconds, some for years, but the usual lifespan of the window of opportunities is very short.

The main idea is to develop a skill and learn how to recognize open windows and to get into this window before it closes.



Perfect Storm is Coming

If you have ever tried surfing, you know what a swell is. If you are not familiar with a swell, it is a series of waves generated by distant weather systems—typically storms with high winds—that travel across the ocean until reaching a coastline.

Now, imagine a lineup of surfers out in the water, eagerly waiting for the next set of waves to roll in. Each surfer is vying for the chance to catch a wave and ride it back to shore. However, not every wave is suitable for surfing, and not every surfer is able to catch a wave when it comes.

As everything in life, surfing requires a combination of skill, timing, and luck. That is just a great analogy about catching for opportunities in life compared to waves in the ocean.

They come and go, sometimes unpredictably, and not everyone is able to seize them when they arise. But for those who have honed their skills, cultivated their instincts, and positioned themselves strategically, the



chance to catch a wave and ride it to success can be a thrilling and rewarding experience.

In many ways, this perfect swell is coming, and it is a great opportunity to explore and adapt the Freedom CEO philosophy and principles.

The biggest Paradigm Shift is happening. More people are prioritizing freedom and flexibility over material possessions.

The game is changing, and for now, the swell is still good. But a big change is coming.

Life Seasons Concept

Everything in life goes in cycles. Nature goes in season, and after one season ends, another begins.

The first time that I was introduced to this concept and applying it to my life was during a coaching session about 6 years ago.

I was going through the first major crisis in my life and started to work with a coach.

Basically, it was the first ever coaching session in my life, and I had no idea what to expect. The first question that the coach asked me was: "What season are you currently going through?"

I had no idea what the season was, I had no idea what to answer, and I was honestly lost at that time. Let me explain.



The core idea is that the life cycle can be divided into weather seasons, each one having its own purpose and aiming to prepare for the next season.

Jim Ronn has an amazing book, "Seasons of Life" and he describes this concept in a very detailed way.

If you look outside the window, it can be spring or summer, but inside, you can feel that things are not that sunny, and you can go through the winter or autumn season.

It is important to understand what season you are currently in.

If it is winter for you you simply can't go to the garden and start planting seeds or trees, and it is not the right moment. Therefore, every season of life has its own intention and purpose, and it is your responsibility to understand them before taking any action and make any decision.

No matter what season you are currently in - it will change, and the next will come, but use your time wisely.

Winter Season

Winter is a perfect time to rest, prepare and learn. In times when you experience winter in your life (seasonal or personal), things might look difficult and maybe hopeless and out of control.

Use the winter to develop your skills and knowledge. Remember, winter is the best time to prepare, so take it slow, as spring is coming.

Spring Season

Spring brings a window of opportunity. It is time to act, take risks & grab opportunities.

If you want to skip the risk, you will have to skip the opportunity, and you will not benefit from the upcoming seasons. Massive action in spring is necessary for massive success in the fall.



That is how it works. Also, spring is a perfect time for planting seeds.

Summer Season

Summer is a time to nourish, grow, and protect. During the summertime, your efforts begin to show promise, but don't be blind because of the bright sunlight. Your progress is vulnerable and needs protection and regular nourishment.

Summer is a perfect time to apply what you have learned during the winter season, and most importantly, do not think it will always be this easy and smooth.

Autumn Season

Fall is the moment and time of truth. During this time, we either enjoy or excuse ourselves. That is when you see the real results of your efforts and when you see how your seeds grow. The law of cause and effect is universal.

Celebrate your success, accept your disappointments, and get ready for the next season.

Remember that everything comes in cycles and seasons tend to change.



How Much Time Do You Have Left?

Let's make simple calculations, and for me, it looks a bit scary:

I am already 35. If we consider that the average life expectancy is 77.5 years, this means for me that:

1. I have roughly $77.5 - 35 = 42.5$ years left to live
2. Subtract 30% of that time for sleeping, showering, and eating:
 $42.5 - 30\% = 29.75$ years
3. Subtract another 20% from various activities like emails, accounting, comments on social media, phone calls, etc.:
 $29.75 - 42.5 * 20\% = 21.25$ years
4. And another 10% for waiting in lines, commuting, and other such activities: $21.25 - 42.5 * 10\% = 17$ years

That is less than 17 YEARS left. Almost nothing at all.



How much time do you have left? And what do you plan to accomplish in that time?

Or are you just going to keep drifting along, waiting for happiness to arrive? It never will!

So let me ask you, what are you doing today, right now, to achieve autonomy and financial independence in your life and business?

How seriously are you focusing on building a business that works for you instead of wasting your free time?

For me, freedom looks like this:

1. Working exactly as much as I want (and if I don't want to, not working at all) without any financial loss.
2. Working only with people I like and want to work with
3. Spend a significant amount of time enjoying my achievements (instead of just endlessly chasing them).

If you really want to accomplish something significant in your life next year, you know what you need to do right now. Stop wasting your time on useless things and get to work.

Unfortunately, there are no 100% guarantees of success in anything in life.

But if you don't start now, I guarantee that when you reread these lines a year from now, you'll be surprised to find that you haven't progressed as much as you'd hoped...

If you doubt it, test it! Maybe I'm wrong. Maybe you can build everything someday later. Starting on Monday. On the first of the month.



At the New Year. And maybe, just maybe, you'll manage to pass something on to your children.

Everyone decides their own fate...

Understanding Energy

"If you want to find the secrets of the universe, think in terms of energy, frequency, and vibration."

Nikola Tesla

Everything in life is energy. Everything in the Universe is energy.

That is a very uncommon concept to understand, but once you will "get it" - everything will be different.

Let me explain.

Energy management is the most important skill you need to master, and in order to master it - you have to understand how it works.



All of this energy vibrates at different frequencies. Every person has their own vibration, and it is their own flow. The higher your vibration - the easier you navigate through life.

Energy vibrates at a certain frequency.

The energy that you send out to the world - gets reflected back to you by attracting things, people, and events with the same energy.

Universe is giving you, not what you want, but what you need and what you are.

Energy Flow - the more you stay open - the more energy flow can build.

Energy is a key to creation. When you are open - you bring more energy into what surrounds you. Your energy affects other people.

The most important thing - is your inner energy. If you are always tired - life is not fun. If you are inspired and filled with energy - life is fun.

Learn how to work with your energy and let it flow.

Since everything is vibration, it is you who is attracting these external situations to you. Every person or situation mirrors what exists within you.

Whatever you want to Receive - you have to Give.

Newton's Third Law:



Action & Reaction: For every action (force) in nature, there is an equal and opposite reaction.

If object A exerts a force on object B, object B also exerts an equal and opposite force on object A.

Whatever happens on the outside is a reflection of our inside.

When you are moving to get what you want - you have to change. If you are doing something with resistance - you will face resistance, but if you are doing something with ease - everything will be easy.

We all have a finite amount of energy available to us each day, and how we use that energy determines the quality of our lives.

I've learned from the "Wake Up Productive" - one of the best personal productivity programs by Eben Pagan, that there are two types of energy:

→ Catabolism

Catabolic energy - is destructive and drains us of our vitality.

The process the body uses to generate energy to counteract a stressor.

The body will find available energy stored within its system and pull from it to generate energy.

→ Anabolism



Anabolic energy - is creative and constructive.

The opposite energy and process is anabolic. Anabolism is the process by which the body builds itself up and grows. Anabolic energy is constructive, expanding, rejuvenating, and sustainable.

Catabolic and anabolic energies stem from a much deeper level for all of us (from our level of consciousness or awareness, formed by the sum of all of our life's experiences... but that's a subject for another time!).

For now, the key is recognizing these energies and beginning to lead them.

Anabolic energy is driven by solution-seeking, acknowledging different perspectives, rationalizing differences, identifying a purpose in all situations, being of service to others, and not getting attached to one view or one way of doing things.

Focus on cultivating anabolic energy by engaging in activities that energize and inspire, such as exercise, meditation, and spending time in nature.

You have to navigate through life, understanding the core life principles and energy flow. These are fundamental rules, and everything else is based on them.

Your Purpose & Alignment

Your PURPOSE in life is as unique as your fingerprint. We all have talents, skill sets, and something we naturally do good.

In a world where success is defined in terms of what you own, how you are perceived, and the power you have over others - our EGO wants to get what it believes we need based on society's definitions of need.



In a modern society, we live in a world made up of our EGOS for our EGOS. At best, our ego can drive us to success (defined by society), but it cannot drive us to fulfillment.

Over the years, through a series of conscious and unconscious choices (where ego took over), we moved away from our true place to conform to society's expectations. We learned how to be "Normal".

The Truth Is that many people do not live in alignment with their purpose.

Many people go through life mostly on autopilot, not truly living an intentional life with defined dreams and goals -- and just letting the expectations of others (parents, friends, partners, and society) and chance guide their life -- rather than taking the steering wheel of their own lives.

Life is empty and meaningless -- UNLESS you create the meaning for yourself. This means that what you create for your life is your purpose.

Purpose can guide life decisions, influence behavior, shape goals, offer a sense of direction, and create meaning.

Your purpose is your North Star.

One of the best books that describes the concept of purpose is “**The Way of Superior Man**” by **David Deida**.

After I discovered this book and all the principles described there, , I've been absolutely obsessed with the concept of purpose.

Some people call this a calling, raison d'etre, dharma, or big why ... but it doesn't really matter.

Whatever you call it -- purpose is the key driving force that pulls you toward your future. Without it -- you squander your time. With it -- you can achieve anything.



You can think of your purpose as your unique gift to the world. Your purpose will evolve over time, so focus on coming up with your purpose for the next phase of your life instead of trying to come up with just one life purpose that stays fixed and with you forever.

A good question to ask: *"Why am I doing what I am doing?"*

When you start asking yourself this question, it is already a good foundation and 50% of the mission is accomplished.

To find your TRUE purpose requires dedication, going to the unknown, meeting the darkness, and stepping on a beautiful journey of self-exploration.

Not everyone is ready for that. It takes time to discover your purpose.

Finding your PURPOSE is a journey of self-discovery, and this is probably the most interesting journey in your life.

If you don't know your purpose, discover it now.

Without a **conscious life purpose** a man is totally lost, drifting, adapting to events rather than creating events.

Everyone has a purpose in life, and your life should be centered on discovering and living that purpose intended for you.

The highest purpose is to live the life of service. Serving others.

The purpose is the best friend of Alignment.



Alignment is when our thoughts, life choices, and direction all honor our core values.

Alignment is when we listen to our intuition and move through the world, embodying our true selves.

Alignment is function and action with ease.

Alignment always involves a strong relationship with your intuition.

Without it, you end up listening to the voice of your EGO, which wants you to stay in your comfort zone instead of growing and expanding.

It's important to have a **clear written purpose statement** for the next phase of your life. You can share it with your friends, or you can keep it private.

It is important for yourself to know and to feel it.



Every time you are doing something that is not in alignment with your purpose or not moving you towards there - you are betraying yourself. This is not good.

1. You are getting CLARITY on what you want from life
2. You are beginning to TRUST your intuition
3. You feel grateful for everything — even the painful experiences

Once you know your purpose and when it is aligned, here is what you can do:

1. So that you can tell others what you're all about.
2. So you can share it powerfully in a group setting.
3. So, people know what you're all about and can send others with a similar mission your way.
4. So that you can use your time on this planet the way you want to.

Remember that your Purpose is a long-term game, and it is not easy, but the reward is amazing and worth it. Once you start living a life based on your purpose, all doors will open in front of you.

Building Identity 2.0

When you move towards your vision - you change yourself. You build a new story. You build a new version of you.

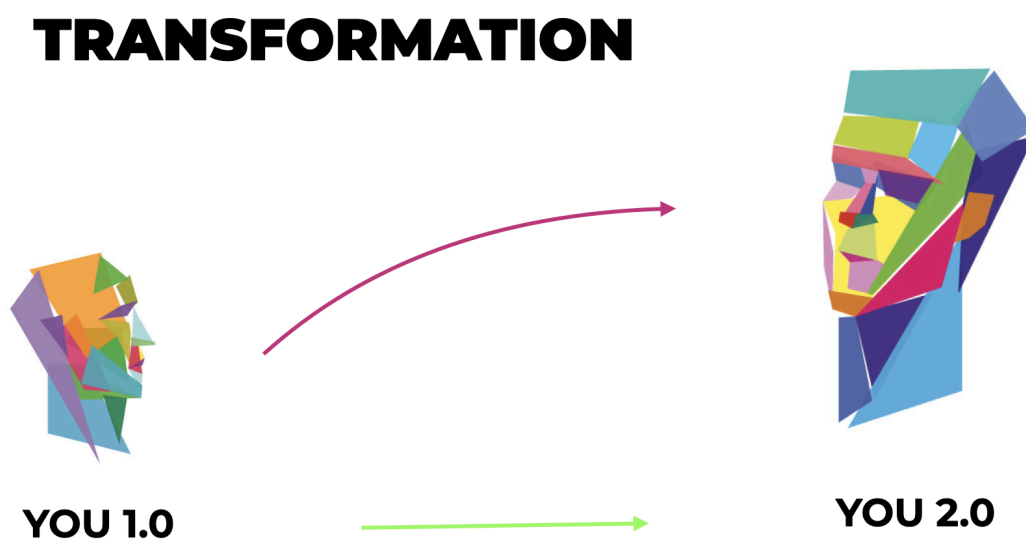
The question is: Where to move?

We all have stories to tell, and basically, our past stories shape our identity and influence how we see ourselves in the world.



The stories we tell ourselves about ourselves, our past, and our future can have a profound impact on our beliefs, emotions, and actions.

[Yourself version 1.0 + Transformation] = **Yourself version 2.0**



That is a very simple formula.

Here are a series of questions to answer:

1. Who am I, and where do I see myself in the future?
2. What are my character traits?
3. What are my strengths?
4. What kind of people surround me?
5. What places do I visit?
6. How do I look with my own eyes?
7. How does the outside world see me?



8. What are my achievements?
9. Who are my mentors?
10. What kind of business am I building?

Your Identity 2.0 is basically your Future self.

Before moving to the future, it is important to answer a question: *"Who am I today, and where do I see myself in the future?"*

You can imagine yourself 1 - 2 - 3 years from now. It really doesn't matter.

The idea is to see yourself in the future. That will be your point B.

The best part is actually not getting to point B, but rather the entire journey and the type of person you are becoming, during your journey.

That part is called transformation.

Discover Unique Ability

I first learned about Unique Ability from my good friend in 2015 when he shared a link to the Dan Sullivan coaching program with me.

Identifying my own unique ability was a turning point in my life as an entrepreneur.

So, what is Unique Ability?



A unique ability, by definition, is the essence of what you love to do and what you do best. This is your own set of natural talents and skills. You may or may not know about them, but they are 100% there.

Imagine this situation - what would you do if your financial issue were closed and you did not need to earn money?

There are 3 simple criteria for determining Unique Ability:

1. Your skill is something that is inherent in you at the level of instincts and does not change over time.
2. Passion - your strong desire to do what you are good at. When you do what you love, you do it well, and you can do it all the time.
3. Energy - when you do what you like, you get energy from it, and you want to do it again and again.

For example, you understand that your strongest skills are communication and sales, and this is what you need to focus on. Sales do not involve routine.

However, if you deal with routine and operational issues in business, most likely, you will not be good at it, and it is more rational to find a person who is good at operational matters.

At first glance, these are pretty obvious things, but not everything is as simple as it seems.

I believe that knowing your strengths is the foundation, and it is precisely this that should be put at the forefront when it comes to developing life and business.

So, how do you define your strengths and discover your Unique Ability?



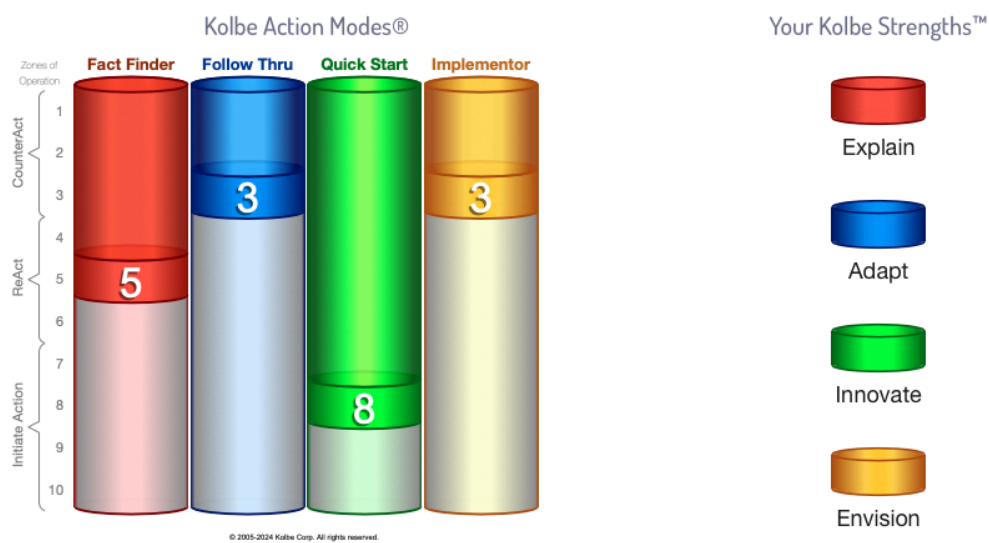
You can discover your strengths and your Unique Ability using the Kolbe A test.

This powerful method identifies your strengths based on the instincts you already have. Unique Ability, by definition, is what you love to do and what you do best.

