



## Meet Click Millionaires!

With online lifestyle businesses that allow them to enjoy life more while working less, these Click Millionaires will never go back to corporate life!

**Kristin**—who makes a fun living blogging from a beautiful vineyard in the south of France ([Chapter 10](#)).

**Dave**—who turned his passion for remote-control airplanes into a profitable career as one of YouTube's most popular stars ([Chapter 12](#)).

**Al**—who uses industry expertise from his previous job to publish an email newsletter that's more popular than his former employer's ([Chapter 9](#)).

**Giancarlo**—who founded an easy-to-start online business with no products of his own, before he even graduated from college ([Chapter 15](#)).

**Khrystyne**—who left the corporate world behind to take her pick of clients and projects as a flexible freelancer ([Chapter 17](#)).

**Rob**—whose surprising hobby helped him quit his job and build a profitable online community for over 100,000 friends ([Chapter 13](#)).

**Ann**—whose multilevel marketing success online has helped her husband and son quit their jobs to work with her from home ([Chapter 16](#)).

The **three brothers** from Germany who have become billionaires by simply imitating hot U.S. start-up ideas for themselves ([Chapter 18](#)).

And many, many more inspiring examples of Click Millionaire lifestyle business success!

# click millionaires

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work less, live more with an internet business you love

SCOTT C. FOX

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To my dad, who dedicated his life and career to helping others, and inspired me to do  
the same.

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# introduction

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## work doesn't have to be something you hate

*HOW ARE YOU going to feel come Monday morning?* When that alarm clock goes off, are your eyes going to snap open and sparkle with enthusiasm? Are you going to head off to your commute with a spring in your step? Are you looking forward to weeks, months, and years of that routine?

I really hope you are, but sadly the odds are against it. In fact, according to one study, almost 60 percent of people around the world don't like their jobs!<sup>1</sup> And the Conference Board recently recorded the highest level of job unhappiness among American workers in its 20-plus-year history of doing similar surveys.<sup>1</sup>

You probably work too much for too little with people you don't like doing stuff you don't care much about. At least part of that sounds like you, right? I don't think it's healthy to spend all your waking hours working a job you don't like just so you can get up to do it again tomorrow. And then to keep doing it forever hoping to save enough so that you can eventually quit and then do *nothing*.

Most self-help books focus on changing your attitude, envisioning abundance, or fixing your relationships. But the real problem is that most people hate their jobs and don't have enough money. Most of us spend more time at work than anywhere else. If you spend any of your after-hours time watching TV, sleeping, or commuting, that leaves just a couple of daily hours where your kids, spouse, friends, hobbies, church, and everything else get any time at all.

So the real issue is *your work*. Do you love your work? Do you spend your days doing work you feel you were born to do? Or do you at least get paid enough to make all the frustrating daily compromises more than worth it?

If you're reading this book, I'm betting the answer is no.

You're here because it's your career that needs fixing. It's the 8 to 10 to 14 hours each day you waste just trying to cover your bills and get ahead a little. You can pursue the Law of Attraction to "manifest abundance in your life" all you want, but if you're working a 9-to-5 (or an 8-to-8) job that leaves you unfulfilled, it's time for a change! *Your job should help you live the life you want, not force you into a lifestyle you don't enjoy just to keep your bills paid.* Instead, how about building a lifestyle you like today so you don't have to postpone so much of your life until retirement?

### Join the Click Millionaires Revolution!

This book shares details of the unprecedented opportunity you have to (re)design your career and life to achieve financial independence and success on your own terms. It can help you leave behind many of the compromises and frustrations that plague corporate life and start the transition from making your boss rich to enriching your own life instead.

While the media and many business books assume you need to be a software geek or a Stanford MBA to "succeed" online, I believe you already have the credentials you need to build a profitable *Internet lifestyle business* based on your own real-life experience and interests.

I know all this sounds suspiciously "get rich quick" but it's not. Through lots of hard work and clever use of the Internet, I have found this lifestyle and financial success myself and I wrote this book to help you find it, too. Like my earlier books, *Internet Riches* and *e-Riches 2.0*, this book is filled with specific proven strategies and tools that I have used personally to build a more prosperous and flexible future.

Here's the plan for sharing them with you:

**Part One:** Identify your top lifestyle goals so you can design them into a new online business.

**Part Two:** Discover the revolutionary principles behind the success of Click Millionaire lifestyle businesses so that you can use them to make money yourself. Plus, learn how to quickly position yourself as an expert in any field online.

**Parts Three and Four:** Read inspiring real-life case studies of successful online entrepreneurs who are living the “Click Millionaires Lifestyle.” Many of these lifestyle entrepreneurs have created profitable new products and services of their own, while others have built successful online businesses by providing promotional or freelance services to others.

**Part Five:** Pinpoint a profitable niche business model of your own that takes advantage of your personal life experience and interests to make money online.

