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TEN PAGES TO CREATING A
LOCATION
INDEPENDENT BUSINESS

Do you want to start/build your own business? One that can be run from **anywhere in the world**. The next 10 pages will prepare you to make that happen. No BS!

WHO SHOULD READ THIS?

I wrote this specifically for those who want to live life on their own terms and enjoy the work they do everyday. Whether you want to build your own business full time or just want to start one on the side (while working full-time), these principles will help you do so. This can help artists to entrepreneurs, business professionals to freelancers.

If you want to live an uninteresting, boring, and secluded life without ever pushing boundaries or going out of your comfort zone, you probably shouldn't read any further. ***This guide won't help you.***

If you are still reading though...my guess is that you want to **live life on your terms, enjoy your work, and live an exciting lifestyle!!**

Before we get started, let me give you a super short intro about myself before going into the guide to give you some context:

Back when I graduated college with my degree in Economics, it was time to decide what to do next. I had a few lucrative corporate job offers & people giving me their opinions, but I knew I was destined for something different. I wanted to continue in my athletic career at a higher level while building businesses at the same time. How could I make that a reality?

That's when I decided to take "The Road Less Travelled."

My definition:

Living Life On Your Terms (regardless of what conventional wisdom has led us to believe).

I live an unconventional lifestyle. I built my business up remotely from Eastern Europe, while playing professional hockey overseas. Along with this, I now spend all my time running multiple online businesses. As long as I have a wi-fi connection, I can be just as productive as I would be back home in any office. The term “Internet Athlete” was coined when my non-native English speaking teammates started using it to describe my work. It stuck :)

That’s when I started RyanMalinowski.com. Here, I connect with, inspire & teach aspiring entrepreneurs how to build successful online businesses, the right

way. From startup courses to actionable eBooks, 1-on-1 coaching to videos. The site & community in it is great.

Enough talking about me...let’s get started

Work As We Know It

For the majority of us, we were raised with this idea to go to school, do well, and you will get a nice paying job that will take care of you throughout your career.

Over the past few decades, this idea of steady employment and companies taking care of you continues to decline.

The working world we live in is changing **fast** and most of us are not adapting to it.

Each of us have personal friends, family, and people that are close to us who are struggling in today’s economy (finding work

that pays well and that we enjoy). Maybe you are unhappy yourself.

I'm not here to give you some secret formula to business success, because there is no such thing. **I am here to give you an alternative.** A "Road Less Travelled" approach to create & build a business that you enjoy working on everyday.

Before we get into how to create a location independent business, I want you to take a few minutes to ask yourself these **3 important life questions?** (read a few times if needed)



*Take out a scrap sheet of paper **or** open up a word document to jot down your answers.*

Answering these questions is not always easy. It's important to be completely honest though in your self assessment.

Am I excited about the work I do every morning when I wake up?

Regardless of where you work, what you currently do, or how much money you make, you need to ask yourself this question. Too many people stick with a job because they believe it will lead them to happiness down the road. This generally leads to settling with whatever happens and not achieving what you truly want.

Once you know if you are excited every morning to do the work you do, you need to be able to clearly state your life goals.

What are my life goals?

Knowing them vaguely is not enough.

Write them down, structure, recite, read them everyday if you have to. This way, you hold yourself accountable to achieve the goals you have set. If not, you'll forget about them. Hence why a majority of New Year's Resolutions die every single year after January 15th. I structure my goals by their length:

- 3-6 Months (short term)
- 1-3 Years (intermediate length)
- +5 Years (long term, lofty goals)

Then I break each goal down by keeping a daily log, where I consistently track my progress in detail.

The last question is equally as important as the first two.

Am I making strides towards my life goals today?

Setting goals is great, but if you're not taking applicable steps to achieve them **everyday**, you are fooling yourself. By tracking your goals consistently, you'll be able to stay on the right track.

Answering these 3 questions with great detail helps you set a framework for creating your business.

Now that you know what you want to do, it's time to take the next step.

Creating A Location Independent Business

We'll look at the **4 Main Components**.

1. Means of Production
2. The Shield
3. Process- Responsive Market Research
4. Over Delivering

1. Means of Production

Since you own a laptop, you now **own** and **control** the **means of production**.

Years ago, the only people who could build large businesses and have a voice were those who had access to large amounts of **capital** (money).

Today though, the game has changed.

Anyone with an **internet connection** showcasing a product/service, an idea, or a cause can spread the word with people all around the world "online."

If you want to **start an online business**, there has never been an easier time to enter the market.

2. The Shield

Why don't the majority of people go after the ultimate goals they set in life then?

There's a multitude of reasons, but one of the main ones is what I call "The Shield."

