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**THE TOP 5 MYTHS  
STOPPING YOU FROM  
LIVING A  
PORTABLE  
LIFESTYLE**





# 5 ONLINE



# START-UP MYTHS

## Top 5 Myths Stopping You From **Living A Portable Lifestyle**

*“Whatever the mind can conceive and believe the mind can achieve.” – Napoleon Hill*

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When I first discovered the idea of being able to run a business and earn money while traveling the world, I would have to say I was skeptical at best. I always thought people were just selling this idea of living a ‘portable lifestyle’ but never thought it was possible.

One thing I did know in my heart at the time, I was definitely fed up with constantly trading time for money so I started to research everything I could about running a business online. But I wasn’t 100% sold on it UNTIL I finally realized the true power of a lifestyle business and how to actually make it a reality.

Success in a ‘portable business’ comes from acquiring the right knowledge and the ability to leverage specific tools, software and systems that are now readily available to anyone. As I started setting up my first online venture, I got better and more confident in my abilities.

Just like getting good at anything, living a portable lifestyle requires some planning, some determination and some practice. That’s pretty much it.

So, today I want to share with you the common myths that hold most people back at the beginning.

These are the exact same things that I was telling myself when I started thinking about living a portable lifestyle. But once I overcame them, I was able to build my dream business and dream life.

Ok. Let the fun begin!

# Myth #1

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## It takes a small fortune to get started.

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This is one of the biggest fallacies around in the online business world.

You don't need a lot of money to get started. There are a lot of ways to kick-off your portable business without breaking the bank.

One of the best ways to debunk this myth for yourself is to just small on the side, especially if you have limited resources, while you continue your full-time gig to get a feel for it and learn as you grow.

That way you can scale your online business incrementally until you reach the point where you quit what you're doing and start doing it full time

Big chunks of capital might help you grow faster, but a slow and steady growth rate can help you figure things out first so you can get your business legs underneath you while your profit margins grow.

This graphic shows the difference between starting a traditional bricks and mortar business and a typical shoestring online business:



## Myth #2

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**It takes forever to get started and make it work.**

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This is also totally not true.

Although, unlike many internet hucksters are preaching out there, money won't just come pouring out of your computer.

Like anything else, a portable business takes some time and effort to achieve success. But the amount of time it will take to make it happen is completely up to you.

That being said, an online business is the one type of business that can be started quickly (and as we already discussed, with minimal initial capital out of pocket) due to the easy availability of great information and tools to help you get up and running quickly.

As a 'newbie', you are obviously going to have to learn the basics of how to build a successful business.

There are many terms you aren't going to be familiar with and processes you are going to learn about that, at first, will make you go, "Huh?"

It may seem overwhelming at the beginning but the fact is it's really not difficult.

Success isn't difficult. Success is a SYSTEM!

**SYSTEM:  
Saves Your-Self  
Time, Energy and Money**

The beautiful thing is, you can work a few hours a day or a few hours a week. It all depends how long you want it to take before you can turn it into your full time income producer.

# Myth #3

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**I don't have what it takes to make it happen.**

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Again, this just isn't true. *Unless you MAKE it true!*