**Part Six:** Learn the easiest, fastest, and cheapest ways to build websites and collect money from your new customers online.

**Part Seven:** Create an Action Plan for implementing Click Millionaire lifestyle design strategies and choosing the right niche business model in your own life so you can get started on the work you were born to do.

## Why Should You Listen to Me?

I grew up on the lower end of middle-class in dangerous and poor inner-city Detroit, but managed to make myself a millionaire. I worked my way up with no inside connections or family money, paying my own way through both the University of Michigan and Stanford Law School. I earned my first small fortune on Wall Street and retired for the first time when I was just 25. After I got bored scuba diving in the islands of the South Pacific, I worked my way to success again in Silicon Valley and then again in Hollywood, too, building expertise at starting highly profitable, cutting-edge Internet businesses.

Now that I am able to spend my time how I want, I want to help you succeed, too. This book is full of my personal stories and recommendations so I apologize if it sounds like I’m trying to impress you or sell you. These personal examples are the best way I know to share with you my enthusiasm and the benefits of the many lessons I’ve learned earning my own success online. I want you to know that I don’t write my books hoping to make money from you by writing about success I’ve never had myself. I’ve literally traveled the world to identify the best lifestyle and business opportunities available today. I’m an active entrepreneur, strategy consultant, and investor making money from a dozen different website businesses as you read this. And I donate my book profits to charity to “pay forward” helping others to succeed like I have.

I have a popular YouTube channel ([www.youtube.com/scottfox1](http://www.youtube.com/scottfox1)), Twitter account ([www.twitter.com/scott\\_fox](http://www.twitter.com/scott_fox)), Google+ ([www.scot-tfoxongoogle.com](http://www.scot-tfoxongoogle.com)) and Facebook pages ([www.facebook.com/click-millionaire](http://www.facebook.com/click-millionaire)), my Click Millionaires Radio Show podcasts ([www.ClickMillionairesRadio.com](http://www.ClickMillionairesRadio.com)) and all the other tools online to prove to you that I know what I’m talking about. Why? Because I want you to know that I do this stuff myself—I don’t just write about it.

And you know what? It works!

The best of these resources is [ClickMillionaires.com](http://ClickMillionaires.com). That’s where we’re building the friendliest and most helpful community online for people like you who want to build their own lifestyle

businesses. It's where you'll find my best blog posts, podcasts, and latest videos, plus free updates to this book, and where you'll get to meet other Click Millionaires from around the world, too. Please come join the community to become part of our worldwide movement toward redefining success for ourselves by building ethical, fulfilling lifestyle businesses online and helping others do it, too.

## **The New American Dream for You**

Today you can do better than trying to work your way up to the *corner office*. Building a successful business in your *home office* can let you enjoy your work more, worry less about money, spend more time with family, work on projects you enjoy, and share that success with others, too.

Reading this book isn't suddenly going to make you \$1,000,000. But reading it will give you the tools to redesign your career and life like I have. I hope that you enjoy it and that it's helpful to you in creating a life you are happier to live.

I would love your feedback, suggestions, and follow-up questions. What would you like to hear more about? What tips, tricks, tools, and tactics do you have more questions about? Where do you want to go next now that you have this new info? How can I help you succeed? Visit me online so we can work together to help you work less, live more, and build a meaningful, profitable life that you can be proud of.

Welcome to the world of Click Millionaires.

Scott Fox

**Open only to my readers:** [ClickMillionaires.com](http://ClickMillionaires.com) is the online marketing and e-commerce startup coaching community I've built just for you. It continues the experience and friendly education you started by buying this book. Visit [ClickMillionairesReader.com](http://ClickMillionairesReader.com) and answer the secret questions to gain access—as a reader of this book your membership at [ClickMillionaires.com](http://ClickMillionaires.com) is free. You don't even need to have a website to participate!

### **INTRODUCTION NOTES**

- [jobs.aol.com/articles/2011/03/04/most-business-professionals-are-unhappily-employed/](http://jobs.aol.com/articles/2011/03/04/most-business-professionals-are-unhappily-employed/)
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## **PART ONE**

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# **REDESIGNING YOUR LIFESTYLE FOR SUCCESS**

# 1

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## work less, live more becoming a click millionaire

*The trouble with the rat race is that even if you win, you're still a rat.*

—Lily Tomlin, actress and comedian

**THERE HAS TO BE** a better way!

Isn't that what you have been thinking? Are you tired of the work you do, or the people you work with, or the low pay or uncertain career path? Or maybe all of the above? Or the fact that you may have to continue that same routine for years or decades more? Do you really think that you're going to be able to save your way to a comfortable retirement working for someone else? Aren't the odds of a comfortable retirement small unless you save so much that your working years are painfully light on luxuries, vacations, and toys?