It's your own set of natural talents and passions—what you would do under any circumstances and what you enjoy doing.

The most interesting part is that this is your innate skill, and it changes over time. The test determines your Unique Ability based on your behavior patterns, helping you identify the types of tasks that will be most comfortable and natural for you. You'll identify tasks that will have high efficiency and provide maximum ROI.

To determine your Unique Ability, I recommend taking the Kolbe A Index test, which is specifically focused on this.



Kolbe Action Modes are behaviors driven by your *instinct*

* Kathy Kolbe discovered the instinctive Action Modes and authored the Kolbe A™ Index

Knowing your strengths as an entrepreneur makes it much easier to grow



and focus on what will give the highest ROI. There are four main categories of strengths:

- **Fact Finder** — the skill of gathering and analyzing information.
- **Follow Thru** — the skill of systematically using the information and applying it in practice.
- **Quick Start** — the skill of generating ideas and launching risky projects.
- **Implementor** — the skill of implementing and administering tasks.

These skills are instinctive and innate.

When you identify your Unique Ability, it gives you a burst of energy, and people around you also feel energized because it's fun and interesting to be around someone who is so passionate and talented in what they do.

It comes so naturally to you that you would do it in any situation.

In fact, many people continue to provide their Unique abilities for free because they don't realize how valuable these skills can be to others.



Moreover, people are willing to pay for your skills!

It's so simple and yet quite complex at the same time. If we talk about my test results, they are presented below.

One of my strong skills and approaches to life is Quick Start — the ability to relatively quickly launch new projects and bring people together around ideas.

Personally, I realized that for a long time, I was engaged in the wrong activities, and instead of gaining energy, it was draining away. This is also normal.

The key is to identify it in time.

I highly recommend taking the test to determine your own unique skill and find your Unique Ability. As superficial as it may sound, in practice, it is very profound and useful.

Get your [KOLBE A Test results here](#)



Get Ready For A Marathon

Back in 2017 I did my first full marathon in Roma, Italy - 42 km in 3 hours 36 minutes.



I had to train almost 4 months and I can tell, it is not about physical training, but more about mental preparation.

The full distance is 42,195 m, and when your mind tries to calculate how long it is, you will face resistance. However, when you start training and running daily, you will adapt yourself to long distances and become more comfortable.

I was training with a running coach - he sent me weekly programs, and I had my Garmin watch. After every training session, he was able to measure my heart rate, pace, distance, etc... and he was giving me feedback.

Usually, it was like that: Try f..in harder!

I was living in Ireland then, and you know that Ireland is famous for its weather - sun, rain, heavy rain, light rain, cold rain, windy rain... all types of rain. You just get used to that.

At some point, I stopped worrying about the weather, and my goal was just to run. Action, not overthinking. Imagine if I made decisions based on my mood - it would not simply work.

The best part about running a marathon is changing your mindset.

People with a marathon mindset work consistently on a project or dream for a long period of time. They pace themselves, find a rhythm, and remain determined until the job is finished. They adapt, grow, and evolve, which helps prevent burnout.

You must realize one simple thing - good things take time and dedication.

During a long-distance run or project, your mind is going to go places (probably to ask yourself: Why are you doing this thing at all?), but it is important to focus on the outcome.



You just continue running and not listening to voices in your head. Instead of running for new ideas and projects, choose the one and make it to the finish line.

That's a marathon mindset. Get ready to run a life and business marathon, or even better - register for a real one - it will be a life-changing experience.

Why Goals Are Not Working

There is a simple technique for achieving goals and getting everything you want that I want to share with you.



Actually, you will be surprised that you can get way more than you even think.

Just take 10-15 minutes and **write down everything** you want to achieve in the next 1-3-5 years. Divide a piece of paper into 2 columns, and on the left, write down what you want, and on the right - when you want to get.

What do I want:	When do I want it:

Write it down based on your feelings.

Done?

Now, look at everything you've written and close the journal or hide that piece of paper. Do not throw it out. Just hide it.

You have to let it go! Completely. Do not focus on your goals. Just continue to live your life and do what makes you happy.

After some time, you will completely forget about it, and at some point, suddenly, you will find this list of goals.

You will be surprised that around 90% of them are done and achieved. That sounds like magic, but it really works.

So, the best thing you can do is just write down your goals and let them go.

It works. Guaranteed.



Getting Things Done

At the Next Web conference in Amsterdam, I met David Allen, the founder of the productivity system "Getting Things Done" (abbreviated as GTD). By using this system, you can become twice as productive and efficient.

GTD stands for "Getting Things Done."

I had heard about the GTD methodology quite some time ago. However, it was a rather abstract concept to me, and I didn't understand how I could



apply it to my life. In January of this year, during a fairly long flight from Bali to Bangkok, I decided to spend my time reading David Allen's book "Getting Things Done."

After reading the book, I realized that GTD is a very cool system! And I started implementing it in my life.

I'll be honest: I didn't succeed the first time. It took about six months to become the norm. I admit that I follow this methodology only about 20-30% of the time, and I already notice significant improvements.

David Allen has several principles in his methodology. According to David himself, he is a rather lazy person, and everything he came up with was designed so he could simply rest more, and in those moments when he could be most effective at work, he could fully engage in it.

In essence, if you have a to-do list, you can usually complete all tasks without missing anything, rather than relying on memory—because then you're sure to forget something! In other words, when you have a to-do list in front of you, you are always more productive.

The description of this methodology is as follows: it is a system designed to increase personal productivity and reduce stress caused by information overload.

The GTD methodology has two goals: increase productivity and reduce stress. Studies have shown that applying it can boost productivity by 20%.

But for me personally, reducing stress is more important. It eliminates worry and inner turmoil about forgetting, overlooking, or missing something. Implementing a system avoids this.

Here's a list of what I started doing as I gradually incorporated GTD into my life:

- Recording all tasks in a separate task manager, Todoist



- Keeping a calendar
- Planning 3-6 months ahead
- Setting monthly and quarterly goals
- Tracking progress and conducting weekly reviews
- Meditating

Three criteria for the GTD system:

1. We don't store our thoughts in our heads; we write them down in external memory (this can be a journal or a mobile app).
2. We train ourselves to decide on the next action we want to take regarding the goals and tasks we set. It's important to consistently determine the next action rather than leaving thoughts unresolved.
3. We organize all reminders of actions we want to take into an efficient reminder system, which ensures we don't forget to do what we've planned. This is a brief overview of the methodology.

When I read David Allen's book, there was a quote : "The mind should be like water."

This means that, for example, when a stone is thrown into the water, it initially creates ripples and waves, but after a while, the water levels out and becomes calm again.

Our minds are often overloaded with unfinished tasks, and we spend energy trying to remember what we need to do. This drains our internal resources.

So, the first step to integrating GTD methodology into your life is very simple. Take a piece of paper, write down all your thoughts, and process them in an organized manner - sort them out.

And, of course, don't forget to check out David Allen's book!



The Art Of Asking Questions

One of my mentors, Strategic Coach founder Dan Sullivan, shared a great wisdom:

The secret is not to have all the answers. The secret is to have all the questions. If you know what questions to ask - you will get the right answer.

Asking the right questions is a crucial skill that is very underestimated.

We all are searching for answers, like a magic pill, but what we have to do - is search for questions.

This is how you evaluate the potential impact of anything...

There is a way to evaluate opportunities (in whatever form) and either rule them out or get yourself intellectually and emotionally engaged in following through with them.

It starts by asking yourself three questions and writing down the answers...

- What is the purpose of this? What do I want to accomplish here?
- Why is it important? What's the biggest difference it will make?
- What's my ideal outcome? What does the completed project look like?



Learn how to ask the right questions - answers will appear.

Two Doors

What should you do if you are not confident about the final result or outcome?

The answer is simple: Keep doing, even while remaining unsure.

It may sound irrational, but the results in our lives are often the outcomes of our actions, not our desires, intentions, or certainty.

Useless overthinking like "what if" or "but if" is just a waste of precious time.

Take action! Otherwise, not only will the train leave, but you'll be left standing on your "platform," watching the trains go by.

Robert Allen once said that in life, there are two doors.

One is labeled "Security," and the other "Freedom."

Interestingly, if you choose the "Security" door, you lose freedom and often fail to achieve security (like those people who one day are simply laid off after many years of working in a "secure" position).

But if you choose the door labeled "Freedom," you gain both.



Set And Setting

In the psychedelic world, there are two main concepts: set and setting.

The set is shorthand for your mindset, which you can think of as your mental state. Your mindset is affected by various factors, from work stress and relationship dramas to impending deadlines and all other life-related things.

The setting is the environment where you are located. This is basically, a space where you operate, the people you're with, and all the things that surround you.

Why are set and setting important, and where do they come from?

It comes from a psychedelic world, and the first ever recorded experience happened almost 70 years ago.

April 19, 1943, would become known as Bicycle Day, the world's first "acid trip" when the inventor Dr. Albert Hofmann took a small dosage and made a bicycle ride from the laboratory back home.

That was the first ever recorded psychedelic trip.

Steve Jobs said taking acid was one of the most profound things in his life:

"It shows you that there's another side to the coin, and you can't remember it when it wears off, but you know it. It reinforced my sense of what was important—creating great things instead of making money, putting things



back into the stream of history and human consciousness as much as possible."

People find that set and setting profoundly impact the psychedelic experience.

The more supportive the set and setting, the more likely the experience will be positive. In opposition, a less-than-ideal set and setting will increase the likelihood of a negative or challenging experience.

The same applies to our everyday lives. I'm not encouraging you to take advantage of any of these experiences, but they are something to learn from on a deeper level.

Your set or inner state is the most important asset you will ever have. The way you feel - will affect everything in your life.

You always have to focus on the fact that your set and setting are good. That is crucial. Whatever you do or wherever you are.

One of the key objectives of this book is to showcase the importance of the inner state - it should be your source of energy and greatly impact your mindset.

Just keep these two concepts - set and setting - in mind and let them be your friends.

Getting Surrender



*Life rarely unfolds exactly as we want it to.
And if we stop and think about it, that makes perfect sense*

Back in 2021, a good friend of mine, Andrew, recommended to me an incredible book “The Surrender Experiment” by Michael Singer.

That was a life-changing moment, as I learned the concept of surrender.

Discovering the concept of surrender was a game-changer for me. It's about releasing the need to control every aspect of life and instead embracing the present moment with openness and trust.

This book taught me that by surrendering to the flow of life, we can get everything we want. Basically, “The Surrender Experiment” is a timeless wisdom.

Two fundamental things I've learned:

Trust the Process: Understand that life has a way of unfolding as it should, even if it doesn't align with your initial expectations. Trusting in the process allows you to navigate challenges with resilience and grace.

Let go of control: Learn to release the need for control and surrender to the flow of life. Do not attach to specific outcomes, open yourself to greater possibilities and opportunities that may arise unexpectedly.

Probably, the best thing you can learn in life is just how to surrender.

Why 10X is Easier Than 2X

The idea is simple:



Think about a 10x bigger future, and your mind expands 10x.

10X Result motivates you more, compared to 2X.

The amount of time and energy invested is the same. The concept of 10X goals definitely sounds counter-intuitive. This concept is very simple and very realistic.

Basically, if you invest the same amount of time and effort - what is the point of aiming for a 2x return if you can get a 10x return?

It is achievable. The most important thing is that it works. At the same time, our brain is so used to thinking in categories of 2x that 10x goals often scare us.

This is just a fear and a mind game.

In fact, 10X goals are easier to achieve. When you have something big in mind and share it with other people - they will probably join you, as everyone wants to be a part of something big.

There is a very good quote: "You should be coached by your future."

10x Goals help you create a big and bright future. 10x Goals give you energy. Big goals in the future - give you energy to the present.

In fact, we should be afraid of small 2x goals. They just drain your energy and do not allow you to grow, gain new skills, and move to the next level.

10X Goals change your life in a new way.

Imagine that you have a goal - to earn \$100,000 and feel happy. You thought that you would achieve this goal and be happy, but then you realize that if you earn \$200,000, then only then will you be happy.

And there will always be a new level. But it is difficult to rise to this level because you again rest against the ceiling of difficulties.



All growth occurs in stages. And at every stage of growth, people reach a point where they cannot develop further using their existing set of skills and knowledge. This is what I call the "Difficulty Ceiling." And it happens again and again, at every stage of growth.

If you work more, you get more. But we reach a certain point - if we work more, it becomes unproductive.

This is the ceiling of difficulties. The problem is that we have a lot of garbage in our heads. We are loaded with things that we absolutely do not need.

If you are now at the level and earn X money, then it is because you have those skills, those connections, and that business that brings you X money.

If you want to get 2X, you can do it with the same skills and mental settings; you just need to work more.

But if you want to get 10X - you can't do it with the previous mental settings and you have to apply new strategies and learn new skills.

That's how it works.

How To Get Lucky



*In a long-term game, it seems that everybody is making each other rich.
And in a short-term game, it seems like everybody is making themselves
rich.*

I've learned this concept from Naval Ravikant, the investor and founder of AngelList and modern-day philosopher.

He has an incredible Twitter thread, "How to get reach without getting lucky."

When I discovered his writings, they resonated so deeply with me. Mostly, the Naval shares wisdom about wealth and happiness.

There are four kinds of luck that we're talking about.

1. Blind luck

The first kind of luck, you might say, is blind luck. Where I just got lucky because something completely out of my control happened. That's fortune, that's fate.

2. Luck from hustling

Then there's luck that comes through persistence, hard work, hustle, and motion. This is when you're running around creating lots of opportunities, generating a lot of energy, doing a lot of things, and lots of things will get stirred up in the dust.

It's almost like mixing a petri dish and seeing what combines. Or mixing a bunch of reagents and seeing what combines. You're generating enough force, hustle, and energy that luck will find you.

3. Luck in preparation

A third way is that you become very good at spotting luck. If you are very skilled in a field, you will notice when a lucky break happens in that field, when other people who aren't attuned to it won't notice. So, you become sensitive to luck, and that's through skill, knowledge, and work.



4. Luck from your unique character

Then, the last kind of luck is the weirdest, hardest kind. But that's what we want to talk about, which is where you build a unique character, a unique brand, and a unique mindset, and luck finds you.

You created your own luck. You put yourself in a position to be able to capitalize on that luck. Or to attract that luck when nobody else has created that opportunity for themselves.

Luck is based on your character. Build your character - luck will come, and opportunity will find you.

If you're a trusted, reliable, high-integrity, long-term-thinking deal maker, then when other people want to do deals, they will literally approach you.

Your character and your reputation are things that you can build that will let you take advantage of opportunities that other people may characterize as lucky, but you know that it wasn't luck.



3 Years From Now

Let's look into the future.

Imagine if we had this discussion 3 years ago and looked back at your experience. What would happen in your life, both professionally and personally? What has to happen in your life for you to be happy with your progress?

I've learned this question from Dan Sullivan, and he discovered this ONE QUESTION TO TRANSFORM ANYONE'S FUTURE.

This is your 3-Year Question, and it will help you to build a clear picture of your vision and to understand where to go next.

Let this question sit there. Basically, this question can transform your future.

Your future vision is your driver, your mojo, and your GPS.

Just to give you an example - ask your close circle of friends or people you know: "How do you see your life in 3 years from now?"

Most of them will tell you something vague as the best-case scenario, and others will say I don't know.

People are not used to thinking long-term and envisioning where they are going.

To answer this question, it can be helpful to take some time to reflect on your goals and aspirations and to identify the areas of your life that are most important to you.

You may want to think about the following questions:



- What do you want to accomplish in your career or business over the next three years?
- What kind of relationships do you want to have with your family, friends, and loved ones?
- What kind of lifestyle do you want to live in terms of health, fitness, and leisure activities?
- What kind of impact do you want to make in the world, and what kind of legacy do you want to leave behind?

"I am a big believer that if you have a very clear vision of where you want to go, then the rest of it is much easier."

These questions are all about you!



Your Perfect Day

Win your day, and you can win your life.

For some reason, many are convinced that you need to live hard and work hard a lot. Yes, you really need to work hard, but in a different way.

You are not just working, but rather you are building your life.

Once you have envisioned your life at a global level, it is time to be more precise.

It all starts with a mindset shift: I am an architect and designer of my life.

Basically, you are designing your LIFE the way you want, and once you realize this - the game will change.

This concept is called Lifestyle Design. I believe you've heard about it, but did you implement it?

Lifestyle design is a concept that sheds old theories about what to do in life and talks about what you want to do.

Actually, the lifestyle design concept is very practical. In other words, lifestyle design is a life strategy for the next 3-5 years, where mobility and location freedom around the world become the main priorities.



There is a simple algorithm and simple framework for this, and it all starts with creating your Perfect Day.

Imagine what you have to do every day and what your day should look like, the best day of your life.

It is not about what you have to achieve; it is about how you feel.

All you need to do is write down a picture of the perfect day for yourself and answer simple questions:

- Where are you when you wake up?
- What do you feel when you wake up?
- Who surrounds you every day?
- Do you have a morning ritual that helps set you up for a productive day?
- What do you focus on daily?
- What kind of people would you like to see during the day, and who would you like to see in your environment?
- How do you end the day?

We live in three modalities, and it is important to determine:

- What inner state are you in (mental part)?
- What physical form are you in (physical part)?
- What do you feel daily (emotional part)?

The next step is to imagine in detail your Perfect Day. Envision and articulate in detail every moment - from waking up to the moment you go to bed, including activities, interactions, emotions, and accomplishments.

Do not underestimate this very simple but powerful exercise. It will serve as a source of motivation and inspiration, guiding you toward creating a life that reflects your deepest desires and aspirations.