It can relate to all facets of life, but I relate it here to the pursuit of starting a business.

"The Shield" is the initial criticism and resistance that every new business faces as they are trying to enter the market.

This could be close family/friends telling you to "get a real job" instead of pursuing a business venture or giving up too early before the business has a chance to grow.

A large majority of businesses never come to fruition because of "The Shield." We just never hear about them, because they didn't have an opportunity to become successful.

Want to watch a short video of me discussing the shield [Click Here](#)

"Looking back at your life years from now, you're not going to regret what you did do. You're going to regret what you didn't do."

3. Process- Responsive Market Research

A large majority of people who consider starting a business spend too much time "brainstorming." They play out picturesque scenarios in their head, when they should be responding to what the market is telling them.

We can talk all day about how we think we have the best idea, product, or service, but none of this helps us make money.

TALKING < EXECUTING

Ask yourself the following 4 questions:

1. Is there a need for my product/service in the market?

2. If there is a need, what's my USP (unique selling proposition)? By USP, I don't mean simply costing a dollar less than your competitors. You truly need to provide greater value for customers to take notice.

3. Can I sell my product or service from anywhere in the world? If you sell an e-book online, of course you can. If you sell a hard product, you probably will be able to, but this will vary (depending on if you ship the product yourself or work with a

reputable drop shipper that takes care of this).

4. Are people willing to pay for the product/service provided?

If you answered YES to these 4 questions, you're getting on the right track. Let's take a look at what businesses work well remotely....and which don't.

What businesses work well remotely?

A wide variety of businesses have the "potential" to succeed remotely. Yes. We all know this! But in order to see exactly what will work for you, we need to analyze the pros & cons of each.

We'll look at:

- 1. hard product based business**
- 2. service based business**
- 3. digital product based business**

Hard Product based business

Pros:

- Once the sale is made, a good portion of your work is done (you shipped a shirt, chair, etc).

Cons:

- Shipping products can be a hassle (packages go missing, arrive late, get shipped back to you, can't keep up with demand). This can lead to unhappy customers. Even if you work with a reputable drop shipper, problems may still arise.
- Some products can't be shipped easily, if at all.

Each country has it's own set of import/export rules, duties, taxes, and regulations. It's a complicated process, especially if you ship goods worldwide. Do research related to the goods you ship ahead of time. This will save you the headache later.

Advice: I personally don't build businesses that ship hard products. I stick to service & digital product based businesses (which you'll see below).

Service based business

Pros:

- You don't need to ship anything, you're providing a service (consulting, freelance web design, online lessons).

Cons:

- You need to spend a lot more time working after the sale is made.
- Customers will expect a certain level of personal attention, which may or may not be attainable when working from a remote location.

The business I have built from Eastern Europe is a service based business. We provide clients with a niche service in the health/fitness industry. There is no

exchange of a hard good/product, just use of our extensive platform and an exchange of time/expertise.

Digital Product based business

Pros:

- Once the sale is made, your work is done. Example: You sell a detailed eBook, “Learn Slovak in 60 Days” for \$97. Once someone purchases it, all you do is hit “send”. You may follow up with customers later, but you did all the hard work earlier.

Cons:

- Risk- a ton of time goes into creating digital products way before any money is made (this isn’t necessarily a con, but it is something you need to consider).

Digital Product based businesses are the easiest to scale. If you are just starting out and want to build a “location free”

business, this is the best route to take in terms of simplicity. I strongly recommend it.

4. Over Delivering

Since your business will be run remotely, there won’t be much face to face contact with customers, if any. You will need to get creative in over delivering. Below are 3 examples I use to over deliver (which you can put to use yourself).

Unexpected Gift

Buying a product/service online isn’t always a personal experience. Sending an unexpected gift to a customer from time to time can go a long way and create an emotional connection that wasn’t there before.

Mail (postal service/snail mail)

Sending a personal note by mail shows a customer you truly care. Our world is so digital today. A note in the mail can make you stand out from your competitors.

Praise

Everyone loves feeling appreciated. If you show appreciation towards your customers, they will continue doing business with you.

We've just covered the "tip of the iceberg" basics here in this guide, but I want you to gain much more value.

What Should I Do Next?

Send me an e-mail at
Ryan@RyanMalinowski.com

1. Introduce yourself (what's your story)
2. Let me know what you're goals are..

Over 1000+ entrepreneurs, professional athletes, artists, and creative individuals in a wide spectrum of fields make up our amazing online community.

It's time for you to connect with us as well & take your vision to the next level.

So shoot me an e-mail.....

Let's Get Started!

-Ryan Malinowski, Entrepreneur/Pro Athlete

contact me at Ryan@RyanMalinowski.com