If you are like I used to be, you probably thought getting that corporate job was a ticket to both money and security. Unfortunately corporate employment has turned out to be more of an "income for dummies" plan than a lifetime meal ticket. You are still required to contribute most of your waking hours to the corporate bottom line—but that's no longer a guarantee for steady pay, job security, decent health coverage, and a comfortable retirement. Sadly, the only person who cares about your personal fulfillment and financial independence is you. Add the daily pressure of commuting to an office, working with people you normally wouldn't spend time with, pursuing priorities set by people who don't understand the needs of your customers, plus the constant threat of layoffs, it's no wonder that more and more people feel trapped in a rat race from which they can't escape!

### **Don't Just Get a Job, Get a Life**

If you challenge traditional assumptions about career priorities, you can discover that there are new solutions to these work-life balance issues. It's okay to put your own life ahead of making money or climbing the corporate ladder and you don't have to do work you dread just to keep afloat. Today you have the opportunity to redesign your life around what's important to *you* and *define success for yourself*. You can choose to build a *lifestyle business online* that supports both your family and your own personal life goals, even with little capital or technical training.

Redefining success on your own terms can allow you to rebalance your life to achieve the goals most important to you. Instead of focusing simply on making money, I'd like to help you find the courage to define your success not just in dollars, fancy cars, or shiny objects that are promoted to you on television, but to include increased flexibility, creativity, and happiness, too. But motivation and a willingness to make some sacrifices along the way are not all you need to build a profitable lifestyle business for yourself. You need specific practical recommendations about which online business opportunities and tools are the best today. Personalizing those recommendations into a plan that you act upon can make the difference between *wishing* you were successful and *being* successful.

I wrote this book to help you do just that.

### **This Book Is Different**

Too much online moneymaking advice is focused on finding clever but unsustainable ways to attract more website traffic. That kind of approach focuses on tricks—it helps you exploit small advantages

in pay-per-click (PPC) advertising or search engine optimization (SEO), or attracting traffic from the latest YouTube, Twitter, Facebook, Google+, app, plug-in, software, or other “hacks.”

These approaches sometimes work, but by the time an online marketing “guru” gets around to telling (and selling) you his latest traffic-attraction tricks, you can be sure that there’s not much money left in that competitive market.

More importantly, *building businesses on temporary market inefficiencies doesn’t build the long-term asset value and recurring income of the Click Millionaire business system that I want for you.*

So, this book is not going to teach you how to become the 100,000th person to rehash diet secrets into a free e-book, build a huge email list overnight with YouTube videos or mobile apps, or use Google Adwords PPC ads to promote affiliate marketing offers.

Instead of teaching you to push a product that may be outdated in six months and require you to start over again, this book is going to help you develop a new business and career that grows into a satisfying ongoing *lifestyle* for you. It’s going to teach you to redefine success for yourself, redesign your life around the things that matter most to you, and support that lifestyle with your own Internet-based business that allows you to enjoy the financial independence, creative control, and schedule flexibility traditionally only available to people who already had millions in the bank.

The goal is to find a *lifestyle balance* that is comfortable and fulfilling for you.

## **You Can Build a Business as Unique as You Are**

My goal for you is to create something *new*; an original and unique business that positions you as an expert in your chosen field; a business that channels your efforts into something more significant than just increasing your click-through rate by 0.01 percent; a business that targets niche needs that speak to you and those in your target market on a fundamental level. I’d like to help you mine your niche to generate long-term recurring profits from a sustainable, personally satisfying lifestyle business that is meaningful to you.

For example:

- ▶ How about building a business around your unique personal experience so that you can help others solve similar problems in their own lives?
- ▶ Or developing an interest you have into a new expertise you can use to help advise others with similar interests?
- ▶ And delivering that information or those products in a cost-effective, consistent, ethical way that attracts loyal customers to create a profitable business around you and your favorite hobbies?

I have done this personally in a bunch of market spaces that most “experts” and keyword researchers would have said were saturated, including probably the most competitive area of all, Internet marketing. Together we’ll make sure that your approach will be different, successful, and practical, too.

## **What’s a “Lifestyle Business”?**

A lifestyle business is one where you prioritize lifestyle benefits over growth and profits.

It’s a real business that makes you real money but one that also lets you enjoy more of the life you deserve. With little risk or cash investment, these new kinds of online businesses can help you create a “laptop lifestyle” that finally frees you from working for someone else. Plus, they can make you happier because you spend your time working on projects you choose with people you like. The

money is not the point. Your lifestyle as the owner is.

You may feel like you're not qualified to build your own business, or that the niches that interest you must be "wrong" because they don't fit traditional MBA approaches. But business schools (and most business books) teach people how to work for and grow corporations, not build happier lives. With lifestyle businesses the emphasis is on your lifestyle at least as much as on the business. This means that (unlike with corporate jobs or business school management theories) you can prioritize your own lifestyle interests first and even have multiple business lines at the same time. And who's more of an expert on what you want out of life than you?