Also, it is good to write it down, and after that, just let it go. Become surrender and let it happen to you.

Why Coaching Matters

My first coaching experience happened to me back in 2018.

I had no idea what to expect, but it was a pivotal moment in my life. I realized it later.

To summarize, coaching is all about planting the right seeds and asking yourself right and very uncomfortable questions.

Usually, people start looking for a coach in 2 cases:

1. When everything is so bad, unpredictable and you are in a free fall to nowhere
2. When everything is great, and you want it even bigger, better, and better, or you just want to get to the next level,

In the first case, people usually look for a magic pill (but it doesn't exist). In the second case, people are looking for fast results.

We are like humans who want everything to get fast - that is our nature, but it is not working like that. You have to be patient, as everything will come to you on time.

So, why does coaching matter?

Coaching is something that has greatly influenced me and my relationships with the people around me.



It's a definite catalyst for growth.

Everyone needs life coaching. Yes, it's a bold statement, but it's true.

There is a myth: *"Life Coaching is for weak people"* and this is perhaps the most destructive myth of all.

This is 100% false. It is important to turn off your ego. It prevents you from working with a coach.

Each athlete has his own coach. When you go to the gym - you work with a coach. You need to have a life coach as well. Business coach, health coach, relationship coach. Name it.

Remember the example of Connor McGregor's last fight, where in the ring after his victory, he was with two trainers at the same time - a combat trainer and Tony Robinson - a mindset coach.

The coaching industry has reached the \$1 billion mark in a study by MarketResearch.com, and it doesn't look like things are slowing down anytime soon.

But... Why is life coaching?

Life coaching helps you reach and unleash your potential and always be in a peak emotional and mental state.

A life coach can quickly and skillfully create an environment that allows the client to see their blind spots - beliefs, fears, holding their doubts - and helps them overcome internal and external barriers to happiness and fulfillment.

Life Coaching, when done right, can incredibly quickly change the entire trajectory of a person's life, no matter who they are or where they come from.

People who are willing to give up on their goals and dreams can experience a 100 percent turnaround after working with a great life coach.



Those who experience anxiety or fear can find focus, direction, and a new sense of joy and energy with the help of a life coach to motivate and support them.

Here is a trick: we want results fast, and sometimes, we have a false belief that a life coach will help us solve our problems.

What a life coach will do is help you plant the right seeds, and it will be your responsibility to take care of them and give them time to grow.

Good things require time. So, be patient and give it time.

Life coaching and Mentoring. What is the difference?

Mentorship - the main difference is that any person can be a mentor, and you cannot communicate with him.

These are speakers, book authors, and people from whom you can learn something, but they are not interested in working with you. They are just sharing their experiences.

A life coach is the person you work with. Coaching is friendship for money.

A life coach is like your life partner, and you will most likely talk to different coaches before you find your own. The first thing to do is to create a request and set an intention.

The right person will come at the right time. Just set an intention.

Quite often, we think that we have business problems, but in reality, we have life problems that are translated into our business.

Coaching is an investment in yourself. This is a long-term process, and the result can be expected within 3-6 months.





Crab Bucket Theory

You've probably heard about this metaphor that describes a phenomenon when crabs are placed into a container, and any crab trying to climb out will be pulled back by others, preventing any crab from escaping.

The idea is that our surroundings matter, and we choose people around us wisely.

Sometimes, you can be a crab to yourself - your laziness, overthinking, or depression.

Always, when you start flying high or doing something differently - your circle will start to pull you back.

Focus on your vision. Always.

Two Life-Changing Skills

Two things have significantly improved my life.



They are very simple and straightforward, but many people don't fully utilize these opportunities. I'm talking about a calendar and the skill of touch typing.

Let's start with the calendar—it's truly a magical tool! You should live by the principle, "If it's not on my calendar, it doesn't exist in my life." As soon as you adopt this mindset, many things and events will fall into place.

Living by your calendar is simple; the key is to start doing it. A great starting point is the GTD method we've already discussed. Identify what works for you. First, enter all trips and events for the year ahead into your calendar. Then, plan flights for the next 1–3 months. You don't keep them in your head because you know they are on the calendar.

Additionally, break your week into specific themes:

- Monday: Call and meeting day with the team.
- Tuesday: Marketing and traffic tasks.
- Wednesday: Operational tasks.
- Thursday: Rest day.
- Friday: Podcast recording/interview.
- Saturday: Weekly planning.
- Sunday: Rest day.

This way, each day of the week has a specific focus, and your daily task list becomes very clear.

The next important skill is touch typing.

The "Solo on the Keyboard" app helped me immensely with this. It delivers proven results—I've been typing without looking at the keyboard for almost seven years, and I can't imagine typing another way!

That is a life-changing skill. Once you learn it, you'll see noticeable results within a week.



Big Paradox About Change

Think about this for a second: trying to change the world or someone else is way easier than changing yourself.



Many people are building plans and focusing on changing the world, business, clients, countries, or whatever, just not to start focusing on the most important change - changing yourself.



Focus On Your Strengths

Imagine that you have 50 chips that represent your resources: money, time, and skills. You have to invest them wisely.

You have 3 options:

1. Invest all chips in a fair proportion across all areas of your life. You will become very balanced, but also a bit boring.
2. Invest all chips in a fair proportion across your weaknesses to improve them and become a better human being so the world can accept and recognize you.
3. Invest all chips in a fair promotion to improve your strengths and become even better in those areas of your life where you're already good, to get even better results.

What would you choose?

My bet would be on investing all chips to improve my strengths. It sounds counterintuitive, but we have to focus on our strengths for a compound effect.

In all other areas where you are not strong - you can easily outsource.



Next Level

We all have the next level in life that we want to achieve. Money, Business, Finances, Relationships, Sport.

We are trying to do that, but in most cases, it looks like we are running in circles, and there is no clear understanding of how to get there or even where exactly we want to get.

Let's break it down - there is a big difference between the next level and the next step.

It's like transition and transformation.

Transformation is what most people really want, getting to the next level, so the change could be really noticeable.

Transition is a micro transformation - just the next step. It is also very important and powerful.

It's like you are getting to the third floor. The next step on the ladder is your next step, a micro-transformation, and the next floor on the ladder is a transformation.

Moreover, transformation is a very powerful qualitative leap, not just quantitative.

Each of us goes through different transformations and changes throughout life.



That is, there are both minor transformations and global transformations in different areas of life.

When we understand how to structure our changes, what the next step and the next level are, how they differ, and how to structure them, then we can go through them much faster, with less stress, and we can do it at the snap of a finger - we cannot just go through them because we were taken there, but because we wanted to take a step forward, and we go there consciously.

When you understand this difference, you can get to The Next Level way faster.

Get Centered

When something was happening not the way I wanted, I used to lose control over my inner state and was overhauled by my emotions. That cost me a lot, and it is one of the most expensive lessons I've learned.

Anyway, it taught me how to get centered.

Many spiritual teachers will give you the advice to center yourself or get 'centered.'



It may seem awfully vague as to what exactly that means. How do we know we are doing it properly?

Being centered means we are anchored in both spirit and mind, logic and emotion. Being centered describes being in balance between these two seemingly disparate parts of ourselves.

Michael A. Singer in the *Untethered Soul* describes it this way:

Take a moment to remember that you're spinning on a planet in the middle of empty space. Then remind yourself that you're not going to get involved in your own melodrama.

Actually, Michael Singer has 2 incredible books: one is “The Untethered Soul,” and another one is “The Surrender Experiment.” Highly recommend them both.

Learning how to **get centered** can be one of your best investments in yourself.

When we're not centered, we might feel lost or out of touch with ourselves. When we center ourselves, we bring calm to our emotions. We do so by slowing down our breathing so that we “feel” more of what's going on around us.

Becoming centered is a way to find peace within the chaos that might be surrounding us. It's about being “in check” with what's going on. Individuals who are centered are typically calm and peaceful.

It may sound very simple, but it is not that easy, as it sounds. Actually it takes practice and dedication, but the reward is incredible.

I've heard this saying:

“The power of your personality depends on situations that can make you out of control.”



Think about it. When was the last time you were out of control and what was the trigger ? If that was something small or something big ?

The more you are centered, the more you calm, the more you are in control of yourself - more joy you will have in life.

Shortcuts and Cheat Codes

If you've ever been to Bali, Canggu, you're probably familiar with the famous shortcut road.

It used to be a quick way to get from one side to the other, bypassing the longer route and saving time. But recently, it's become so crowded that traffic there is just crazy.

Here's the paradox: what was once a shortcut has now turned into a longcut. Sometimes, taking the original long road is actually faster than trying to navigate through the congestion of the shortcut.



We all want quick results and often look for shortcuts or cheat codes to get ahead. While they might work temporarily, in the long run, they're bound to fail. You can't cheat the system forever.

Take, for example, the financial statements of a public gaming company like Electronic Arts (E.A.).

While E.A. Games primarily sell games to make money, what's interesting is that the revenue from in-game transactions, such as purchasing skins, weapons, and skills, often exceeds the revenue from game sales themselves.

Instead of earning these skills through gameplay, people are willing to pay for them. It's like trying to pretend to be skilled rather than actually developing those skills through practice and effort.

Skipping levels of transformation will always lead to setbacks. Remember that. The long way is always the shortest, the fastest, and the most consistent.

If you want to win, earn it, and do not try to cheat the Universe, it is that simple.

Inner Game and Outer Game

We all have two types of games we play in life - our inner and outer game. I learned this from my mentor, Eben Pagan when I was visiting his private mastermind in Santa Barbara.

Inner Game is your inner state, and it focuses on:

1. Mindset, beliefs, emotions, and personal psychology.
3. It involves developing self-awareness, confidence, motivation, and resilience.
4. It includes visualization, affirmations, goal setting, and meditation.

The outer game focuses on:



1. Practical skills and actions to achieve external success
5. Your money-making skills - like communication, sales, copywriting, negotiation
6. Your soft skills, tools, and frameworks you are implementing and using day to day to be more productive

The internal success of a person consists of three components: the body, the brain, and emotions. And external success consists of our environment, ideas, and relationships.

And when all three of these areas work together in one system, we experience a qualitative leap upward.

That is, not just a step, not just a small qualitative leap upward, but a significant qualitative transformation.

Basically, if you want to win the outer game, you have to win the inner game.

Monk Mode

When I was going through one of my transformations (I had many), I disconnected myself from the outer world for a few months.

Basically, I was staying at my villa in Bali - cut off all distractions, all unnecessary connections, events, parties, and conversations with random people and focused solely on myself.

It was super hard in the beginning, as I had crazy FOMO - Fear of Missing Out, but after some time, I started really enjoying being alone.



I believe it is one of the greatest skills we have to develop - learn how to live and be alone. How do you accumulate your inner energy, focus, cut off unnecessary things from your life, and focus on what is important to you?

You have to learn an art of intentional detachment from the noise of everyday life to dive deep into your inner world, where clarity resides.

Picture this: You're on a mission, a quest for personal excellence. Here, silence isn't empty; it's full of possibilities and opportunities.

I call this state a Monk Mode, and I believe everyone should go through this.

A good friend of mine - Alex from Romania, is a big fan of "Dark Retreats."

It involves spending extended periods— from a few days to a week in complete darkness, away from all external stimuli.

Within the depths of darkness lies a transformative power—a power to confront your deepest fears and discover the hidden truth.

Your senses heighten, your mind sharpens, and your awareness expands.

Start with a Monk Mode first - make an intentional decision to detach yourself from the noise and stay by yourself for some period of time.

In Monk Mode, time becomes your most precious currency. Every minute is an opportunity to invest in yourself to cultivate your skills. It's an inward journey - where you fill in answers to many questions you have.

But make no mistake—Monk Mode isn't about complete isolation. It's about finding balance and carving out space for deep work, and it is a bold declaration that your time and attention are sacred.



Your Personal Legacy

I attended the Traffic and Conversion Summit in San Diego, California, back in 2015, and the best part about events like this wasn't just the content but the connections and conversations behind the scenes.

At the time, my primary business was a video animation agency, which had seen significant growth since I launched it a few years prior.

During a mastermind dinner with fellow entrepreneurs, a friend asked a question that caught me off guard: "What is your Legacy?"

It was a question I hadn't pondered before, but it lingered in my mind long after. It forced me to contemplate what mark I wanted to leave on the world and what impact I aimed to make.

While it's a daunting question, it's also a sobering reminder of life's fleeting nature. Realizing the finite nature of time reshapes your perspective on the actions you take and the legacy you leave behind.



I used to host a podcast called "Travel MBA," centered around remote business buildings. One memorable incident occurred at an airport while I was en route from Bali to Kuala Lumpur.

A stranger called out my name, thanking me for the podcast and sharing how it had inspired him to launch his own remote agency and begin traveling.

It was a humbling experience to realize the impact of my work on someone I had never met. It underscored the power of connection and the ripple effect of sharing knowledge and experiences.

Interestingly enough, my primary intention behind launching a podcast and writing a book is not to intentionally impact others but rather to have an impact on my personal life.

This might come across as selfish or egocentric at first glance, but it is not the case.

Focusing on the process of writing a book, I'm organizing all the information I've gathered, conducting research, and revisiting past successes. I'm blending this knowledge with my own experiences and planting seeds of growth within myself and for my future.

Honestly, I'm writing this book primarily for my own personal growth. The same principle applies to podcasting. Hosting a podcast allows me to expand my network and get insights from the guests I invite. Through this process, I'm continuously learning and evolving.

Ultimately, the impact of books and podcasts will affect my own life first, but it's inevitable that others will also benefit unintentionally.

That's just how it works.



Burning Out

After every sunset, there is a sunrise.

There is such an unpleasant thing as burnout, and many of my friends have been through it. And I myself periodically found myself in such a state.

Entrepreneurship is idealized in some way, and that's cool. Yes, it's cool, but there are nuances...

You are constantly under stress, often in a state of uncertainty, and you need to constantly make decisions and take on certain responsibilities and commitments.



You set yourself goals (often, they are not even your goals but rather illusional things dictated by society) and try to achieve them.

You work a lot - and at some point, you realize that it doesn't bring you any joy at all. In fact, nothing brings you joy.

You understand that you must do something with yourself, sign up for a marathon, or choose some other sports competition.

A very strange and unpleasant emotional state that can turn into depression, and until you realize this and stop, it will be difficult to change anything. Burnout is quite a common thing.

Some people go downshifting, some quit their jobs, and some change their countries and start to travel...

But we always take ourselves with us, and wherever we go, we will always be alone with ourselves. It is important to learn one simple thing - to accept everything that happens to you.

Burnout and crises are inevitable, and it's good that many people go through this (we emphasize the word go through).

And it's important to accept this.

Actually, every situation is an incredible opportunity for you to make a change and get to the next level.

All you need to do is to make a decision. Do not try to go back to the same routine that brought you here. If you are thinking: "Ok, let me take a rest, and I will continue to do so same sh*t I was doing before - it will not work,"

That's actually a blessing that now you can look for new opportunities and ventures where you can invest your time and energy, and that is how you will go to the next level.



Breath In and Breath Out

Take a pause of a second and take a deep breath in. Take it slow. Hold your breath for a few seconds and breathe it out.

The power of breathwork techniques is unknown to many and very underestimated.

I was introduced to breathwork techniques by a good friend, who lives in Bali - Walid Abounaga, founder of Nafas Journeys - a boutique agency for self-transformational travels.

Powerful breathwork is a life-changing technique, and it helped me a lot during one of my transformational milestones.

If you are able to control your thoughts and your inner talk and have a positive outlook on all situations, you will be at peace. Some entrepreneurs have never tried breathwork, possibly never meditated, and to them, the idea of stepping outside of their norm and out of their comfort zone is a bit strange, and breathwork is the first step to self-discovery.

Breathing is perhaps the most fundamental human action. It catalyzes the critical mechanism of oxygen supply, which in turn keeps all the processes in your body going every second of every day.



Doing something as simple as modifying your breathing has a direct and profound impact on your physiology.

To learn more about the power of breathwork - learn about Wim Hoff and his techniques. I have been practicing his 30 Breathwork Method almost everyday for 6 months and it was a profound change. Takes up to 6 minutes daily, but consistency is the most important.

I can tell you that breathwork was a positive catalyst - it helped me to manage stressful situations and more importantly centered myself. You can consider everyday breathwork as a meditation as well. Idea is just you are sitting and focusing on your breath, you are calming down your mind. Sometimes breathwork can be a bit intense and you can get high.

With time, you will notice less stress, more focus, and increased happiness. It will cost you nothing; you only need commitment.



One Hundred Dreams

A few years ago, I was invited to a kids' school to talk with 8-9-years-old kids. That was one of the best experiences of my life. Kids can teach you a lot.

I had no idea what to ask them, so I decided to ask a simple question.

“What are you dreaming of doing when you grow up?”

I’ve noticed that kids have no limitations in their imagination at all. They really know how to dream BIG.

Ask yourself - are your dreams Big Enough?

Here is a simple exercise: **Make a list of 100 dreams.**

Start with simple ones and make a list of 10-15-20... and you what will happen after ? You will be out of your dreams.

Really, it is very difficult to come up with a list of 100 dreams.

Start with simple ones and make a list of 10-15-20... and gradually build towards 100 dreams.



At some point, I realized I had stopped dreaming. I know it sounds cliché, but dreaming is cool!

Because dreams come true, and you have to be careful about them.

One of my childhood dreams was to have friends all over the world - in any city or country I visited, I could meet the people I knew.

It was a certain vision of my lifestyle. I have no idea, but this dream came true effortlessly.

Dreams are magical because you don't need to work hard to achieve them. You just have to feel that this dream belongs to you and let it go.