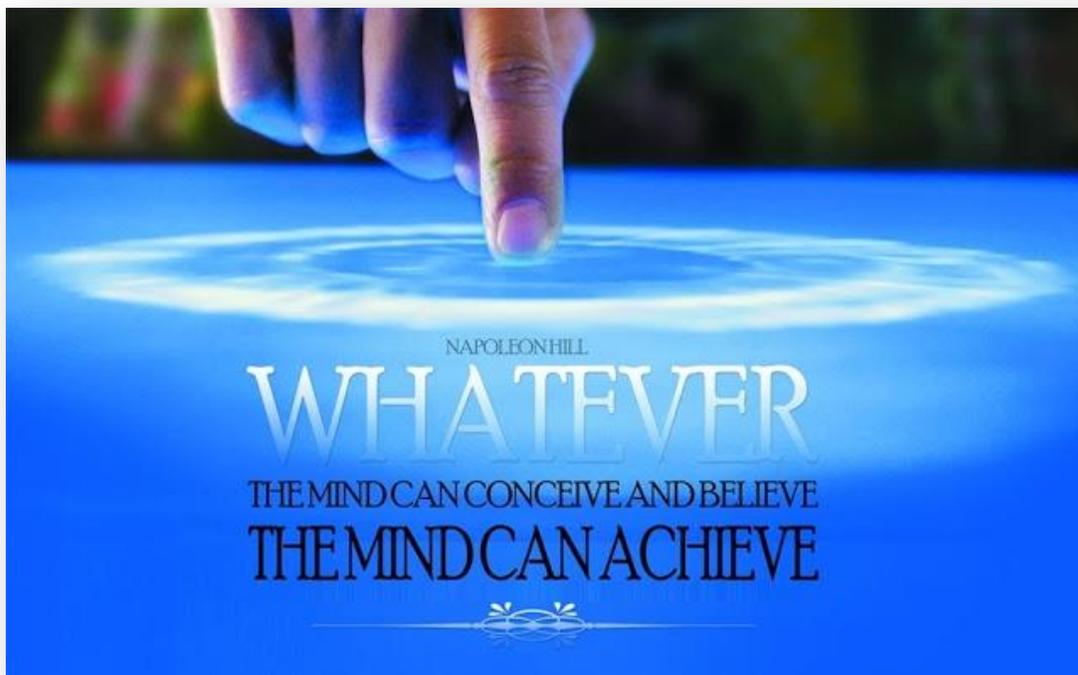
The key to achieving success in a portable business anything is to find the right system to follow, commit to making it happen and be consistent with how much time you spend learning and applying the system.

You CAN do it if you take the time to learn the right strategies and apply what you learn.

Do you remember what it was like when you first learned to ride a bike or drive a car?

You had to willing to start and then you had to keep at it until you succeeded. But, if you can ride a bicycle or drive a car, you obviously stuck with it until you did it. This is no different.

Remember, we're talking about YOUR future here. So, if you want it bad enough, you can have it.



# Myth #4

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**I need a 50 page business plan and a room full of employees.**

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First off, starting your future successful portable business will NOT be complicated and stressful like a bricks-and-mortar business can be.

Yes, you will have to do some planning to make it work, but nothing near as tedious as a regular business startup.

And, of course, if you have the resources to hire a bunch of people to work for you it can help you grow a business faster than by yourself.

However, if you're like me, you don't want to do that when you're first starting out anyway.

Because you'll want to be able to learn the ropes first and figure out what works for you way before you make any decisions on whether or not hiring others to work for you will be a wise decision to help you grow.

I know many people who run their portable businesses as one person operations and have done so for years. Not all businesses require more people to make them work.

That's the beauty of doing business online.

You let the systems do most of the heavy lifting FOR you so you can spend most of your time doing what you should do.

And that's coming up with more ways to get new customers or clients coming in and taking care of them.

As one example of a simple way to start planning your portable business, you can use a one page business plan like the one I'm giving you on the next page:

# One Page Business Plan

Company Name:		
Web Site:	Name:	Phone:
Twitter:	Title:	Industry:
Facebook:	Email:	Stage:
<b>Problem</b> (what pain is your biz is solving?)		
<b>Solution</b> (how is your biz solving that?)		
<b>Impact</b> (what is the positive social impact of your biz?)		
<b>Business Model</b> (how does your biz make money?)		
<b>Secret Sauce</b> (what is the underlying magic?)		
<b>Sales &amp; Marketing</b> (how will your biz go to market?)		
<b>Competition</b> (what your biz can do they can't?)		
<b>Team</b> (who is on your team, why are they good?)		
<b>Projections &amp; Milestones</b> (underlying important metrics)		
<b>Status &amp; Timeline</b> (where is the biz now?)		
<b>Next Steps #1</b>	<b>Next Steps #2</b>	<b>Next Steps #3</b>

# Myth #5

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**I have no idea what to sell or no one will buy what I have to offer.**

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Let me ask you this. *Why NOT?* Why do you buy what you do from the people and businesses YOU buy from?

Because they have what you need? Because you like them? Because they treat you like the valuable customer you are and give you exceptional service?

Running a successful portable business is all about providing a valuable product or service to the people who need that kind of product or service.

The key to earning money anywhere, whether you work for yourself or someone else, comes down to a few simple ingredients:

1. Think about things you would enjoy doing in your business
2. Find out if it's something other people want and need
3. Make sure they are willing to pay for it
4. Learn what you need to set up and run the system necessary to offer it to them
5. Get them to know, like and trust you (Which is not as difficult as you may think as long as you use some proven marketing formulas)
6. Sell them what you have to offer!