Business school professors, economists, and bankers turn up their noses at this kind of business, because it doesn't require venture capital and isn't aimed at maximizing profits, increasing shareholder value, or issuing an IPO. But I love those businesses.

Let's face it, you're not on track to become a billionaire anyway. Wouldn't you be happy with a six-figure business that was in a field you like, with low costs, few politics or management challenges, and that allowed you to control your own schedule? (Especially if that business had the potential to grow even more profitable through free Internet distribution and automated online marketing?)

Sorry, business school professors: your traditional corporate definitions of success don't apply to Click Millionaire lifestyle businesses.

The goal of most big companies seems to be growth for growth's sake. And the most ambitious people used to want to work for those big companies. But today the pressure of big company jobs has many professionals I know wishing for something less stressful, *even if it means taking a cut in pay*.

"Big" also used to be a requirement for business because it took lots of people to do stuff. People needed to explain product features and make sales, people needed to process paperwork, people needed to check inventory and coordinate with suppliers, people needed to spread the word through advertising and marketing, and so forth. But the Net has changed all that. Decades of competition in the software industry have created powerful Internet-based systems for publishing, distribution, and marketing that any start-up or small business owner can use for just a few dollars/month. Today most order-taking and sales functions can be automated through a simple website shopping cart that will track your inventory, too. A lot of marketing can get done even while you're at the beach or asleep—your website doesn't go to the beach and your online ads keep running while you're sleeping!

All this means that the "small" in small business no longer means small impact, small reach, or small sales. In fact, Click Millionaires specialize in profiting from big-company-style systems but without all the expense and hassle!

As popularized in Tim Ferris's now classic book, *The 4-Hour Workweek* (Crown Archetype, 2007) today you can use the Internet to construct job opportunities, projects, and even new companies around your own preferences. Even without a business background or a technical education you can design your career and business around your own schedule and interests instead of having to punch the clock at the same time and location every day, dressed the same way, interacting with the same people, and doing the same thing. Free worldwide email, phone, video, chat, and social networks now mean that you don't need to be physically present in an office much anymore.

The Internet allows free-flowing self-organizing projects and ventures to emerge constantly, reducing your dependence on corporate paychecks. Outsourcing, virtual assistants, freelance contractor project marketplaces, mobile platforms, social networks, telecommuting, browser-based SAAS tools, cloud computing ... all of these developments have created a constant flow of new ventures and small business opportunities that don't require you to become a lifetime employee

counting the years toward the gold watch you'll get when you retire.

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## What's a "Click Millionaire"?

I'm not talking about a "get-rich-quick" strategy. *Click Millionaires* is the manifesto of a movement focused on building flexible and profitable lifestyle businesses online that suit the individual lifestyle priorities of their Click Millionaire owners. Here's how I define the term:

**Click Millionaire** [klik mil-yuh-nair or klik mil' ye-nâr] Click Millionaires use websites, e-commerce, digital publishing, and social media to build *lifestyle businesses* that share their ideas and products with the world on their own schedule and terms. A *lifestyle design movement* as much as a business model, becoming a Click Millionaire does not require a million-dollar online business. Instead, Click Millionaires define success by using the latest digital commerce and marketing tools to build profitable, ethical, Internet-based businesses that improve their own lifestyles and the lives around them. The resulting *Click Millionaire lifestyles* offer unprecedented levels of personal career control, creative independence, schedule flexibility, and work satisfaction.

The traditional American dream centered on individual financial achievement—where becoming "millionaire" allowed you to control your own life, afford anything you want, and live on your own terms. But today the phrase "Click Millionaire" captures the revolutionary idea that lifestyle benefits like the independence, security, and self-confidence—formerly only available to the wealthy—are now available to *anyone who chooses to build a successful lifestyle business online*. As you can see from the definition above, money is important to Click Millionaires, but it's not the only thing that matters to the "new rich." Money is not the destination on your life's road trip; it's just the gas to help you enjoy the journey.

To become a Click Millionaire I encourage you to:

- ▶ Change your thinking to focus first on your goal of living better, however you define that personally.
- ▶ Redesign your life around what's important to you and your family instead of working late to meet your boss's schedule.
- ▶ Rearrange your work so that your bank account benefits directly from your efforts instead of paying for your employers' new cars and vacations when you may be struggling to pay your mortgage.

My bet is that if you could redesign your life to emphasize your personal happiness, a comfortable lifestyle, and the ability to share your profits with others, you'd be satisfied—even without becoming a millionaire. Why? Because you're not greedy and the reality is that you would just like to be comfortable and lead a life that has meaning for you.

## Don't Quit Working—Start Enjoying Your Work Instead

I'm not talking here about early retirement or passive income strategies. Instead what I'm proposing is that you start a business part-time, while you're still working your current job, and gradually build a *niche business online that generates recurring revenues for you as automatically as possible*. Over time you can grow your Click Millionaire side business to make an ever-increasing portion of your income, and a portion that you enjoy earning, too.