Some dreams take some time, and others take less time to appear in your life. It's just important to allow yourself to dream and preferably write down your dreams in a notebook.

After some time, vision will begin to manifest dreams in your life. The biggest stopper - is your fear when you think something is unreal.

"If you can dream it, you can do it." - this statement is often attributed to Walt Disney. While there is some debate about whether Disney actually said these exact words, the sentiment aligns closely with his optimistic and visionary outlook on life.

Life will throw interesting people and new opportunities your way to realize your dreams.



Murphy's Law

We often try to predict in advance where luck will catch us - how successful will be the next project, how much money we will make, how quickly, what cards will come up, what the weather will be like, what will be bitcoin price... and despite years of experience, in most cases we are still wrong.

The same thing happens to my projects or businesses. Whenever I try to predict things, do market research, calculate market size, and determine how profitable this idea will be, it usually never works out.

But all the projects that were launched out of the air or some idea that came to me while I was driving the bike or flying somewhere - that usually works the best and turns into successful and profitable projects?

There is one set of laws I want to share: **Murphy's Law.**

Edward A. Murphy Jr. was an American aerospace engineer who was involved in the development of rocket sled experiments conducted by the United States Air Force in the late 1940s.

During these experiments, Murphy made a statement that eventually became known as Murphy's Law - set off laws that are all about predictions or the vibes you get from or about a certain situation: =

- *Nothing is as easy as it looks*
- *Everything takes longer than you think*
- *Anything that can go wrong will go wrong*
- *If anything can go wrong, it will. If it can't go wrong, it will go wrong anyway.*



It's more like a friendly reminder that life can be unpredictable, and sometimes things don't go according to plan, and the idea does not try to predict things.

It is all about perspective and detachment from the result.



Getting To 1%

There are three categories of people: the top 3%, 7% of those who are trying to get to the top 3%, and 90% of others who do not care at all.

Those who are in 1% - are the best, the fastest, the richest, the most successful.

Possibly, they may not even make up 1 percent. There's never too much of the best. nevertheless, let's assume that's the case...

Most people start something new and promising, only to fade away when they are facing the first challenges, and the initial euphoria slows down or becomes tough and uninteresting.

When you have to continue investing your time, money, and other resources - but results are not here yet. When you feel like giving up and don't want to do anything anymore.

Most people have this "Shiny Syndrome" - attraction to new, exciting opportunities or ventures, often at the expense of current commitments or responsibilities.

And that's exactly why they are always at a loss.

A professional knows that no matter the weather, he will still move forward. He has a plan. He has a strategy.

Today is a bit better than yesterday.

It is Saturday evening, and I am working on my book.

That is my commitment, and I know why I am doing this. From this perspective, everything looks different. Constant forward movement,



receiving feedback, measuring results, improving skills, and moving forward again.

Whether it brings in cash today or not, that's not a big deal.

That's why the best get all the perks. Moreover, it is disproportionately more than the resources invested in achieving the result.

Think about it: who remembers the fourth-place finisher in the Olympics? But for the winner, it's gold medals, prizes, and sponsorships.

Even if the difference was just a fraction of a second... Life tends to favor the cream of the crop. The rest? Well, they're left nibbling on scraps and grumbling about life's unfairness.

P.S. If you're wondering what to do when you hit a roadblock, Seth Godin's "The Dip" might just have the answers.



About Uncertainty

The quality of your life is in direct proportion to the amount of uncertainty you can comfortably live with - a quote by Tony Robbins.

Honestly, I am not a big fan, but his concepts and teachings are very sharp.

Just sit with it and enjoy the uncertainty you have.



CHAPTER 2

SOVEREIGNTY. BORDERLESS LIFE. PLANTING FLAGS.

This chapter explores personal sovereignty and the concept of a borderless life, building residency and citizenship portfolio, planting flags across the globe, choosing the best country for relocation and jurisdiction for incorporation.

Philosophy Behind Freedom CEO

I believe that the window of opportunity is open now. That is a good news, and the bad - it will get closed soon.

We are living in the most chaotic and the most uncertain time of all times - that is super exciting and super scary.



The seeds of Freedom CEO were planted for a long time and it isn't some abstract idea of unlimited freedom or unrealistic promises. Instead it is more like a mindset and set of strategies and frameworks how to take back control over your life.

You have the authority to make choices that align with your vision, based on your values and principles. It's about taking ownership of your decisions, owning your mistakes and being aware of your actions, rather than feeling that you are a figure of the circumstances.

Think globally, but act locally - popular saying states.

It may sound like a buzzword or overhyped and simplified concept, but the core philosophy behind being a Freedom CEO is grounded in real-world principles and it appeared based on current narratives.

Let's break down this concept into simple terms:

Investing in multiple residences: having homes in different places gives you options. Imagine if one area becomes unsafe due to political instability or a natural disaster. With multiple residences, you can simply pack your bags and move to a safer location without being stuck.

Acquiring passports: isn't just about collecting stamps or bragging about your travel destinations. Having more than one passport grants you the freedom to move and live in different parts of the world. It's about having a backup plan in case your home country faces instability (and many countries are already facing it).

Owning Bitcoin & Crypto and being your bank: it gives you more control over your money and protects you from potential financial crises, as it's not controlled by any government or bank. That's like finding a secret stash of gold in the game. It's a way to protect your wealth from the ups and downs of traditional currencies.

Using geo-arbitrage: it means you are taking advantage of price differences between different locations. For example, living in a cheaper country while earning money from a more expensive one.



Becoming ungovernable: you are not relying too much on any one government or authority. It's about being independent and making your own decisions.

Hedging against unpredictability: Life is unpredictable, so it's smart to have backup plans and protections in place to handle whatever comes your way.

It's not about believing in wild conspiracy theories, but about being smart and critical about the media agenda, and being prepared in a world where things can change quickly.

These strategies are for people who are willing to question the status quo and take control of their own lives, be proactive, think critically, and protect your freedom and independence by investing into the right assets.

Your One-Way Ticket

I have one simple rule - every time I am traveling somewhere, I fly with one one-way ticket.

For many people, it is something impossible, scary, or "not normal."



Most people want to have some sort of certainty in life; in case something goes wrong, there is always a way back.

The hard truth - there is no way back.

I am confident that after reading this book and deeply exploring the concepts described here - your life will not be the same, as your mind will be broadened, and new seeds will be planted.

It should be normal for you to fly with a one-way ticket. Also, this principle is deeply connected with personal autonomy, that whatever happens, you are fully reliant on yourself, or you will adapt fast to new circumstances or challenges.

Basically, the ticket concept is very similar to the **Skin in the Game** concept by Nassim Nicholas Taleb. If you make the decision to start something, go all in.

The same applies to concepts described in this book. Living a Freedom CEO lifestyle is really rewarding, but you have to be ready to face challenges and fight for your freedom.

Things will not be easy, and a strong foundation is essential.

Your one-way ticket is a commitment to uncertainty. Let's fly.

IDDQD & IDKFA

Imagine you are playing a game, but it's one of those games where the rules keep changing and you never know what's coming next.

Countries, governments, economies, corporations - they're all part of this game and sometimes they make moves that don't work in your favor.



Now imagine that you have a cheat code for this game. Not to cheat in a bad way, but to give yourself an edge, to protect yourself when things get tough (and it is only a question of time).

Cheat	Effect
IDDQD	God mode (invincible)
IDKFA	Gives all the Keys Weapons and Ammo

That's kind of like what the Freedom CEO philosophy is about.

We tend to be mostly optimistic and we think that we are always on the safe side, and if something is happening - not here and not with us. Maybe yes, but having some critical thinking and understanding that things are very fragile - can be really helpful.

So, why am I sharing all this?

Because I believe everyone should have access to these cheat codes, and by cheatcodes I mean - frameworks and strategies that will help you to increase your personal sovereignty and global mobility.

Life's too short to play by someone else's rules, especially when those rules don't always work in your favor.

Understanding Sovereignty

A long time ago, I randomly discovered the book "The Sovereign Individual: Mastering the Transition to the Information Age"

Published in 1997, the book's ideas were materialized 10 to 20 years later.

This book introduced me to the concept of sovereignty for the first time.



“It feels like something big is about to happen.

Graphs show us the yearly growth of populations, atmospheric concentrations of carbon dioxide, Web addresses, and Mbytes per dollar.

They all soar up to an asymptote just beyond the turn of the century: The Singularity. The end of everything we know. The beginning of something we may never understand.”

The main idea was introduced back in 1997, which was that the mass adoption of microprocessing started a new era and a new revolution of power, which was liberating individuals at the expense of the twentieth-century nation-state.

Concepts shared in that book are happening now, and in order to understand the definition of sovereignty in the correct context, let's explore some quotes from that book so we can be on the same page.

“Faster than all but a few now imagine, microprocessing will subvert and destroy the nation-state, creating new forms of social organization in the process. We are stepping into an Information Society”

Maybe now, it sounds very obvious, but back in 1997, it sounded like something unreal.

“The Information Revolution will happen within a lifetime, and an entirely new realm of economic activity will emerge in cyberspace.

That is what we have now - an interconnected remote world and digital economy. The coming transformation is both good news and bad.

The good news is that the Information Revolution will liberate individuals as never before. For the first time, those who can educate themselves will be almost entirely free to invent their own work and realize the full benefits of their own productivity.



It will not matter what most of the people on Earth might think of your race, your looks, your age, your sexual proclivities, or the way you wear your hair.

In the cybereconomy, they will never see you. The ugly, the fat, the old, and the disabled will vie with the young and beautiful on equal terms in utterly color-blind anonymity on the new frontiers of cyberspace.

In an environment where the greatest source of wealth will be the ideas you have in your head rather than physical capital alone, anyone who thinks clearly will potentially be rich.

The Information Age will be the age of upward mobility.

It will afford far more equal opportunity for the billions of humans in parts of the world who have never fully shared the prosperity of industrial society.

The brightest, most successful, and most ambitious of these will emerge as truly Sovereign Individuals.

But it is bad news as well - the new organization of society implied by the triumph of individual autonomy, and this will leave individuals far more responsible for themselves.

When technology is mobile and transactions occur in cyberspace, as they increasingly will do, governments will no longer be able to charge more for their services than they are worth to the people who pay for them.

Anyone with a portable computer and a satellite link will be able to conduct almost any information business. This means that you will no longer be obliged to live in a high-tax jurisdiction in order to earn a high income.

In the future, when most wealth can be earned anywhere and even spent anywhere, governments that attempt to charge too much as the price of domicile will merely drive away their best customers.

Technology will make individuals more nearly sovereign than ever before.”



In simple terms, sovereignty is the concept where individuals (like you and me) have ultimate authority and independence over their own lives, free from excessive influence or control by external entities such as governments or institutions.

It's about personal autonomy.

Imagine sovereignty as being the king or queen of your own life. It means you get to make your own rules and decisions about what you want to do without someone else telling you what to do all the time.

But with great freedom comes great responsibility. It is something to consider as well.

You have the freedom to choose where you want to live and how you want to structure your life. It means that you do not belong to any single country's rules and regulations by moving to places that offer greater flexibility and opportunities for personal and financial freedom.

This might involve relocating to countries with favorable tax laws, setting up offshore bank accounts or businesses, and diversifying your assets across different jurisdictions.

By taking control of your residency and financial game, you gain greater autonomy and sovereignty over your own life.

Plan B Framework

Having Plan B is a must. Especially today. And you have to get ready before something happens. Remember Murphy's Law.

Probably you've heard about the concept of Plan B, but how it works in reality ?



Expect the unexpected. Murphy's Law teaches us to always have a Plan B: “Anything that can go wrong will go wrong”.

Recent events have shown that countries are interconnected and if or when something happens at one place - it can impact the entire world.

Plan B means having alternatives in place.

For most people, it involves securing a second residency or citizenship abroad and likely opening an overseas bank account.

You have to spread your life and assets across different countries to maximize freedom and security and to have other options to ensure you can still live freely and securely, if something goes wrong.

It's about being prepared and adaptable, no matter what challenges arise.

Usually you think that if something will happen - that will be somewhere else and not with me, and overall that is a good mindset, but you never know.

And it is important to have before something will go wrong, not when it is happening.

I believe that every conscious human being who can relate to the philosophy of personal sovereignty has to intentionally invest in their freedom and buy as many freedom assets as possible.

Here is a simplified framework for Creating Personal Plan B:

Assess Your Current Situation:

- **Residency and Citizenship:** Where are you currently a resident and citizen? What are the legal and financial benefits and drawbacks?



- **Assets:** Where are your assets located? Are they diversified across different countries?
- **Income Sources:** Where does your income come from? Is it dependent on one country or diversified globally?

Diversify Your Residencies and Citizenship:

- **Second Passport:** Consider obtaining a second passport from a country with favorable conditions for expats.
- **Residency Permits:** Apply for residency permits in countries with strong economies and stable political environments.

Diversify Your Assets:

- **Bank Accounts:** Open bank accounts in multiple countries to protect against any single country's banking system failure.
- **Real Estate:** Invest in real estate in different countries to spread risk.
- **Investments:** Diversify your investment portfolio across global markets.
- **Cryptocurrency and Bitcoin:** Invest in cryptocurrencies and Bitcoin as a way to protect against traditional financial system risks and ensure liquidity across borders.

Establish Multiple Income Streams:

- **Remote Work:** Build skills that allow you to work remotely from anywhere in the world.
- **Online Business:** Consider starting an online business that can operate globally.
- **Investments:** Invest in global stocks, crypto, gold and bitcoin.

Plan for Relocation:

- **Emergency Fund:** Set aside an emergency fund that can cover the cost of relocating to another country.



- **Relocation Plan:** Have a clear plan for where you would go and what you would do if you needed to leave your current country quickly.
- **Network:** Build a network of contacts in different countries who can assist you in case of an emergency.
- **Legal Advice:** Consult with legal experts on maintaining and protecting your global assets and residencies.

Just understand that in times of uncertainty it is crucial for you to have a strategy to diversify your future by diversifying residency, citizenship, and asset holdings across multiple countries.

This approach is rooted in the principles of Flag Theory and aims to reduce your dependence on a single political and economic system.

Building Your Safety Net

A safety net is an essential part of your Plan B and in most cases it is pillar designed to provide you healthcare coverage and legal assistance, and overall peace of mind.

As a global citizen - you need to have a personal safety net. If you don't have it yet, then at least understand the concept.



In short, a safety net - is an intentionally built personal infrastructure that protects you from unforeseen circumstances and protects your assets, especially your health.

When you cannot rely on anyone but yourself and you don't know what will happen tomorrow and what will come.

You have to build your safety space by all means, including your health, because health is your biggest asset.

I was introduced to the concept of Safety Net during the collaboration with SafetyWing - global remote company that provides health insurance.

Let's breakdown what should be included in your safety net:

Global Health Insurance and coverage everywhere: Health insurance plans that cover medical expenses worldwide, ensuring you have access to healthcare wherever you go.

Legal and Travel Assistance: Help with travel issues like lost luggage and trip interruptions, plus legal advice for navigating international laws and visas.

Residency and Guidance on Mobility Solutions: Assistance with obtaining residency in various countries and tools to manage global mobility.

Incorporating a safety net into your life as a sovereign individual ensures you are well-prepared to handle the uncertainties of a global lifestyle, maintaining your independence and security wherever you go.



Prepping Mindset

I have good friend Marvin Liao, he is a seasoned VC investor, also one of the speakers at Freedom Business Summit and during his talk - share this concept of Prepping Mindset.

I was really curious about it.

Let's be more critical about events that are happening now. Things have changed a lot in the last few years, and being prepared is the only way to survive.



I guess, many unexpected things are going to come and the first pandemic back in 2020-2021 was just a preparation.

You need to think realistically and foresee the challenges that lie ahead, and you will find absolutely valid reasons to make yourself prepared.

If you still have second thoughts about the value of building a prepping mindset - remember how pandemic affected the world.

The pandemic has taught a lesson to the human race. No matter how far you get, you can never be too ready for challenges.

It makes sense to foresee the emergencies you may face, from an armed siege to an earthquake, a winter outage, or an unexpected financial emergency. The idea is to be prepared for anything and everything because you never know what lies around the corner.

Prepping makes life easier.

Prepping is not an action or a set of actions. It is a way of life that makes things easier. When you are prepared, it cuts down stress and anxiety.

My strategy for unexpected world situations looks like this:

Location: Choose a relatively safe location, preferably in hilly or mountainous terrain, away from densely populated urban areas but close enough to nearby villages for community support and resources.

Housing: Live in a self-sufficient house equipped with solar electricity, ensuring energy independence even during power outages or disruptions. Secure access to fresh water through sustainable water management systems and have a backup supply in place.



Communication: Ensure connectivity with satellite internet, enabling communication and access to information even in remote locations or during emergencies.

Food Production: Embrace a lifestyle immersed in nature, allowing for access to fresh food through gardening, farming, or foraging. Cultivate a diverse range of crops and raise livestock for a sustainable food source.

Financial Security: Safeguard financial assets with a secure hard crypto wallet, providing protection and access to funds in times of economic instability or crisis.

Medical Preparedness: Have a comprehensive first aid medical kit on hand to address emergencies and minor injuries effectively. Equip yourself with the knowledge and skills to provide basic medical care if professional help is unavailable.

Resource Resilience: Stockpile essential resources to sustain this lifestyle for at least 3-6 months, including food, water, medications, and other supplies. Prepare for potential disruptions in supply chains or access to goods and services.

Idea, is to become fully self-sufficient in electricity, food production, water management and think about long term sustainability.