**Don't sell me something...**  
**...solve me something.**

That's really all it takes to succeed in business -- online or offline.

So think about what you are good at and what you enjoy doing in your life right now. THAT is the place to start looking for your first BIG business idea.

If you're stuck as to where to start getting ideas, you're not alone. And it's not your fault. With all the information overload we are subjected to every day in this ultra-plugged-in, digital world we live in today, it's a wonder we can function at all.

To help you start sparking your imagination, starting on the next page, I've included a list of 12 potential portable business ideas and how they work:

## 1. Become An Affiliate

Learning how to earn money online as an affiliate isn't easy. But there are lots of people worldwide that are making over \$1,000,000 a year doing it. Most will not be a successful unless they have some formal help and training. Affiliate stores are web stores where people purchase items on a site, but through a third party.

Amazon is one of the most popular affiliate programs in the world, but it really shouldn't be considering the commissions are so low! It's not just Amazon that you can affiliate with; there are 1,000 affiliate programs to choose from.

Although Amazon can be lucrative, there are some much better options out there, allowing affiliates to earn up to 75% commission in some cases! Here are a few benefits You can:

- Build multiple sites
- Work in your own time
- Focus on product niches that you have an interest in!

## 2. Start An Ecommerce Store

At the forefront of the internet revolution has been ecommerce stores. Nowadays you can get an easy to use, fully functional ecommerce store design for as little as \$500; then you just need a domain and hosting. Of course, how much you profit depends on your methods and effectiveness of marketing which might include:

- Print media
- PPC (pay-per-click)
- SEO (search engine optimization)
- Networking
- Event sponsorship
- The list goes on...!

## 3. Earn Cash From Blogging

Starting a blog isn't as hard as you think. All you need is hosting and a domain.

To make money online from a blog you need to gain large amounts of traffic from a specific niche.

You can earn cash using:

- Google AdSense
- Selling banner advertisements
- Affiliating to sites such as Amazon & eBay (see #2)
- Offer premium services or member areas

#### **4. Sell On eBay**

Although selling on eBay successfully is not quite the easiest thing to do, if you pick the right product (particularly unbranded products) you have a chance to import items and make huge profit margins.

You need to be able to target a niche where the profit margins are high and competition is low.

#### **5. Train, Coach and Mentor**

Perhaps you have a specific skill set that you could teach. There are hundreds of skills that can be taught over the internet, especially due to the fact that services like Skype are free.

You might have to offer a free service now and build a freemium model (offer free accounts with limited features, then charge for upgrades) for the future in order to make some large amounts of cash. It's one of the good business ideas for those with extensive amounts of knowledge. You could:

- Teach a language
- Offer marketing training
- Help improve writing skills
- And more!

#### **6. Become A Drop Shipper**

Drop shipping is fairly similar to running an affiliate store. You act as the mediator without ever touching the product.

The difference between a drop shipper and affiliate is that the sale with drop shipping websites is not completely managed.

You might have to set up systems to automatically make a purchase with your drop shipping company, in order for it to be sent directly to the end consumer.

#### **7. Paid Blogging**

With over 350,000,000 websites on the internet, there is a huge demand for content. If you have experience or skills relating to writing, offering a blog posting service could be for you.

Lower paid projects might start at around \$1 per 100 words, with quality focused projects being in the \$2.50-10 per 100 words range.

Sites like People Per Hour and Upwork are great for picking up paid writing gigs, without actually having a website.

## **8. Become A Virtual Assistant**

A virtual assistant is a great job to have if you want flexibility.

You'll be able to maintain multiple clients at once which mean you can easily fill gaps in your week or work overtime if you need to.

A virtual assistant will generally charge \$15-25 per hour depending on the specifics of their job role.

Expect to be assisting with tasks such as blogger outreach, product listings, research and responding to emails.

## **9. Outsource**

How about setting up a business that focuses on outsourcing? Most successful service providers on the internet find that they need external help at some point.

They might have a blogging client that requires logo design. They might have a guest posting service client that needs web design.

Instead of actually providing the services personally, you could outsource and take a profit margin of your choice!

**TIP:** Make sure you learn how to outsource first!

## **10. Offer Telemarketing**

Telemarketing services are great for appointment setting as well as creating warm leads.