Wouldn't your life be easier with an extra \$500 a month? How about \$1,500 or \$5,000 a month? Most business advice skips right over those more realistic numbers to promise you millions of dollars in some kind of magical cash transformation process. But Click Millionaires are realistic adults. We're not looking for *get-rich-quick* solutions. We look for legitimate opportunities that we can profit from with a reasonable amount of continuing hard work, clever marketing, and creativity. We invest our time to create profitable businesses that allow us the money and personal freedom to pursue lifestyles that we enjoy on a day-to-day basis, instead of only on weekends and during a few rushed weeks of vacation each year.

Everyone expects to be paid for their time. Where Click Millionaires differ is that they aim to evolve past the painful "hours for dollars" trade that dominates most people's working lives. Instead of organizing your life around working for someone else, as a Click Millionaire you start with the premise that *you deserve to control your own time and daily schedule*. Your time is more valuable to you than to anyone else. If you are going to spend time on a project, then you deserve not only to be paid, but paid well.

But as a Click Millionaire, your success is not just financial. You want to invest your time in work you enjoy and that benefits your lifestyle. In most cases this means making more money, but in many cases this means doing less work so you can enjoy life, too. This is the real goal of Click Millionaire *to get paid more for work you enjoy even while working less!*

I know this sounds ambitious or even crazy, but I have accomplished this personally. And, this book will share with you dozens more examples of Click Millionaire success that you can apply to your own life to become a member of the new rich, too.

Together we'll develop a plan to help you rearrange your life's priorities from making the boss rich to living a richer life yourself—not overnight but over time, part time. We'll explore digital business-building tools such as email newsletters, blogs, online communities, podcasting, online video, and affiliate marketing. All of these are fun and inexpensive business models you can take advantage of online starting today. And don't worry if all that sounds too technical. *Click Millionaires* introduces these opportunities in plain, nontechnical language that can help you learn to succeed on your own terms just like I have.

How can you redesign your life and start a lifestyle business to get your share of the Click Millionaires revolution? Read on!

## passion vs. profits

### setting your own lifestyle goals

*When I went to school, they asked me what I wanted to be when I grew up. I wrote down “happy.” They told me I didn’t understand the assignment, and I told them they didn’t understand life.*

—John Lennon, musician

**LIFESTYLE DESIGN** means that today you can live in whatever world you choose to build for yourself. Today you can use the Internet to design your lifestyle and career around the interests, hobbies, and businesses that most interest you. And you can pursue this lifestyle design with less concern for location, capital, connections, or a boss’s opinion than ever before.

To me, attending your child’s school play, being able to go to the gym on a Thursday afternoon, visiting friends when it suits you, or finding time to take care of a sick relative is more important than attending the monthly staff meeting, making another sales call, or pushing for that last 10 percent of this quarter’s production run. I’m not suggesting that you will stop working. Instead I’m suggesting that you create a new business that you enjoy working in, one that grows over time to more than pay your bills, and allows you greater independence, creative contribution, and flexibility in your daily schedule.

Unfortunately you have been programmed to ask for permission. From your earliest days in school authority figures have been limiting your options for their own benefit. Your teachers made you sit still and respond to the lessons, your parents probably gave you a curfew, the government imposes taxes on your income, your neighbors expect you to behave like they do, and especially your boss requires specific performance, timely attendance, and participation in your work duties.

Imagine what could happen if you could stop asking for permission and instead began living your life on your own terms. What if you took the initiative to lead yourself toward a more lucrative and flexible future based on your own creativity?

### What Kind of Lifestyle Benefits Am I Talking About?

By starting a business around your own interests, you officially give yourself permission to pursue the hobbies, projects, relationships, ideas, and products that interest you most.

As a Click Millionaire you don’t have to ask someone else for permission to:

- Work from home.
- Dress for comfort, not to impress.
- Skip that dreadful commute.
- Vacation with your family whenever is convenient (and without negotiating with your co-workers and boss).
- Keep flexible schedules that allow more time for relationships or caregiving responsibilities.
- Take walks or run errands during the workday.
- Work outdoors or wherever your laptop takes you.
- Be available when the kids are sick or for school plays or parent–teacher conferences.