Borderless Lifestyle

For me the perfect global lifestyle looks like this - you have a base - place where you spend the most time, by yourself or with a family.

Country where you live is safe and not involved in a political drama.

You have multiple residencies at least three, but the more you have is better.



You have a second passport, or at least you are on the way to get one and have strategy in place.

You have liquid assets that you can convert into cash.

You have a global network of contacts and connections across different countries and industries, enabling you to access opportunities and resources worldwide.

Your health is your wealth and the idea is to prioritize your health and invest in well being.

Imagine your life is like owning a high-performance sports car capable of reaching speeds of 300 miles per hour. While it's thrilling to know that you have such power under the hood, you don't necessarily need to drive at that maximum speed every day.

Similarly, in life, you have access to incredible potential and opportunities that allow you to achieve remarkable feats, but you leave below your means.

You can choose to navigate life at a pace that suits your needs and preferences, enjoying the journey and making the most of the diverse experiences along the way.

Myths about Personal Sovereignty

There are some misconceptions and misunderstandings behind the concept of personal sovereignty. Many look at it as the radical form.

You may be skeptical about personal sovereignty for several reasons, but before we outline them, let's understand the concept.

By the key definition - personal sovereignty is a concept that promises greater freedom, control over yourself, and personal autonomy.



Let's separate fact from fiction and get a clearer understanding of what it truly means to live a sovereign lifestyle.

Myth 1: Total Independence

Personal sovereignty means you can be entirely self-sufficient and independent from everyone and everything, but complete independence is unrealistic.

The goal is to minimize dependency and maximize control over one's own life, but collaboration with like minded networks is still crucial.

Imagine yourself as a skilled sailor who navigates the seas with expertise. You rely on your knowledge and tools, but also need the cooperation of the wind and the support of a well-maintained ship.

Myth 2: No Need for Government

Personal sovereignty does not reject all forms of government and authority.

Idea is to seek to reduce dependence on a single government but the focus is on strategic interaction with governments to maximize personal freedom and benefits, such as utilizing favorable tax laws or residency programs.

It's about playing the game wisely, not abandoning the playing field altogether.

Myth 3: Extreme Isolation

Personal sovereignty is not about living in isolation, far from society.

The key is maintaining autonomy while still participating in social and economic systems, but try to interact on your own terms and understand how to benefit from those interactions.

Think of it as creating a customized life that blends independence with connection, where you can enjoy the best of both worlds.



Myth 4: High Cost and Inaccessibility

Achieving personal sovereignty is only for the wealthy and is prohibitively expensive for the average person.

Some certain aspects of personal sovereignty, like obtaining multiple residencies or citizenships, can be costly, there are many strategies accessible to individuals at various income levels.

Just like building a diversified investment portfolio, it requires time, patience, and smart decisions.

Personal sovereignty has a lack of stability or commitment to any one place.

In reality mobility is a key aspect, personal sovereignty is about creating stability through flexibility. Sovereign individuals often have strong commitments to their principles and personal goals, even if they are geographically mobile.

Picture a tree with deep roots and flexible branches, firmly grounded yet able to sway with the winds of change.

Understanding these myths about personal sovereignty helps clarify what it truly means: a strategic and intentional approach to living a life with greater autonomy, freedom, and control over your own destiny while still engaging with and benefiting from the broader world.

How To Become A Perpetual Traveler

A road to freedom, for those willing to travel the road...

Let's be realistic. The world is very small. You can get from any point to any other in just 24 or 36 hours. There's no reason to stick to your city or country, no matter how comfortable it might be.



There are a large number of countries in the world, each with its own advantages and disadvantages. All you need to do is choose the ones you like and learn to leverage the benefits of just a few of them.

Geographical diversification opens up new connections and opportunities for developing your own business. Idea is to become ungovernable.

At first, this might seem like nonsense, but the understanding of its importance comes with time. That's why it makes sense to find the right flags and tools specifically tailored to your situation.

I don't remember how I discovered the Flag Theory, but since then, my life never was the same. Everyone who is implementing this concept into life is becoming a Perpetual Tourist (PT).

The concept of the perpetual tourist is simple:

It's better for anyone to have citizenship in one country, live in another, and run their business in yet another.

The term "Perpetual Tourist" was first coined in the 1960s by Harry D. Schultz, a well-known investor, entrepreneur, and at one time the highest-paid investment consultant in the world (at that time).

Schultz came up with the flag theory, wrote a book about it, and from that moment on, the flag theory began to evolve. In his book, it was described as a strategy for living in different parts of the world while actively developing your business.

According to Schultz, to live this way you need just a few things: a second passport, a safe place to store your primary assets, and a registered legal address with a tax authority outside your country of citizenship.

When this concept started to get traction - it started to get banned as well.

That's because the techniques and strategies are potent, legal, and allow you to claim back your freedom from governments who want nothing but to control you.



Now, when most people hear the words “offshore company” or “avoid tax” they instantly cringe, thinking it is something shady.

The truth is this: it is entirely possible to structure your life to take advantage of certain countries and use them for your own benefits.

The concept of perpetual tourism is a path to freedom.

It is a consistent philosophy, a plan for a healthy and prosperous life without stress, and without being tied to a specific country or city.

A perpetual tourist is a lifestyle, a way of feeling the universe and your place in it.

Besides being an interesting way to live, it is also practical, as the more you travel - the more you learn and explore.

Planting Flags Across The Globe

If you’re looking to diversify your life as a global citizen, it’s important to understand the Flag Theory.

Harry Schultz originally developed the Three Flag Theory, and later added two additional flags, to further diversify his Flag Principles of Flag Design.

Flag Theory is a framework for strategically planting “flags” (such as a bank account, legal entity, or property) in different countries and jurisdictions.



Why To Use Flag Theory?

The average person is born, raised, and lives in the same country permanently, and has only one passport.

Having all your assets and personal freedom tied to one country leaves you dependent on social, economic and political factors of your home country - it is not safe, and you have to understand that country is not acting in your interest.

If you are able to structure your life correctly by planting “flags” in specific countries, it is possible to achieve these goals:

- Increase your freedom and mobility
- Reclaim your privacy
- Find peace of mind and live in the playgrounds of the world...

The idea that once you have planted the requisite flags, you are now free to move about the world without being a resident.

Let's explore Flag Theory in detail.

Flag 1: Passport

At some point in your life you are starting to ask a question: “How can I get a second passport?” Let's say you just exited a business and you have some amount of cash with you and now you can invest in your freedom. Definitely that second passport gives you more freedom. Also, second citizenship is an extremely polarizing subject.

Many people mistakenly believe that having a second passport is illegal. This is a myth. Misunderstandings and nationalistic indoctrination have perpetuated the false notion that obtaining a second passport is "grey" or outright illegal.

Those with dual nationality or multiple passports have a greater ability to live freely. A passport determines where you can travel, where you can bank, and where (and if) you pay taxes.



Flag 2: Residency

The second flag to plant is a residency in a low or no tax jurisdiction.

Each government has specific rules and guidelines you should come to know and become familiar with. Aussies, Brits, and South Africans have a similar system where you need to become a tax resident somewhere else (or lose your domicile).

While the devil is in the details, residency is an important flag to plant if you want to dramatically decrease your tax.

Flag 3: Business Entity

It is all about setting up your offshore structure and incorporating it in the right jurisdiction. Idea is to set up a company in a place that will help you to benefit on taxes, will be easy to run your business and in an ideal case scenario will give you more global mobility and security.

Of course we are talking about offshore structures.

The main benefit of having an offshore business setup, is that many countries operate under territorial taxation and it means that income is taxed only if it is generated within its borders.

Operating Business Base: It is an essential pillar for your Flag Game.

You can choose to incorporate via e-Residency Estonia, Singapore LLC, UK LLP or any other suitable jurisdiction with business-friendly environment, low taxes, and robust legal system.

It all depends on the business you are running: drop shipping, e-commerce, service business, agency, selling products on Amazon, consulting/coaching or digital product business.

Flag 4: Assets



There are many talks about different types of assets that you can have, but I would like to keep it simple. Assets should be liquid and it means that in case of emergency you can sell and cash out quickly.

If we talk about real estate - this is a great cash generative asset, but not liquid fast in case you want to sell.

To have a few real estate assets in places like Bali, Phuket or any other tropical vacation destination under the management company - can be a great asset.

Another great asset is crypto. I am a big believer in crypto and bitcoin in the long run, and deeply concerned about those who are still not in the game and do not understand the concept.

I look at bitcoin as the next level hyper liquid digital asset - as wherever you go, you can exchange bitcoin into local currency, stay private and secure.

Idea is to find assets for investments wisely and make sure they will generate high returns over the time.

Flag 5: Playgrounds

For the free-spirit – the world is your playground.

The original flag theory had the 5th flag as a playground flag – being that where we live and play. This is perhaps the most subjective category.

This is a place where you spend time the most with your family, loved ones, friends.

It is not your home country, it is not your country of residency, it is not a country of your business incorporation - it is simply a place, that brings you joy and a sense of peace.

Idea behind planting Flags across different countries, probably is one of the most practical strategies for location independent lifestyle.



Diversify. Don't rely on one country. Every Flag Theory plan is unique and it should be aligned with your current situation and support your long term vision.

It is all about understanding that planting Flags is like investing in freedom assets and the more assets you have, the more flexible you are.

Before you dive in, make sure you're crystal clear on what you need.

There's a whole world of choices out there, but you've got to be savvy about each move you make.

If you're starting out with Flag Theory, take it slow and steady. Begin by planting one flag at a time, gradually diversifying your life, business, and assets.

186-Day Rule

Let's talk about residency rules and taxes. That is a super important, interesting and complicated question.

System designed the way - you have to pay taxes.

Once you are born - you already have to pay in future.

Tax is all around us: we pay income tax on our salaries and VAT at the supermarket. We pay national insurance tax, capital gains tax, inheritance tax.



We all pay into the system in some way or another.

Someone can be fine with this, but I personally do not like this status quo.

The history of taxes dates back thousands of years and reflects the evolution of societies and economies.

Everyone who is trying to optimize this - is playing against the system and it can be dangerous.

There are two approaches in a tax game:

Tax avoidance - is entirely legal by leveraging loopholes, deductions, exemptions to reduce your tax obligation.

Tax evasion - is unlawful, involving intentional deception of tax authorities to evade paying owed taxes.

Since the world is becoming more globalized and transparent, it is more and more difficult to be not under the radar in the digital economy. I still believe that you have options on how to reduce or potentially eliminate your tax burden.

Let's understand the basics.

Everything starts with the 186-day rule, also known as the 183-day rule in some jurisdictions. It is a common rule used by many countries to determine your tax residency.

If you spend 183 days or more in a country within a tax year, you are considered a tax resident of that country and are therefore subject to its tax laws on your worldwide income.

The days you spend in the country do not need to be consecutive. They can be cumulative within a tax year.

If you meet or exceed the 186-day threshold, you become a tax resident of that country.



As a tax resident, you are generally required to pay taxes on your global income to that country, subject to any double taxation treaties that may apply.

Let's say you spent:

100 days in Country A - 60 days in Country B - 205 days in Country C.

Country A: You spend 100 days here, which is less than 186 days, so you are not a tax resident of Country A.

Country B: You spend 60 days here, which is also less than 186 days, so you are not a tax resident of Country B.

Country C: you spend 205 days here, which is more than 186 days, making you a tax resident of Country C.

As a tax resident of Country C, you will need to comply with the tax laws of Country C and may need to pay taxes on his worldwide income to Country C.

Tax residency is typically determined by physical presence, domicile, or other connections to the home country.

Most countries have a territorial taxation system, it means that if you are spending 183+ days - you become a tax resident.

If you are spending less - you are not a tax resident. That's the reason, why having multiple residencies place you in a winning situation.



Tax Minimization

Let's understand the tax system and how it works, as you need to know the rules of the games in order to win or play on your own terms.

To make it simple, there are four major tax system in the world:

Territorial Taxation: Keeping It Local

You make some cash in your home country, right? Well, with territorial taxation, you're only taxed on the money you make within your country's borders. Even if you live in this country, but make money outside - you don't pay taxes.



Countries employing territorial taxation often attract foreign investment by offering favorable tax conditions for businesses operating within their borders.

Residential Taxation: Where You Lay Your Hat

In contrast, residential taxation hinges on the individual's place of residence. Some countries say, "Hey, if you spend more than half your year chillin' in our hood, we want a piece of your worldwide pie."

Many countries adhere to the '183-day' rule, stipulating that individuals must spend at least half the year within the country to be taxed on their worldwide income.

Citizenship-Based Taxation: Tied to Your Passport

If you're lucky enough to have a U.S. or Eritrean passport, congrats – you're part of the exclusive club of citizenship-based taxation. That means Uncle Sam or the Eritrean taxman wants a cut of your global cash, no matter where you roam. It's like having a lifelong tax leash tied to your passport – freedom comes at a price, my friend.

Zero Tax: The Holy Grail of Taxation

These are the places where income tax is non-existent, making them the holy grail for savvy entrepreneurs and freedom seekers - UAE, Monaco, Cayman Islands.

These zero-tax countries are more than just financial shelters; they offer a blend of luxury, business opportunities, and high quality of life.

However, be prepared for the high cost of living and make sure you understand the local regulations to fully leverage the benefits.



The Business of Passports

Let's start with the question - why do we have passports ?

Historically, passports were a convenience—a piece of paper your ruler gave you to ensure safe passage through foreign lands. Today, they're a tool of control. Lose your passport, and you're effectively imprisoned in your own country.

Your current passport is not just an identity document; it defines where you can travel, live, invest, and bring your family.

Your passport now isn't just an ID; it's a ticket to global opportunities—or limitations. Governments have turned citizenship into economic handcuffs rather than a cherished right. If your government revokes it, your freedom of movement is effectively stripped away.



Relying on one passport is risky. A second passport isn't just a safety net; it's a business strategy.

As highlighted in "The Sovereign Individual," we are moving toward a future where individuals seek sovereignty and freedom from bureaucratic constraints.

Passports have become more than just travel documents—they're keys to unlocking a new level of personal autonomy and global mobility.

While it may seem like a second passport is a privilege reserved for high-net-worth individuals (HNWIs), it's more accessible than you think.

With the right approach, you can obtain a second passport relatively quickly and easily.

Passport trading or the business of selling passports has become a trend and it has a huge demand.

Let's explore the key programs for getting a second passports:

Citizenship by Investment Programs: Many countries offer citizenship or residency in exchange for significant investments.

Residency Programs: Similar to citizenship programs, residency programs allow individuals to obtain residency in a foreign country through investments, purchasing real estate, or setting up businesses.

Here is a list of the most popular destinations for getting a second passports:

- **Dominica:** Citizenship by investment can be obtained in about three months.
- **Malta:** Offers citizenship by investment within 12 months.
- **St. Kitts and Nevis:** Citizenship by investment typically takes about three to four months.
- **Portugal:** Residency can lead to citizenship after five years.



- **Ireland:** Residency can lead to citizenship in five years.
- **Paraguay:** Residency can lead to citizenship after three years.
- **Turkey:** Citizenship by Investment via real estate
- **Argentina:** Residency leading to citizenship after 2 years

Investing in a second passport isn't just for the ultra-wealthy. With the right approach, it's an accessible strategy for gaining greater global mobility, economic security, and personal freedom.

Building a Portfolio of Residencies

Talent knows no borders. Countries are racing to attract top talent and capitalize on this transformative trend of residency by investment.

You can be lucky and own multiple residencies at the same time, no limits. Different countries offer work remote visas or other entrepreneur friendly schemes that lead to residency.

In most countries it works like this:

You get first a 2 year temporary residency, that you can extend and continue into the next 2 or 3 year residency.

After 5 years of holding temporary residency you can apply for a permanent residency.



After holding a 5 year unbreakable residency you can apply for citizenship.

Process of Getting Residency Leading to Passport

1. **Investment or Economic Activity:** Meet the financial requirements set by the country (e.g., real estate investment, bank deposit, job creation).
2. **Residency Application:** Submit required documents, undergo background checks, and obtain residency.
3. **Residency Period:** Maintain the residency status for the required number of years, often with minimal stay requirements.
4. **Permanent Residency:** Apply for permanent residency after fulfilling initial residency obligations.
5. **Citizenship Application:** After the required period (usually 5-7 years), apply for citizenship. This often includes language and civic tests.

For a Freedom CEO Lifestyle, having multiple residencies is not just a luxury but a strategic necessity.

Portugal is often recommended as the best starting point for building a portfolio of multiple residencies.

Here's why:

Golden Visa Program or D7 Visa Programs - relatively easy to obtain.

Ease of Access: Fast processing times and minimal residency requirements (7 days in the first year, 14 days in subsequent periods of 2 years).

Path to Citizenship: After five years of residency, you can apply for citizenship, gaining access to the EU.

High Quality of Life: Excellent climate, healthcare, and education systems.



Tax Benefits: Non-Habitual Resident (NHR) regime offers significant tax breaks for the first 10 years.

Portugal provides a strong foundation, offering a clear path to citizenship and significant lifestyle benefits.

Second country to add to the portfolio is Paraguay - probably the easiest county to obtain residency by opening a local bank account and demonstrating financial solvency.

Probably, the third country to add to the portfolio is Dubai, UAE where you can get a residency by opening up a company as Dubai offers residency options through various visa programs, including the Investor Visa and the Golden Visa scheme.

Note, that some countries will require you to spend more than 183 days per year in the country to maintain residency, and some countries don't have a specific 183 or 186-day rule, but you have to show genuine link to the country by spending a significant amount of time there each year.