More and more companies are looking to outsource their marketing efforts and this is where you could fit in.

Telemarketers charge \$20-50 per hour depending on the size and type of operation.

## **11. Manage Social Media Profiles**

Social media is an important part of any online business.

The problem? Time!

Most business owners simply don't have the time to be involved with Twitter, LinkedIn, Facebook and other sites, in a pro-active way. That is where you can help.

If you can engage clients and build up attractive social media profiles, then you will be able to attract clients, which makes this a service with value.

Again, these projects are posted on freelance sites such as People Per Hour and Upwork on a regular basis, so you can start building up clients right away

## 12. Create Valuable Resources

The sites that hold the most value on the web hold the most valuable content.

Facebook holds information about what hundreds of millions of users do and like.

YouTube has millions of funny, educational and controversial videos.

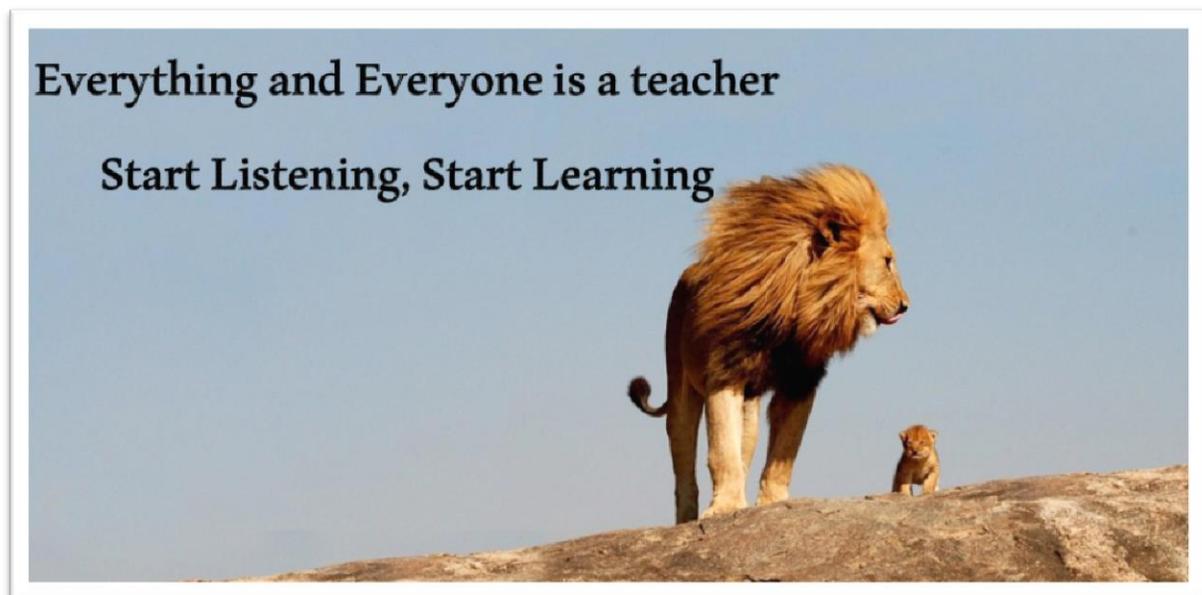
Here are just a few of the things you could do for others:

- Write content for blog posts, whitepapers, reports (like this one), etc.
- Ghostwrite books
- Create videos
- Record audios
- You can even create products called PLR (Product Label Rights) where you sell the rights to allow other people to use your work as their own for their businesses
- Etc, etc...

If you can create a website that focuses on offering valuable resources, then you just might be onto a winner.

And that's just a fraction of what's possible for creating a portable business.

So, as you can see, there is no such thing as a lack of ideas. Just a lack of knowledge and a bit of creative imagination.



# BONUS: Myth #6

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**I have to go this alone and figure everything out by myself.**

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You absolutely DO NOT!

There is no lack of great information out there on how to create a portable business and start living a portable lifestyle.

That being said, there is also no lack of bad, and downright harmful, information out there in internetland either.

What everyone needs is a solid, reliable source of information that WORKS and someone who can take them by the hand and guide them down the right path to success.

Thank you for reading and congratulations on taking the first step towards living YOUR Portable Lifestyle.

Stay tuned to your email for more tips and tricks to get your online business up and running successfully.

Looking forward to talking soon!



*Sheila "The Portable Lifestyle Strategist" Brown*