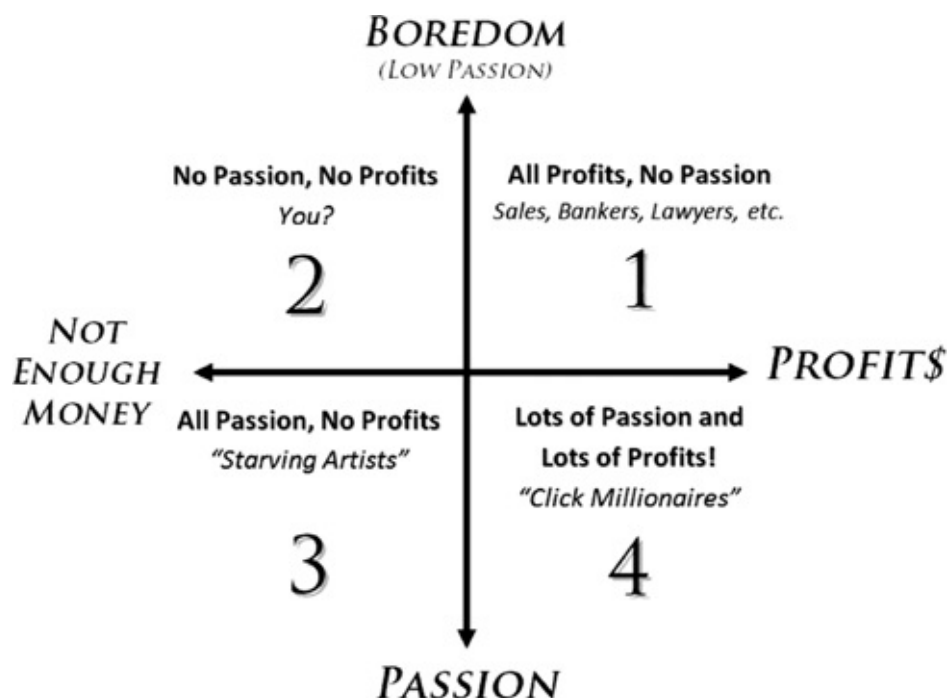
- Move to a warmer (or colder) climate.
- Reconnect with hobbies like playing an instrument, painting, or sports.
- Decorate your workspace to suit your personality.
- Visit the gym daily and the beach when the weather's nice.
- Be in charge of your own life, pursuing work that has personal meaning.

Imagine how much more productive and happier *your* life would be with lifestyle changes like these!

*Taking charge of your own success is what becoming a Click Millionaire is all about.*

## Your Passion vs. Profits Balance

Enough money is certainly better than not enough, but I'll bet that financial security is not the only lifestyle change you're seeking. Independence, satisfying work, a flexible schedule, the opportunity to work with others, or even to be the boss—all those are important parts of how you can choose to define success for yourself, a definition that goes far beyond just increasing your paychecks.



**Figure 2–1.** Click Millionaires Career Quadrants

What you really need in your life is *balance*. Many people get caught up overdoing it when pursuing either money or their personal passion.

Many regular folks (maybe you?) find themselves stuck in Quadrant 2 of the Click Millionaires Career Quadrants chart shown in [Figure 2–1](#). This is the land of wage slaves. They are required to work lots of hours on tasks that don't empower them but they still can't ever quite make enough money to really get ahead.

You can also see that too much passion without enough profits can land you in Click Millionaires Career Quadrant 3 as a “Starving Artist.” Starving artists and people who spend too much time “doing their own thing” often find themselves broke if they ignore their finances.

The opposite is Quadrant 1, where those who are solely profit-driven work. They make enough money, maybe even more than enough, but often lead one-dimensional lives or they are unhappily

dependent on the firm for their lifestyles. Too much emphasis on money alone often leaves unhappy investment bankers, salespeople, and workaholics feeling trapped in this money-first Quadrant.

I want to help you balance your life between passion and profits better. As a Click Millionaire you can build a profitable business that also allows you both the income and flexibility to lead the life you deserve.

This means helping you graduate to Quadrant 4. In Quadrant 4 you are a Click Millionaire; you enjoy the time you invest in your work and your passion for it is rewarded financially, too.

### **The Click Millionaires Investment Mindset**

One of the first steps on the road to Click Millionaire success is to recognize the value of your own time. You have the opportunity to *invest* your time instead of just *spending* it. Even if you only have a few hours to yourself each week after your work obligations are finished, the Internet can help you. Of course you can waste that time online just surfing around, playing *Angry Birds*, or watching goofy videos on YouTube. Or you can invest that time in learning new skills, making new friends and business contacts, and turning your hobbies into businesses.

The Internet is available 24/7, so you can move your life forward and redesign it bit by bit by bit even if it's only in 10- or 15-minute increments late at night, after work, or on weekends after you put the kids to bed.

This “investment” mindset is key to your long-term success as a Click Millionaire. Even if you don't have tons of free time or money, you still have the opportunity and ability to set long-term goals and redesign your life, changing it gradually over time to build yourself an online business that helps you upgrade your lifestyle.

In the real world, success is rightfully more often measured in happiness like this than in stock options. Happiness, free time, a schedule that allows for family and friends, meaningful work without a lot of hassle, and ideally enough money left over to enjoy some luxuries and help those less fortunate, too.

Doesn't that sound like a better way to live?