By building a diversified portfolio of residencies, you gain global mobility, financial optimization, and enhanced security, truly embodying the essence of a global citizen.

Island Life: Bali, Indonesia

I've been living in Bali, Indonesia for the last 4 years (in and out). I would never have imagined myself living in Asia, but my perception has changed a lot over time.

I became a long-term resident of Bali in 2019 and was lucky enough to stay here during lockdown. I can call this place home, and I have a lot to share.

Funny enough, some people still think that Bali is a separate country. Wrong!

It's a part of Indonesia but has a totally different culture and religion: it's Hindu, while most of Indonesia is Muslim.



There is a totally wrong perception and very limited knowledge about Indonesia. Some facts:

- It is the fourth-largest country by population in the world, with 275 million people, and the average age is 29.
- The economy has been growing at an average of 5% since 2020, making it the 7th largest economy by GDP.
- Many people call Indonesia an investment paradise because of its potential, and the G20 Summit in Bali was a great booster for that.
- Indonesia is the largest island country in the world and is rich in natural resources: nickel, copper, gold.

During the pandemic, Bali struggled a lot, as it heavily relies on tourism and the island was completely empty at that time.

In late 2021, things started to improve, and Bali began to get back on track. Since then, it has changed a lot, and not always for the better.

The real estate market exploded, especially in 2022 after borders were opened and people started to invest heavily in property—buying villas and land here.

Technically, foreigners can't own land here, so most of the land is under leasehold for 25-30 years, there is a free hold option as well to own a land for 99 years, but it is less popular.

Considering the huge tourist traffic and demand for almost 12 months a year, the average return is around 5-7 years with 15% yearly. Those are real numbers, but it's not guaranteed to stay the same in the future.

Tourist-wise, Bali is still the most popular island to visit in the world, but the property market is overhyped.

I believe it's a market peak or we are somewhere close. There is too much demand, and you can see ads everywhere—every influencer has turned into a real estate agent now.

What are the risks: another global lockdown or natural disasters like earthquakes or volcanic eruptions 🌋 (there is an active volcano, Agung).



But overall, Bali is a very easy place for doing business—especially tourist-oriented. Demand is huge.

To start a business, you have to open a company for foreigners, PT PMA (it's like an LLC with foreign investment), and after that, you can get a 2-year KITAS—local residency. Extend it for the next 2 years, and then you can get a KITAP—permanent residency.

Indonesia's Golden Visa was officially launched in September 2023, but it's very controversial. It's relatively expensive (starts from \$130k), and you just get an extended stay in the country.

Real estate investment is also considered a criterion for the Golden Visa/Second Home visa.

The downside is that it doesn't grant you a passport as local rules prohibit dual citizenship.

Overall, Indonesia is a great country and Bali is a unique island, but it has some critical downsides.

As a foreigner, you are not legally protected at all. You can't rely on local authorities. You have to take full responsibility.

Bali is very different from the rest of Indonesia because of its culture, and it's very livable, but not all islands are like this. Even the closest island, Lombok, has a very different vibe.

In conclusion:

Bali is still a top tourist destination and will remain so. Investment potential is still high.

Infrastructure is developing, but the current rate of traffic is just insane.

Bali is not for everyone; simply, this place may not accept you. Yes, that could sound strange, but it is what it is.

Legally, you are not protected here. Banking: as a foreigner, you can easily open a bank account—online banking is fast and good.




Crypto adoption is high—you can easily invest in real estate with USDT.

The biggest benefit of Bali is the community and the people.

If you have not been here, come to explore.

Relocation to Portugal

I would like to share a personal story of getting a Portuguese residency  via D7 visa. Everything started back in May 2021 - that is when I started the entire process.

Why is Portugal so popular ?

Probably it is the most laid back country in Europe - good location, beautiful nature, good food, relatively safe and expat friendly.

There are four main options to get a long terms residency visa in Portugal:

- **D7 Visa** - known as Portuguese Retirement Visa
- **D2 Visa** - also known as the Immigrant Entrepreneur Visa for Portugal or entrepreneur visa, independent professional and start-up visa of Portugal



- **Golden Visa** - highly popular Investment Visa program with minimum investment of 400K EUR.
- **DNV** - known as Digital Nomad Visa and it is a completely new program that was introduced only in October 2022.

Based on my experience I have prepared a detailed guide about getting a D7 Visa and relocating to Portugal.

It took me about 6 months to prepare the necessary documents, set an embassy appointment, get my D7 visa approval, relocate to Portugal, submit documents to SEF and finally get a residency card.

Once it was approved, I received an email saying my visa is done and it is valid for the next 4 months. Time to book a flight to Portugal.

The next step - is to fly to Portugal, visit the SEF appointment and submit all the papers in person and get your plastic (residency card).

This visa includes already SEF appointment scheduled date and time and that is big benefit, as SEF is usually busy.

Portugal is well known for its relatively fast track to second citizenship within 5 years.

The first temporary residency card is issued for 2 years and in two years, you are applying to extend it for next 3 years. After a total unbreakable residency of 5 years - you can submit papers for citizenship.

Currently I am in Lisbon and considering this place as my base for the near future. Portugal is a beautiful country and I like it.

That is a brief overview and how my journey started. We can dive deep.

Let's talk now about the main possible options of getting Portuguese residency, different visa types, timing and cost.



Personal Experience of Getting D7 Visa

There are so many different stories and cases already shared, but I decided to share my own experience in getting a D7 visa and the reason why I made this choice.

It took me about 7-8 months from the date I started to prepare papers to the final residency card.

Based on the research made, I found that the D7 Visa is the most flexible type of visa, it gives you many benefits and it is quite easy to obtain.

So, here is general information about the D7 Visa.

D7 visa is a residence visa specially established for foreign citizens who want to live in Portugal after retirement, and they have income from movable assets, real estate, intellectual property or financial investments.



Basically if you have dividends that are higher than the minimal cost of living in Portugal - then you can apply for a D7 Visa.

That is a very important point to consider - that you have to show proof of passive income from movable assets or intellectual property.

I will share in detail what it means and how it works.

While the D7 is frequently referred to as the Portuguese Retirement Visa, the program is in fact open to applicants of any age, from any country – as long as they are able to meet the program’s eligibility requirements. Provided that the above criteria can be met, the program is open to non-EU applicants from across the world.

This is why this is a very flexible option.

As of 2020, the program has been increasingly popular among long-term remote workers, affiliate marketers, crypto traders, online consultants, digital entrepreneurs and a host of other location independent professionals.

Residence Permit

The D7 visa enables the respective holder to obtain a residence permit in Portugal for a period of 2 years, which can then be renewed for successive periods of 3 years and can be converted into a permanent residence permit after 5 years.

You have to stay at least 186 days or more than 6 months a year in Portugal to keep the residency status and, which makes sense as Portugal is a very good country for living.

Tax Optimization

Another benefit of D7 Visa is an option to become a non-habitual resident of Portugal for tax purposes (little or no tax for 10 years on most



foreign-source income, applicable to pension income, dividends, interests, royalties and real estate income (foreign sourced).

You spend more than 186 days a year in Portugal, become the country's tax residents and can qualify for benefits.

New tax residents can get the preferential Non-habitual Resident (NHR) status for 10 years.

What is the Non-Habitual Resident (NHR) Tax Regime in Portugal?

The attractive tax regime for non-habitual residents was introduced in 2009 in order to attract "high-value" talent and wealth to Portugal.

The NHR tax regime is available to all new tax residents in Portugal that were not Portuguese tax residents for the 5 years prior. The NHR status is granted for 10 years and cannot be renewed.

You don't pay taxes on global income in Portugal if the tax has been already paid in one of the countries that have double tax treaties with Portugal. The personal income tax is levied in Portugal at a flat rate of 20%. Without the NHR status, the rate is up to 48%.

We will overlook all the benefits of the NHR regime in the Portugal Playbook Space.

What Are the Minimum Stay Requirements

Except in the case of duly justified personal or professional reasons, the holder of a temporary residence permit (such as the Portugal passive income D7 visa and not including the Golden Visa), is expected not to be away from Portugal for more than 6 consecutive months or 8 non-consecutive months during the validity of each permit.

For the holder of a permanent residence permit, this is increased to either 24 consecutive months or else 30 non-consecutive months in any given period of 3 years.

Proof of Income



You have to show the minimum passive income that is tied to the minimum salary in Portugal. In 2022, it is €705 per month. Proof that you have income that allows you to live in Portugal.

To be eligible, you must have income or pensions amounting for 12 months: €7.200 for the first adult; €3.600 for second or more adults; €2.160 per child. You must provide 6-months of bank statements.

Residence Permit

The D7 visa enables the respective holder to obtain a residence permit in Portugal for a period of one year, which can then be renewed for successive periods of 2 years and can be converted into a permanent residence permit after 5 years.

You have to stay at least 6+ months a year in Portugal to keep the residency status, which makes sense as Portugal is a very good country for living.

Here is main list of documents:

1. Travel passport for at least 6 months, but it's better to make sure that it will be valid for the entire length of stay. Attention: Make sure that your passport is up to date and that it will not run the risk of expiring before issuing the D7 Visa.
2. Travel Medical Insurance - to cover all medical expenses that may be necessary. Remembering that this must be valid for the period you intend to stay in the country with a D7 Portugal Visa.

Basically you need a yearly insurance. I would recommend for this purpose to get **SafetyWing Travel Insurance**. You can sign up for monthly payments and it is working absolutely perfectly for the visa requirements.



3. Criminal Consultation Request - authorizing the Portuguese authorities to carry out a criminal consultation on your registration. Basically this is a letter that you sign when submitting papers at the consulate.

4. Proof of passive income sources and bank statements - you have to show that your financial transactions have any documentary evidence that you have passive income out of Portugal that covers the minimum cost of living in Portugal.

The minimum passive income in Portugal should be 705 euro per month or at least 8460 euro per year. Better to show that you have at least double of this amount.

5. A negative criminal record certificate from your country of residence is also a necessary document to apply for a visa to Portugal. This requirement is valid for all visas.

8. Proof of residential stay is a requirement, being necessary to prove that you have guaranteed accommodation options in Portugal during the period in which you applied for the visa.

The best way is to have a rental agreement for the length of 6 months, as all the documentation will arrive at this address. Proof can be provided by invitation letter, rental contract or public deed/proof of property acquisition.

9. Official Bank statements - you have to proof all the income and show transactions and bank statements for the last 6 months.

Rules have changed and one of the main requirements now is to open a local Portuguese bank and transfer money to the account.

The point is, that not every bank can open a remote bank account, but the most common bank here is [Millennium bcp](#). Before opening a bank account - you will need to obtain a proof of residence. Suggested amount to transfer is at least 8460 euro.

10. Proof of civil status - certified copy of marriage certificate or stable union, if married.



11. Birth certificates - certified copy of the birth certificate of minor children, if you have a minor child, who will perhaps accompany you on the trip.

12. D7 Portugal Visa Letter of Intent - all it could be a motivational letter. That should be a personal letter, where you share your background, professional experience and your intent on relocating to Portugal.

Important Requirements:

Financial self-sufficiency: In order to gain Portuguese residency under the D7 Program, you'll have to prove to the Portuguese immigration authorities that you will be able to accommodate and support yourself while living in Portugal, without becoming a burden to the state.

This financial requirement can be met by providing adequate stable, recurring income, combined with significant savings.

Let's talk about this in detail.

The easiest way to show recurring proof of passive income via real estate. So, you have real estate out of Portugal and you are renting it - this will be the first source of income.

Here you will need to provide:

1. Property ownership agreement - that you are owner of the rental property
2. Rental agreement - that you are actually renting it for the term of 12 or 24 month
3. Bank statements - you have to show that you are actually receiving money to your bank and show transactions.

Basically, this is the most understandable way and proven way if you own real estate.

There is another way to show passive recurring income - if you are an owner of intellectual property and you can prove it. Imagine, that you are the creator and hold a patent, trade mark and you can license this and get a royalty payment.



List of documents you need to provide:

1. License agreement - that you are licensing your intellectual property for a certain period of time and for a certain amount.
2. Trademark or Copyright Certificate - proof that you are an actual owner of the intellectual assets
3. Invoices for the payments
4. Bank transactions and payments based on the License agreement.

This is a proven method and the best case scenario when you are providing two sources of income - both real estate and intellectual assets.

In order to get a D7 visa you have to provide exact financial requirements for the program .

Portuguese NIF (tax number)

In order to apply for the D7, you'll have to obtain a Portuguese tax number, or Número de Identificação Fiscal, in Portuguese.

The NIF is required for a variety of everyday activities such as opening a bank account, getting a phone subscription, and signing up for health insurance.

To get NIF number, you need to provide two things:

1. Valid passport or National ID card
2. Proof of address outside Portugal.

You can expect to receive your Portugal NIF within 1 week.

While all of the above requirements are not strictly articulated in law, they serve to prove demonstrable ties with the country, and a clear intention to settle there.

So, the next step is to prepare all the sets of documents that are required to obtain a D7 visa.



As I have mentioned before, it can take about 2-3 months to make everything ready, before setting up an appointment with the consulate.

One of the biggest benefits that a D7 visa provides is a path that leads to citizenship. After six years of legal residency, you can apply to become a Portuguese citizen.

To become a citizen, you must obtain an A2 Portuguese language certificate, provide documents such as proof of a Portuguese bank, and have no criminal record.

Importantly, laws in Portugal are frequently changing and when I was applying, there was a SEF, later it was changed to AIMA.

The only conclusion - the faster you start the process, the faster you will get it.

For all the new updates, I recommend to follow the IMI Daily - great resource on immigration news and updates.



Slow Living & Geo Arbitrage

I've learned these concepts from one of the speakers at the Freedom Business Summit online.

Slow living is about consciously choosing to live at a more relaxed and intentional pace, prioritizing quality over quantity.

Geo Arbitrage is like a strategic game where you leverage the differences in costs and standards of living between different geographic locations to your advantage.

When you combine slow living and geo arbitrage - you can find your own pace and focus on quality of life.

It's about finding places where expenses are significantly lower while maintaining or even improving your quality of life.

You could live like royalty on a modest budget, enjoying luxurious amenities and experiences without breaking the bank.



It's a game of optimization and resourcefulness, where you maximize your lifestyle potential and financial well-being by strategically positioning yourself in the right places at the right time.

Here is a framework to Geo Arbitrage Freedom CEO Lifestyle:

1. Research and Identify Opportunities:

- Research countries and cities around the world to identify those with lower costs of living but still offer high quality of life.

2. Evaluate Lifestyle Preferences:

- Consider your lifestyle preferences and priorities, such as climate, culture, language, and social amenities.
- Determine which locations align best with your lifestyle goals and values.

3. Plan Your Relocation Strategy:

- Decide whether to relocate temporarily or permanently and establish a timeline for your move.
- Research visa and residency requirements for your chosen destination and ensure compliance with local regulations

Remain flexible and open-minded to new opportunities that may arise, both in terms of location and lifestyle choices.



Getting Invisible

There is a quite popular concept in some circles about disappearing. I mean the idea of digital disappearance.

This is a very controversial topic, but for some people it will be very relevant.

Let's explore the reasons why, what are the steps and how it is possible or not.

I've started to think differently about my online presence, after reading the book "The Art Of Invisibility" by Kevin Mitnick (he is one of the most wanted hackers) shares tactics for anyone wanting to vanish from the radar of Big Brother, data brokers, and cyber creeps.

Why would anyone want to disappear? Simple. In a world where data is the new gold, your personal information is a prized asset.

"If you are not paying for the product, then you are the product."



For some people it is totally fine, but some take it seriously and they do not overshare their personal life on social media.

Every move you make online leaves a breadcrumb trail that can be exploited by hackers, advertisers, and even governments. The idea of disappearing is about reclaiming control over your privacy and freedom.

Let's explore the reasons for this:

Data Leaks: With data breaches becoming more common and invasive, people are waking up to the risks of having their personal information exposed, especially after the recent data leaks from Facebook and a number of other major internet companies - people taking their privacy more seriously.

Cybercrime: Identity theft and cyber attacks are on the rise. Protecting your digital footprint can save you from becoming a victim.

Corporate Spying: Companies track your every move to sell you more stuff. This relentless monitoring can feel invasive and manipulative, and you can do nothing about this, only to opt out.

Freedom and Autonomy: Ultimately, the desire to disappear is about reclaiming freedom. It's about having control over your own life and information.

You have to understand that whatever you do online is tracked. Every time you perform an action online, you should assume that some data about it is being recorded somewhere.

While the reasons for recording this data—such as analytics or security—are often legitimate, the real concern lies in who recorded it and where it is stored.

So the first logical step is to start taking your online presence and how to minimize your digital footprint.

1. Tracking



What It Is: Tracking refers to the collection of data about your online activities by various entities, including websites, apps, and third-party services.

Why It Matters: Tracking can be used to create detailed profiles of your behavior, preferences, and habits, which can then be exploited for targeted advertising, surveillance, or even identity theft.

How to Mitigate: Use privacy-focused tools like Brave Browser and DuckDuckGo.

2. Discoverability

What It Is: Discoverability is the ease with which your information can be found and accessed online.

Why It Matters: The more discoverable you are, the more vulnerable you become to cyberattacks, doxing, or unwanted attention.

How to Mitigate: Limit the amount of personal information you share publicly. Use pseudonyms where possible and regularly audit your digital footprint by searching for your own name and personal details online.

3. Behavior

What It Is: Behavior refers to the actions and patterns you exhibit online, which can be tracked and analyzed.

Why It Matters: Consistent behavior patterns can be used to predict future actions, making you susceptible to phishing scams and other targeted attacks.