### **Comparison of Three Lifestyle Paths**

Figure 2–2 shows a quick comparison of the lifestyle impact and happiness of three paths: working for someone else; starting your own company; or following a Click Millionaires strategy.

<b>THREE LIFESTYLE PATHS</b>		
<b>Working for a Company</b>	<b>Traditional Start-up Approach</b>	<b>Click Millionaires Strategy</b>
<ul style="list-style-type: none"> <li>• Collect paychecks with little upside potential</li> <li>• Follow management's growth decisions</li> <li>• Commute to the office daily</li> <li>• Meetings</li> <li>• Work to meet goals set by your boss</li> <li>• More meetings</li> <li>• Support boss's dreams of getting rich</li> <li>• Live for the weekend</li> <li>• Hope to survive down-sizings</li> <li>• Hope to save enough for retirement</li> <li>• Wonder if life is passing you by . . .</li> </ul>	<ul style="list-style-type: none"> <li>• Have a brilliant idea and take responsibility for starting a new company</li> <li>• Raise money from outside investors</li> <li>• Share ownership and authority</li> <li>• Hire people to grow the company as quickly as possible</li> <li>• Manage employees</li> <li>• Pay overhead costs for office, parking, furniture, insurance, etc.</li> <li>• Commute daily</li> <li>• Lots of meetings</li> <li>• Work very hard for years hoping to make yourself and investors rich by selling out via merger or IPO</li> <li>• Try to retire young</li> <li>• Wonder what to do next if you succeed</li> <li>• Start all over if you don't . . .</li> </ul>	<ul style="list-style-type: none"> <li>• Build profitable projects that support your lifestyle and allow you to pursue your interests</li> <li>• Fund yourself (bootstrap)</li> <li>• Keep control for yourself</li> <li>• Focus on profitability and lifestyle instead of growth</li> <li>• Work from home or wherever you like</li> <li>• No commute</li> <li>• Little to no office overhead costs</li> <li>• Few or no meetings</li> <li>• Freelance contractors (less expensive than staff)</li> <li>• Work on projects you like</li> <li>• Work with people you like</li> <li>• Build assets and recurring income for yourself</li> <li>• Position for long-term happiness rather than sale</li> <li>• Enjoy sharing your success with others</li> <li>• Love your work enough to never want to retire!</li> </ul>
<b>OKAY</b>	<b>BETTER</b>	<b>BEST</b>

**Figure 2–2.**

## how to redesign your life and business

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*If you don't design your own life plan, chances are you'll fall into someone else's plan. And guess what they have planned for you? Not much.*

—Jim Rohn, U.S. entrepreneur, author, and motivational speaker

**THE SIZE AND SHAPE** and flavor of your Click Millionaire lifestyle depends on the kind of business you choose to build. The profits, growth potential, and fun level of that business are up to you and the kind of Click Millionaire systems you design into it.

Start with your own lifestyle goals and put your personal priorities first. The fundamental questions that only *you* can answer are:

- How do you want to spend your days?
- What do you most like to do?
- What kind of contribution do you want to make to the world?

Once you've answered those questions, you need to do the equally hard work of figuring out what you need to *change* in your current life to make room for these new things. While positive changes are the most fun to consider, there may be negative things in your life or work that need to be addressed first. If so, it's likely that you need to clear some space before you can make any other changes. Or, you may need to stop doing some things you think are valuable to allow room in your life to try new things.

So, how to get there from here?

### Choosing Your Own World

Today you have more flexibility to arrange your life in just the way you want than at any time in history. In the 20th century you had to “toe the line” when working for a big company. Because companies prioritize their needs and profits ahead of yours, they require you to follow their schedules, their rules, their schemes for advancement, their supervision; you need to accept their pay and get their permission for any deviation.

Today all that's not as necessary. I know that you have been taught that prioritizing your own lifestyle conveniences is “not professional.” But when you run your own business, *you* get to decide what's professional.

Today you can begin choosing your own world starting in your free time, part-time. Even if you're working for someone else, you have some free time, too. What do you do after hours? If you're not careful you'll fritter your time away. Everybody has the same 24 hours in a day and 7 days in a week but different people accomplish different things with that time.

Look at reallocating that time to invest it in projects that will pay you back a financial or personal satisfaction return. Choose your hobbies, your entertainment, the books you read, and even your friends a little more carefully than you did before.

Even if you have job or family obligations that restrict you to certain hours or a specific location, the Internet offers you access to the whole world. There are billions of people out there whom you can reach with a few clicks of the mouse or pecks at the keyboard at any time day or night. The Internet has lowered the costs of communication and collaboration so the risks of entrepreneurship are lower

now, too.