How to Mitigate: Vary your online behavior. Use multiple accounts and devices to avoid creating a single, trackable profile. Clear your cookies and cache regularly.

4. Removing

What It Is: Removing involves the deliberate deletion of your data from online platforms and databases.



Why It Matters: Deleting your data helps reduce your digital footprint and protect your privacy.

Audit Your Online Presence: Check what information is out there about you. Google yourself and see what pops up.

Clean Up Your Digital Footprint: Delete unused accounts, clear your social media history, and use privacy settings to limit what others can see.

Here is a list of tools, you can use to minimize your tracking:

ProtonMail – End-to-end encrypted email service based in Switzerland, ensuring your emails remain private and secure.

DuckDuckGo – A search engine that doesn't track you, offering a private search experience.

Telegram or Signal - End-to-end encrypted messaging app that prioritizes user privacy and security

Tresorit – Secure cloud storage service that offers end-to-end encryption.

Jitsi Meet – Open-source video conferencing platform that doesn't require an account and prioritizes privacy

1Password or LastPass – Encrypted password managers that securely store and manage your passwords

1.1.1.1 - one of the best VPN solutions for every device

Avoid using Android phones unless you know how to secure them properly. Stay away from creating obvious patterns in your online behavior. Think beyond what is possible today and consider what will be possible tomorrow.

The data being recorded now will likely be used by future tracking systems, which will be more advanced and capable of interpreting it in more sophisticated ways.



Probably you've heard this saying, that offline is a new luxury. I would agree that the idea of disappearing is really fascinating, but for many people it is very complicated and in some cases almost impossible.

In most cases - to disappear is to remove yourself from the online world that will be an extreme option. There is a detailed guide on disappearing presented by [Freedom Surfer](#) and you can explore his concepts and views on this.

In order to make this strategy happen, you need to have, first and foremost, it should take your financial stability plan.

Without financial stability, implementing the rest of the strategy becomes not only challenging but possibly impossible. Plus, your quality of life will take a significant hit.

Taking care of the finance and income part is way easier if you're already location independent. You might even be able to keep running your current business—as long as you make sure no identifiable data can trace back to you.

Move your operations to a jurisdiction that allows anonymous registration, scrub all personal data from your website and documentation, and use an alias instead of your real name.

If you're not location independent yet, it's definitely time to make that switch.





CHAPTER 3

OFFSHORE LIVING. OUTSOURCING STRATEGIES.

Outsource Everything

What can be outsourced - should be outsourced. That's the rule of life, that applies both to life and business.

Maybe it is not that obvious, but it will work.

Let me share a story. I've realized this approach after I moved to Bali, as my life here became much more simpler.

Let me share an example - every time I'm moving back to Portugal, I am adding to my daily routine many unnecessary tasks.

When I live in Bali at my villa everything is managed by villa staff - like cleaning, laundry, food, water, grocery delivery, villa maintenance... You can even hire your personal chef to get fresh breakfasts everyday etc.



Basically, you just focus on what is important to you and everything else is outsourced.

It is a win-win approach, as you are making people busy and Balinese economy is based on micro services, where they provide you essential services and get paid for that and you are winning because, cost of these services is very affordable, so it is better for you just to pay, rather than do it yourself.

That's an approach when you buy yourself more free time, that you can invest in yourself or in your business.

Back in Portugal, in most cases I have to do all these things by myself, because culture is different. Of course you can hire people to manage your daily small things, but it will not be the same, as cultural background is different.

So, this Bali experience made me realize - that you have to outsource everything that is possible.

You get more free time for yourself and your output is better.

You use your free time to make more money (investing), learn new things and it generates more money - that you invest in outsourcing things and that's how you get more free time. Simple and smart.

Maybe you will have a reasonable concern - what to do if I'm not in Bali ?

That's a good statement. You can always move to Bali.

But the idea is to start thinking towards optimizing your life to get more free time. Change your mindset to outsourcing approach.



Checklist Manifesto

At some point in my life, I started creating checklists for everything. It began when I was renting out an apartment on Airbnb while living in Dublin, Ireland. After every guest checkout, I needed to arrange a cleaning.

Often, each new cleaner had their own method of cleaning, which wasn't always effective.

To streamline the process, I prepared a simple checklist detailing how to clean the apartment from A to Z: where to start, what to prioritize, and how to ensure everything was done correctly.

Surprisingly, it worked and simplified my life significantly. I shared this checklist with every cleaner, and for me, it was an "Aha!" moment.

This approach to creating checklists for everything was inspired by the book "The Checklist Manifesto" by Atul Gawande.



Most of the things we do in life are repeatable. Everything that is repeated more than 3 times should be documented. Every documented process can be turned into a checklist.

I was following the process of creating checklists, as outlined in a book “Checklist Manifesto” and as a main tool I use Notion - and keep everything there.

Create your first checklist:

The first checklist you will create is a checklist on how to create checklists. Once it is done - you can use it as the main framework for all other checklists.

Use the same structure - for life, business, personal, finance, gym purposes.

1. Identify Key Tasks or Steps:

- List all the major tasks or steps required to complete the process
- Ensure each task or step is essential and relevant

2. Break Down Major Tasks into Sub-Tasks:

- Detail each major task into smaller, manageable sub-tasks
- Ensure sub-tasks are specific and actionable

3. Organize in Logical Sequence:

- Arrange tasks and sub-tasks in the order they need to be completed
- Group similar tasks together to improve workflow

4. Make It User-Friendly:

- Format the checklist for easy reading (e.g., bullet points, numbers).



- Ensure the checklist is accessible (digital, printable, etc.).

5. Test the Checklist:

- Use the checklist in a real-world scenario to ensure it works as intended.
- Observe any difficulties or missed steps.

Just start creating checklists for every area of your life. You can start with creating a checklist for your morning routine and see how it will simplify your life.

The Calm Company

I was reading Twitter recently and found publication by Michael Karnjanaprakorn, ex-founder at Skillshare and he shared an idea on building a “Calm” Company:

- Sustainable growth
- Working with friends
- Small core team (<10 people)
- Remote-first
- No fixed work hours
- Asynchronous communication
- Very few meetings
- No managers or PMs
- Transparent decision-making
- Profit-sharing among the team
- Annual equity liquidity windows



- Purpose-driven
- Calm environment

I value freedom and flexibility, financial independence, quality craftsmanship, and having fun.

I like this concept and believe that future oriented companies should be like this. Period.

One Person Unicorn

In a recent interview, Sam Altman, founder at Open AI shared his vision that 1 person can build a 1 Billion company with the help of AI.

Just think about this for a minute. Imagine a world where a single individual, leveraging the power of artificial intelligence, can create and scale a business to the billion-dollar mark.

Many people still debate if this would ever be possible. But if it would be, then what do you think the first solo billionaire would be?

Again, it is not about building a company with 1 billion revenue. It is about mindset shifting. Principles of building companies changed. Tasks that once required large teams can now be automated, analyzed, and optimized.

With the right AI tools, even a solo entrepreneur can achieve extraordinary success.



I believe there will be some debates regarding the ethical part of this approach, but if you will learn how to use AI in your own advantage - you will win.

This is not a futuristic idea, but a real deal. Less is More.

Offshore Structures

There are many misunderstandings behind the offshore business structures and still many people consider “offshore” as some shady and risky thing.

Basically, in simple words - if you reside in one country, but your company is established in another country and jurisdiction, *Et Voila!* - you have an offshore business structure.

This structure is often used for a variety of legitimate business purposes, including tax planning, privacy, banking and regulatory benefits.

The main benefit of having an offshore business setup, is that many countries operate under territorial taxation and it means that income is taxed only if it is generated within its borders.

Let's break it down:

You are selling something online, or you provide services and you have to invoice your clients / customers to get paid.



You have two options:

Option one - send invoice manually and get paid via bank transfer (we will talk about this later)

Option two - you have an automated sales system via payment processing (Stripe an example, as a merchant account, payment processor and payment gateway).

Here is an interesting part - Stripe operates with a specific list of countries and residents, so if you want to use it to accept payments you have to comply with their regulations.

In most cases, you need to have a legal entity in order to accept payouts from a merchant to your bank account.

Your legal entity can be registered basically in any jurisdiction (USA, UAE, Europe, Singapore) it is relatively simple to arrange.

The more complicated question is to open a bank account - to receive payouts and most importantly your bank account should comply with your merchant.

Basically, you can have a company in one jurisdiction and a bank account in another jurisdiction. Let's say you have incorporated in Singapore as LLC and you can use overseas bank accounts for Singapore companies in the offshore jurisdictions.

The main issue with bank accounts - that not all jurisdictions are willing to open bank accounts to certain nationalities. Let's say you have a passport from a greylisted country and there will be limitations on opening a bank account in certain jurisdictions.

As you can understand - opening and maintaining a bank account is more complicated, rather than just incorporating a company.

That's the reason you are going offshore.



Every scenario is different - depending what passport you hold, where you reside, what residency you are holding - will affect what type of taxes you will pay, individual or corporate tax.

Let's say you have a Paraguay residency, based on territorial taxation, you can pay 0 tax), if you are not spending more than 186 days per year.

Or if you do not have second residency and you live in your own country - that is a different story, as you have to pay tax, based on your earnings.

All this tax and offshore things are not that complicated, but they are unique and the best way is to have a good lawyer as a friend, who can assist with this.

Choosing Best Jurisdiction

Let's talk about choosing the best jurisdiction. Before we jump, I would like to point, that every situation is different and what works for me, may not be working for you.

It depends on the type of business you run - agency, digital services, products, e-commerce, software development, crypto...

Here is a simple table for comparison:

I need company incorporation ASAP	Singapore (up to 3 days) or Estonia (up to 2 days)
I run a crypto business	Cyprus, Switzerland, or Estonia
I want to move with my business	Singapore or Portugal
I need 100% remote management of a business	Estonia
I need banking in euros	Estonia, Germany or Hungary
I need banking in US dollars	USA: Delaware, Wyoming LLC



I'm from the US and need a tax reduction	Ireland
I have an IT startup	Estonia e-Residency program with its support for e-commerce, e-consultancy...

Establishing a corporate entity in a different country involves both financial and time investments.

There are three main expenses: share capital, incorporation service fees, and the time required to complete the process. The incorporation service fees include government fees and charges from a mid-tier service provider.

	Ireland	Cyprus	UAE	Singapore	Estonia
Minimum Share Capital	100	1	12500	1	2500
Incorporation Cost	500	1900	5000	600	350
Timing	14	30	21	3	2
Taxes	12,5%	12,5%	0-5%	17% Local / 0% Global Income	0% 20% - Dividends Distribution

This information is provided by enty.io

When you are setting up a structure, consider several factors and build a few suitable scenarios for yourself.

Key considerations:



Tax Efficiency: company should be incorporated and operate via territorial tax system, meaning foreign-sourced income is not taxed.

Banking Options: Excellent banking facilities with international reach and no passport restrictions

Ease of Administration: Easy setup, managing online, reasonable compliance requirements.

Cost of Incorporating: Find the best and cost effective solution in a long run

Entry Investments: How much should be initial capital investment into the company

What type of jurisdiction to choose ?

It solely depends on the business you run and the final outcome. If you build a business to sell or you run a lifestyle business - those are different scenarios.

Growth Oriented Startup

If you are building an innovative company focused on rapid growth and scaling, often seeking venture capital.

USA: Access to the largest startup ecosystem, venture capital, and tech hubs.

Singapore: Strong government support for startups, excellent infrastructure, and access to Asian markets.

Ireland: Attractive tax incentives for R&D, access to EU markets, and a thriving tech scene.

Lifestyle Business

If you run a small business designed for long-term sustainability and



personal freedom, prioritizing quality of life.

Estonia: E-residency program, ease of doing business online, and low maintenance costs.

UAE: No personal income tax, excellent quality of life, and strategic location for global travel.

E-Commerce Business

If you are building an online business selling products or services to a wide audience through digital platforms.

UK: Access to a large consumer market, VAT advantages, and strong e-commerce infrastructure.

Singapore: Strategic location for shipping and logistics, strong legal framework, and excellent internet penetration.

USA: Large consumer market, advanced logistics and payment processing systems, and strong e-commerce regulations.

Consulting / Service Firm

If you are providing professional services, expert advice or specialized services to clients in various industries.

UK: Strong reputation, multi-currency payment processing, and access to global markets.

Estonia: Low operating costs, E-residency program, and digital infrastructure.

If I would make from scratch a new offshore setup, I would consider Singapore LLC or an e-residency Estonia company.



Offshore Framework

To simplify the process, let's define a step by step process to setup an offshore structure.

Step 1: Define Your Objectives

- **Purpose:** Determine why you want to set up an offshore business (e.g., tax benefits, privacy, global expansion).
- **Goals:** Clarify your business goals and how an offshore structure can help achieve them.

Step 2: Choose the Right Jurisdiction

- **Research:** Investigate various jurisdictions for their benefits (e.g., low taxes, strong privacy laws, ease of doing business).
- **Criteria:** Consider factors like ease and cost of incorporation.

Step 3: Register the Company



- **Documentation:** Gather required documents (e.g., proof of identity, business plan).
- **Incorporation:** Submit incorporation documents to the chosen jurisdiction's government authorities.
- **Service Provider:** Consider hiring an incorporation service provider to handle the paperwork and ensure compliance.

Step 4: Open a Bank Account

- **Select a Bank:** Choose a bank that supports your offshore business's needs and complies with your jurisdiction's regulations.
- **Documentation:** Prepare necessary documents (e.g., proof of company registration, identity verification).
- **Application:** Submit the bank account application and any additional requirements (e.g., initial deposit).

This is often the most challenging step. You need to find a bank that will work with your offshore entity and comply with the necessary regulations.

Also, there will be KYC and AML process and it can take longer than expected to open a bank account.

Of course you can always use services like Wise or Revolut, to make things faster.

Step 5: Set Up Payment Processing

- **Merchant Account:** Apply for a merchant account with a payment processor like Stripe.
- **Compliance:** Ensure your business complies with the payment processor's requirements and regulations.
- **Integration:** Integrate the payment processing system into your business operations for seamless transactions.

Step 6: Understand Tax Implications



- **Tax Residency:** Determine your tax residency status and understand the tax obligations in your home and host countries.
- **Consult Experts:** Seek advice from tax professionals to optimize your tax strategy and ensure compliance.
- **Record Keeping:** Maintain accurate records of income, expenses, and transactions to meet tax reporting requirements.

Step 7: Company Management

- **Annual Filings:** Keep up with annual filings and renewals required by your offshore jurisdiction.
- **Regulatory Updates:** Stay informed about any changes in regulations that may impact your business.
- **Professional Support:** Consider retaining legal and accounting professionals to manage compliance and reporting.

By following these simplified steps, you can effectively establish and manage an offshore business tailored to your specific needs and objectives.



Going Solo or with a Team

Behind every great business is a great team. No doubts. If we talk about the traditional and classic approach of running a business.

Of course, if you are considering to build a big company, develop a product, scale it globally - you will need a big team, as it will be almost impossible to do it alone.

In this case, you are more creating a day job for yourself. Yes, you have a business, it is profitable and at the same time you have meetings, operational tasks and scaling challenges.

If that is something that ignites you and motivates - for sure it is a way to go.

On another side you can go solo or with a very small team.

I have a good friend, he is running a very profitable saas business and he started it as a solopreneur and grew a team later to 30 people.

We met for dinner and he mentioned that he is happy about having a company that size, but also regretted that did not sell when a company was relatively small, as the current size of a company with 7 figures in ARR is a bit difficult to sell.



Yes, you have a big company - but do you have freedom and flexibility on the other side ?

That is a good question to ask yourself.

For me the perfect team should fit 5 people:

You - as CEO, visionary, product creator and builder.

Designer - hire an amazing designer to create great visually appealing brand

Content Person/Copywriter - a person who will curate content and all the social media for your company with good copywriting skills.

Web Developer - if you are not good at tech stack, hire a great IT person to handle all your servers and IT infrastructure

Happiness Manager - a person with a great EQ (emotional intelligence) to work with your clients, customers, vendors and make sure they are happy using your product.

Your team should operate as an amazing rock'n'roll band, then you will create amazing music.

This is my approach only, but you are free to customize it your way.



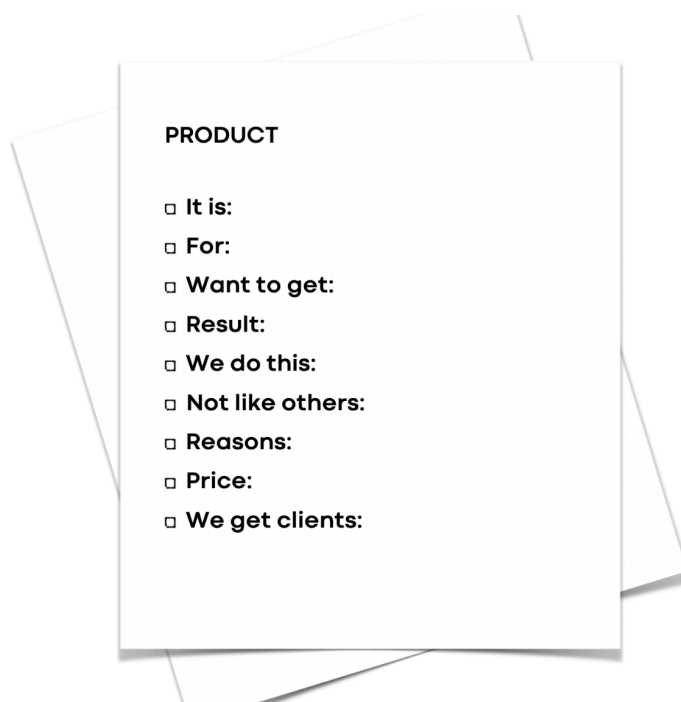
Napkin Business Model

There is an effective approach to business planning - Napkin Business Model. I learned about it at the Traffic & Conversion Summit in San Diego.

It is a simplified way of outlining a business idea or plan, often sketched out quickly on a napkin or piece of paper. If you can't describe your business on a napkin, it is probably very complicated and will not work the way you want.

In most cases, it is not about the business, but about the product - it is very complicated, not creating added value, or simply not fitting the market.

Your business model should be this simple to fit a napkin:



Describe your **Core Product** in this way:

It is — describe what you do/sell.

For — describe your target audience.

Who wants — describe the process.

To achieve — describe the result.

We do this by — describe the method.

Unlike others — describe your advantage over competitors.

Therefore — describe the reason to work with you.

It costs — describe the cost.

We attract customers through — describe the customer acquisition channels.

Try to describe what you do in a simple way and outline your business model on a napkin.



Building a Virtual Office

Building a virtual office is essential for now. Me and my team developed a dedicated **Freedom CEO Digital Set 101** - where we outlined the entire process of how to build a virtual company from scratch and created more than 20+ templates for that.

I like to experiment and test new apps and tools for my remote operations. Here is a proven list of them:

Notion - my digital brain and my entire virtual office setup is there: tasks, project management, knowledge base, team sharing. If you are not using Notion yet - start today.

Google for Business - consider gmail and custom web mail, google docs, drive and all the rest.

Figma - the best designer and visualizer app to create amazing workflows



Loom - the best tool for async communication with your team to create videos in simple way and explain everything

1Password - the best password manager for everything

Waves App - a simple app for finance management, expense tracking and invoices.

Stripe - works as a merchant and payment processor

Zero to Many

Understanding these concepts can significantly impact how you structure your business, create and sell products and make money.

There are three types of products:

1 - 1 - One to One

Products that you sell to the customer in a customized way.

Examples: custom website development, individual consulting, coaching, personalized services.

Drawbacks: resource expenditure (time, money, people).

Benefits: simplicity of sales and fast cash flow

1 - N - One to Many

Products that customers can purchase in unlimited quantities without modifications.



Examples: ready-made plugins/applications, group consultations, standardized services.

Drawbacks: constant work on product creation.

Benefits: ease of sales in large quantities.

0 - N - Zero to Many

Products that are created once and sold repeatedly without modifications, mostly can relate to digital services or products.

Examples: ready-made templates, books, online courses.

Drawbacks: potential emergence of numerous competitors.

Benefits: simplicity of sales and scalability.

The product creation strategy is straightforward: start with selling products one to one, then move on to creating products for sale in large quantities, and eventually create products for multiple customers.

The idea is to create products that generate more sales with minimal time investment. The best concept to implement is One to Many or Zero To Many - that will be a point of scale.



Assets, Assets, Assets

I've spent too much time, energy and money (lost) by doing wrong things in business. I was not focusing on building assets. That was a big mistake.

Let's say you run an agency business. You don't have a core asset, basically you run a business around customers and services you are providing.

Technically, you can build a customers list (in the agency world customers are clients) and that will be your asset, but it will be difficult to sell and monetize this asset.

You have developed SOP and documented everything, that also can be your asset, but it will still be connected to your agency.

What I mean by assets - something that you have created once and it can work and generate revenue without your active involvement.

For example, you have a software saas product, you have a digital product, you run a podcast show, YouTube channel, email list - those are real assets, because over time they will increase in value and generate more money.

Always focus on building and creating assets.



One Man Company

At some point of my life, I was burnt out to the point that I did not want to do any business with people, especially where synchronous team communication was involved - daily meetings, weekly reports, one to one calls.

That was too much. It takes energy, it is not very scalable, it is process and communication oriented and it is just not sustainable in the long run, because people are not robots and we are burning out or something else is happening.

When I was running my video animation company, I started to document everything, create SOP and it helped me to be more flexible and not depend too much on employees, as even a new person who joins a team can easily follow instructions.

Every process that repeats three times - should be documented. That is a must.

But later, I started to look for a completely different business model and I discovered this concept of “The Million Dollar One Person Business”.

Idea is just brilliant. Actually, this is the type of company and business I am currently building.

To be honest with you, it is not completely a one person business and I have a professional designer in my team (outstanding design is a must),



web developer who is responsible for IT services and virtual assistant who is helping me with these simple tasks, but this is it.

Three person business, asynchronous communication, no meetings, everything is automated and works just perfectly.

Key takeaways:

Solopreneur is the trendy name for a company of one (or a few people involved in a team)

Use digital leverage, build an audience, create products, turn them into assets and follow one to many approach to achieve insane profits.

Focus on a niche/industry where you have expertise and can provide consistent value.

Building a personal brand is like a cheat code for growing a one-person business.

The biggest outcome that you have is an **Autonomy** - with the right systems and processes, you can generate income while you're not working and create a business that runs itself.

This idea is not something new and there are many cool projects built by solopreneurs and many stories shared around this concept.

You can explore more by following “Company of One” by Paul Jarvis, “The One Thing” by Gary Keller and others...



Asynchronous Communication Is The Future

There are two ways we can communicate: the sync way and the async way.

Sync communication? That's your real-time back-and-forth, the constant ping-pong of messages flying around the office. But let's be real, it's not as effective as it sounds.

Enter async communication. It's like saying, "Hey, I'll get back to you when I'm good and ready." No pressure, no rush.

Here's the deal: in the business jungle, time is money. And wasting time on constant interruptions and real-time back-and-forth? That's just not a winning strategy. Async communication is winning.

Here's why it's the way to go:

- You actually get to focus on your work without getting bombarded every second.
- You've got time to mull things over. No more fast reactions that you regret later.
- You're the master of your inbox. Check messages when it suits you, respond when you're good and ready. Talk about freedom!

If you want to make things done - just, set a deadline, that this message should be replied in 24 hours or this task should be done in 72 hours.

Just in short - async communication will make you more productive.

Other examples of asynchronous communication:



- Shared Google docs
- Recorded video messages
- Status reports

Even if you need to make team calls - you can set a weekly catch up same day at the same time and stick to it.

1000 Customers

My first business was built in a music industry - it was a company where we helped musicians marketing and monetize their music.

When Kickstarter just launched, it was very popular and musicians realized - they do not need labels to make money, they need an audience.

I lived in San Francisco at that time and had a chance to meet Amanda Palmer - she was the first ever musician who raised over \$1mln in 30 days via kickstarter. Read her [full story here](#). Actually, it was a very big deal and I started to explore how that happened.

Back then, I discovered this powerful concept introduced by Kevin Kelly and it's called "1000 True Fans".

Here is a quote from Kevin Kelly:

"I believe the 1,000 True Fans concept will be useful to anyone making things, or making things happen."

Let's agree, we live in a creator economy.

To be a successful creator you don't need millions. You don't need millions of dollars or millions of customers, millions of clients or millions of fans. To make a living as a craftsperson, photographer, musician, designer, author,



animator, app maker, entrepreneur, or inventor you need only thousands of true fans.

A true fan is defined as a fan that will buy anything you produce.

Here's how the math works. You need to meet two criteria.

First, you have to create enough each year that you can earn, on average, \$100 profit from each true fan. That is easier to do in some arts and businesses than others.

Second, you must have a direct relationship with your fans. That is, they must pay you directly.

If you keep the full \$100 of each true fan, then you need only 1,000 of them to earn \$100,000 per year. That's a living for most folks.

A thousand customers is a whole lot more feasible to aim for than a million fans. Millions of paying fans is not a realistic goal to shoot for, especially when you are starting out. But a thousand fans is doable.

You might even be able to remember a thousand names. If you added one new true fan per day, it'd only take a few years to gain a thousand.

The number 1,000 is not absolute. It is a concept to give you the understanding of this approach.

Explore the full concept written by [Kevin Kelly on his website](#).



Funnel First

This is not very obvious to many people and I want to point this out. Start thinking about your digital presence as a funnel. I've noticed that this is a very simple strategy, but many entrepreneurs are still not using it.

This strategy can be applied to any business.

Let's say you have a cool book about adventures. The top of the funnel is where you tell everyone about your book. Some people might be curious and peek inside the book, just like when they peek into the funnel.

As they slide down, they learn more about your book and how exciting it is.

Now, not everyone who looks at your book will want to buy it.

That's okay! The ones who do want to buy it slide further down the funnel and make a purchase.

Some people who love your book and the digital world may want something even more special.

That's when they find the hidden tunnel that leads to a secret room where you offer personal coaching or a special retreat where they can have even more adventures with you.

The funnel helps us guide people from just knowing about our book to exploring even more exciting things we have to offer!



Maybe, this example with a book is very obvious and straightforward, but the idea is to show you the funnel mindset.

The funnel mindset is all about seeing your business or project as a journey that guides people from being just curious to becoming loyal customers or clients.

At the top of the funnel, you have a broad audience of people who are just learning about what you offer. They might be curious or interested, but they're not fully committed yet.

As they move through the funnel, you provide them with valuable information, engaging content, or enticing offers to keep them interested and engaged.

It's a long-term approach that focuses on building trust and delivering value at every stage of the process.

Important: When you build a funnel - focus always on creating and building a list. Imagine your audience as a group of people who are interested in what you have to offer.

By collecting their emails, you're essentially inviting them to stay connected with you and receive updates, valuable content, and special offers.



Your Product Line Grid

I was organizing a Freedom Business Summit Online Edition, back in 2020 and one of the speakers was Ajit Nawalkha, founder at Evercoach.

He had an amazing talk and shared this concept of crafting a product grid.

Basically, your products are solutions to your clients desires and their problems.

Product 1	\$9 - \$49 / Book
Product 2	\$99-\$999 / Digital Product
Product 3	\$19/mo - \$99/mo / Subscription
Product 4	\$1000 - \$5000 / High End Digital Product
Product 5	\$5000 - \$15000 / Group Coaching / Mastermind / One on One

Basically, you are designing a system that will be predictable and automated to generate revenue for your business.



Productizing

Concept I want to share with you is called “Productizing”. It is a framework on how to automate and scale any service business. I’ve learned about this method from a book “Build To Sell” by John Warrilow.

Basically, if you run an agency or provide any type of services - you are packaging your service as “Done For You” - ready made solution for your client and sell as a product.

You need one high-quality product. This means cutting out everything unnecessary and focusing on the product that is most frequently ordered and brings in the most revenue.

Next, you create various (usually up to three) pricing options and packages based on cost and included features.

Establish a standard price for all clients.

This price can be tested—set it at \$1000, \$4900, \$10000—to determine which price point generates the most orders while maintaining your profitability.

Test a single sales system where you offer the client a **Done For You** solution. The client knows exactly how much they'll pay and what they will receive.

Move away from custom pricing, hourly billing, and pricing based on project complexity.

I have applied a productizing framework to my video animation agency and that was a key turning point that helped me to scale my business and team up to 30 people.

It's crucial to focus on just one product without getting distracted.

This is especially important for agencies or service based businesses: coaching, consultancy... who might be tempted to say yes to everything a client asks for, but you have to focus on your primary product.



Trying to do everything won't help you to grow. You need to concentrate on one thing and do it really well. If you can't, just say, "Sorry, we don't do that."

I chose to productize my animation video company and provide only one type of videos - doodle videos. We just streamlined the video production process for one single type of video.

We often get requests like: "Do you make infographics?" or "Do you shoot live videos?" We say, "No, we don't." "But aren't you a video company?" "Yes, but we only make animated doodle videos."

By focusing on one specific service or product, your business or agency can grow much faster.



Money Making Activities

Whatever business you are growing, there are three components (let's call them "pillars") that you need to pay attention to first of all: content / product, customers, conversion.

Key Business Activities:

1. Create Products / Content (concept One to Many)
2. Build Systems and Processes
3. Build Audience

Let me share an example with this book, I will be very upfront with you.

This book is an asset and a key product. It's created and can be sold by one to many concepts (zero cost to replicate).

You've purchased this book, you received value, you have trust and probably in future we will work with you or somehow connect - online coaching program or live retreat in Bali (or somewhere else).

These are the key factors to focus on in order to generate income.

50% of the time - focus on attracting new customers;

30% of the time - focus on increasing business conversions;

20% of the time - focus on improving your product or creating new content.

Instead of selling your time for money and constantly doing routine tasks, focus on building systems in business.

Where you invest 1, you get 10.

For example: launching advertising campaigns, building products, developing marketing funnels, creating checklists, organizing a team.



Profit Hacking

Focus on key leverage points, that will help you to grow profit - everything else should be outsourced. Small amounts of effort can generate BIG results.

If we talk about any digital business, there are only three things that will help you to grow profits:

1. You can get more Traffic
2. You can Convert higher percentage of your traffic into buyers
3. You can improve your Economics you earn more per buyer

Any other tactic or strategy can be applied to this formula:

$$T \times (C + E) = R / \text{Traffic} \times (\text{Conversion} \times \text{Economics}) = \text{Revenue}$$

Here is an example of how you can apply it to grow profits.

Let's say your site generates 10,000 visitors a month and you can convert 2% into buyers and you can earn \$100 per buyer. You make \$20000 per month.

Let's say you want to earn \$40000 from your website monthly.

Options you can do:

1. Doubling your traffic from 10,000 to 20,000 visitors
2. Increase your conversion rate from 2% to 4%
3. Increase the product price from \$100 to \$200

Usually it is easier to double the small numbers that a large numbers, so in this case Conversion has the most leverage.



Basically, you can change the headline, offer or color of the button on your website and your conversion can jump from 2% to 4%.

Small things - big results.

Many people think they have traffic problems, but you have conversion and economic problems. Traffic is a commodity, but Conversion and Economics are assets.

Highly recommend you explore more of these strategies from the book “Profit Hacking: Profit Hacking: The Web Entrepreneur's 3 Part Formula For Maximizing Success” by Steven Daar.



Your Virtual Assistant

Your Virtual Assistant, or simply VA is a person who will grow with your business and in, say, 6-9-12 months, can become the operational tasks director of the business and handle daily management routine.

In other words, they don't just perform routine tasks. You're ready to invest money in them, and over time they can become your successor. This is very important. Because focusing on certain operational processes and tasks makes it very difficult to grow your business.

A virtual assistant (business assistant) is a person who can take the lion's share of tasks from your daily schedule, help you with their quality implementation, quality implementation, and this will free up your time to focus on more strategic tasks. And this person must have growth potential.

You must believe in them and really invest your time and resources. It's not easy to find such a person. You may work with a lot of assistants for a period of time before you find someone you feel comfortable working with.

The question is: ***How do you find such a person?***

You can hire employees based on skills or values. My recommendation is to hire employees based on values.

They must share the values of your business and your personal values, because this will shape the company's culture.

When choosing between skills and values, it is important to understand that any skill can be learned in 2-3, maximum 4-6 months, but unfortunately, it is not possible to change values in this period of time.

Therefore, when choosing between skills and values, we focus on the latter.

Many entrepreneurs don't think about the need for a personal assistant. Some understand that yes, in general, it's needed, but they say "I'll do it later."



This approach doesn't work very well. Hiring an assistant is the first step towards systematizing your business. You begin delegating the majority of routine tasks to them.

A personal virtual assistant is the first person in your team. I'll say it straight away: finding someone who fits you perfectly is not easy, and you need to be prepared for this.

First and foremost, you need to prepare a list of tasks that you want to delegate: checking email, managing the calendar, basic information search, data processing, calls...

I recommend making a list specifically for business tasks. You organize them through a task manager (for example, Notion). Train yourself to stop assigning tasks in messengers —this will lead your system to malfunction.

Every day, your assistant should send an update on the tasks that have been completed. The report format is very simple:

- questions that arise;
- tomorrow's plan;
- what has been done.

By receiving a report every day, you'll keep your finger on the pulse and thus be able to determine the assistant's level of responsibility.

When hiring someone for a trial period (usually 4-6 weeks), make writing reports a daily task. If the assistant sends the report every other day or forgets—approximately the same approach will be applied to other tasks.

This will immediately give you an idea of how reliable the person is.

When training someone, you give them the task of documenting everything in the form of checklists, that is how you create your company knowledge base.



Money and Mission

I was driving a bike recently (when living in Bali you always drive a motorbike) and had this interesting conversation in my head. Conversation about money.

Money often comes your way not when you're chasing it for selfish reasons, but when you're pursuing something bigger than yourself - something meaningful that benefits others or brings grand ideas to life.



If you have not enough money, probably you have a not big enough goal or idea behind it.

Big money is tied to big goals. Think of it this way: **money respects significant purposes and flows in to help achieve them.**

If you're aiming to make a million dollars without a real purpose and just to look down on everyone else, you're likely to be disappointed.

But if you have a mission and a clear purpose - that involves the well-being of your friends, family, and even strangers, the universe tends to support you.

Everyone has their own unique mission. Idea is to find it and build a business around that. This idea isn't new; it's a fundamental truth, but sometimes it is simply forgotten.

That is also aligned with a personal freedom - to do something useful for the world, the freedom to be an example to others of how a person can create their world out of thin air—that, I believe, is an absolutely priceless gift.





CHAPTER 4

DESIGNING FREEDOM ROADMAP

Setting Life KPIs
Freedom Framework
Decentralization Philosophy
Sacrifice
Q Planning
4 types of Freedom
Compounding & Leverage
Inner Freedom
Investing in Freedom Assets
Breakdown The Numbers
Two Doors
72 Hours
Pura Vida
List of Books
Templates
Frameworks