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## **How to Start Investing Your Free Time**

So how are you going to choose to *invest* your free time to build the lifestyle you want? Get online. At first maybe you can only squeeze out an extra 10 minutes a day. But go online and spend your time with purpose, researching the niches, websites, and communities online that you want to build your lifestyle around. If you invest that daily 10 minutes in studying marine biology, meeting Italian chefs or learning PHP programming, over time you will make progress toward your lifestyle goals and begin laying the foundation for an online lifestyle business. As Click Millionaire Connie Mettler, entrepreneur and publisher of [ArtFairCalendar.com](http://ArtFairCalendar.com) has said, “Keep piling up your grains of sand, soon you’ll have a castle.”

Let’s talk about specifics: Say your dream is to learn to speak French and travel regularly to Paris maybe even live there. But you’re trapped in a soul-killing day job—stuck in a 7-Eleven in Albuquerque or working as a cubicle slave for a big corporation in Minneapolis. You’re not happy where you are; you dream of upgrading your life to include speaking French and eventually even living and working in France. How are you going to build that new lifestyle?

I understand that you don’t have the money to just walk away, but you can reorient your free time to invest it toward this kind of lifestyle goal. When you come home from work, what if you started reorienting your free time toward people, activities, culture, and business opportunities that were... French? Instead of spending your time after hours just watching TV or playing World of Warcraft or Farmville, how about instead investing it online to meet French people, learn the language, and generally pursuing French-ness? All the information and people you need are available online right now. A simple search on Google can get you started. This is not abstract theory—it’s not “envision it and abundance will magically appear.” This is “come home from work, get on the computer, and find a bunch of French websites to get started.”

## **Build Yourself a Different Life Online**

There are lots of French people in the United States and around the world who speak English. And there are lots of English speakers living in France. And they are online. They’re on Facebook right now, they’re writing and reading and commenting on blogs, they’re participating in communities online where you and your French interests would be welcome. There are French videos on YouTube and podcasts you can download, too.

Whether French is your thing or not, it’s just an example. Instead you may want to become a black belt in karate, start a new landscaping business, restore old cars, found a recycling business, or become a YouTube video star.

The point is, you can do any of these things or whatever else you put your mind to, if you start investing time in it. So how about going to Google and finding out about something you want to learn more about? And starting to participate in the blogs, websites, communities, and podcasts for your interest? I’ll bet you can find some people online who would be happy to get to know you because you’re interested in the same things.

To continue our example, suppose that after a few weeks of online browsing and participation, you make some friends who speak French. You start spending your free time learning French with them; maybe reading French books (easy kids books at first!); you start watching some French TV online; and practicing your French in online forums, too. Maybe some of your new friends even live in Paris

You start paying attention to what your new friends like, the kinds of products and services they

recommend or are looking for. You start a blog, a video series, a promotional service, or even just begin doing part-time work as a virtual assistant for your new French friends (all of these Click Millionaire business models are discussed later in the book).

Keep at it nightly online to extend your network (social networks make this easier than ever before). Find the French people you want to play and work with. Soon you have friends who live in France. Some of those people you meet online might be visiting your neighborhood, they might come over to see you and get better acquainted. Your French gets even better. What kind of people live and work, or at least vacation, in Paris? People who have friends in France, and now you do! Next they might even invite you over to visit them *in France*.

Your French keeps improving, you make more friends, and you learn your way around the culture and community. Drawing on the Click Millionaire business skills this book teaches and your unique cross-cultural perspective, you start to see niche business opportunities that are invisible to outsiders. On a part-time basis and with the support of your new French friends, you use the Internet to start providing them information, services, or products that serve their needs—and make you some money too.

You're on your way to becoming a business owner and a respected French expert online. Each night after you clock out from day job, you're stepping into an increasingly French lifestyle without having quit your job or leaving your home in Albuquerque.

## **Welcome to the World of Lifestyle Design**

*Voila!* You created a lifestyle where you're hanging out with French people and making money, just as you dreamed about. You have redefined success for yourself outside your day job. You invested your time online by learning to speak some French and redesigned your life forever.

If you invest your time wisely like this, it turns out you can create the opportunities, build the lifestyle, and choose the world you want to live in. This is *lifestyle design*—you use the Internet to open doors, expand your horizons, and fulfill your own needs.

You can do this—you can reorient the world around where you want to be and how you want to live. *You can choose the world you live in.* What do you want? It's all out there with a few mouse clicks and some cleverly invested time. It's not magic, it's applied motivation. You take small but consistent steps and you get there, bit by bit. And the more you get involved in the culture, the community, or the business arenas in which you want to participate, the more you build relationships with other people. And the more relationships you have, the more business opportunities arrive.

How long does this take? And what kind of return can you expect from this strategy? That depends on how you invest your time. But I suggest *investing* your free time like this in activities that feed the larger goals of your life rather than just *spending* it like most people do. I'm certain that a lot more is going to happen with this approach than if you just sit on your couch, watch TV, feel sorry for yourself, or complain to your friends.

Invest your life better, smarter. Change your world. Redesign it to become the Click Millionaire you want to be.



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