



HOW TO START A  
PANDEMIC-PROOF  
LAPTOP LIFESTYLE  
BUSINESS ON THE SIDE  
OF YOUR DAY JOB

*with Zoe B*



# LAPTOP LIFESTYLE BUSINESS

You're sick of the corporate treadmill and have been thinking about doing your own thing for a while now.

You're done with the 9 – 5, commute, pointless meetings and endless politics.

You're tired of working so hard for someone else and all for what? To line the pockets of multi national corporations that you don't even care about. Groundhog day is starting to take it's toll, you're feeling burned out and know that something has to change.

You're *so ready* to stop working crazy hours and to find more balance between your work and life...and the biggie - to do something more meaningful, that you *actually* care about.

I mean, you're in corporate, you're not stupid, you have skills and a brain that could be used for things much more worthwhile.

***But is now really the right time to be starting a business, what with the world in turmoil and so much uncertainty?***

I guess it depends on how you look at it, a lot of people have *more* time now than ever before – with everyone working from home, it's freed up a lot of time and space that can be put to good use.

But as always, it's a choice – you either get dragged into the fear and waste your time binging on the media hype, or you take practical measures to deal with this health crisis (and of course stay informed) and choose to use your time wisely to get the wheels in motion to set up your own side gig. This way, when the world goes back to normal, you're on the front foot.

Historically, innovation has always thrived during times of hardship (I mean the industrial revolution came out of the great depression), so we can either use the current climate to our advantage – or we can allow it to derail us. You're a high achieving, hard working woman so I know which one you're going to choose ;)

The amazing thing about the lifestyle business model is that it requires very little investment to get started - all you need is a laptop and 2 hours a week to work on coming up with a solid idea and getting it all set up.



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Don't get me wrong, I'm sure you've already thought long and hard about starting your own business. You've got some vague ideas and you've done a tonne of research, watched other entrepreneurs from the sidelines, but you haven't got focussed enough to get much further than that.

The thing is, you don't know exactly where to start? What to do first? How to go about switching from corporate to entrepreneur.

And so the monthly pay check traps you, while month after month your soul withers and dies a little more.

You know that you don't have the luxury of waiting around any longer. How many more years can you waste? The clock is ticking...

And yet you're scared that you'll have to compromise your corporate salary and then there's the internal secret fears...what if it doesn't work? What if I fall flat on my face and have to go back to corporate? What will everyone think of me? Have I really got what it takes?

And it's these fears that lull you back into the safety of your monthly corporate pay check.

But no one told you that there's another way...another way where you slowly build up a business on the side so you don't have to compromise your corporate salary.

This way ensures you won't fall flat on your face with a thorough market testing approach – so you *know* your business will FLY *before* you even launch...

This way shows you how to set up a lifestyle business based on *your* terms, so you can work *less* while still earning a great salary and LOVING what you do.

This way is what I call my Career to Entrepreneur 6 step process, and I'm going to share it all with you in great detail, in this guide.

I'll be sharing the exact steps I took to start my own successful lifestyle business (we serve clients from over 73 countries Worldwide).

This is a unique process that I designed to assist my private clients to start their own side businesses in my role as a Business Strategist & Mentor.



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I sincerely hope it helps you on your journey to becoming a successful entrepreneur and Lifestyle business owner. You're closer than you think!

## What is a Lifestyle Business?

So let's do a quick deep dive into understanding the structure of what a lifestyle business model is and how this type of model stacks up compared to other more traditional business models (because in my opinion some of the more traditional models are very, very high risk, but I'll explain more in a sec.)

So, if you're reading this guide, I'm guessing the things that are important to you are 1) finding a sense of freedom from your business, 2) having the flexibility to work the hours you want to work, 3) creating time so you can do the things that matter to you most like hang with your family, pursue your hobbies and travel and 4) having a deep sense of meaning & fulfilment from what you do.

Now if this is the case, then you definitely want to choose a lifestyle business model as opposed to a traditional biz model, and the way I teach lifestyle biz models is very different to a lot of others out there and I'll explain why in just a moment.

So WHY should you choose a lifestyle model instead of a traditional model?

Well, because the ultimate goal of a lifestyle business is the design of an enjoyable balance of life and work. It generates enough revenue to let you enjoy your current lifestyle, without negatively affecting your personal life or causing you too much stress.

Enjoyment, passion, freedom and meaning are the back bone of a lifestyle business, it's not about driving yourself into an early grave striving to build an empire or multi-billion dollar company, its about creating a lifestyle and working environment that you LOVE and that delivers a deep sense of satisfaction.

And the way I teach lifestyle business is in a way where it's not just about lifestyle, but where the fulfilment and meaning aspect are *equally* as important ~ because lets face it, if there's no meaning in your work then what's the point?



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So you've got to have ALL 3 aspects (Passion, freedom & meaning) - you could be SO passionate about what you're doing - but if it doesn't give you the freedom you want then you're going to feel trapped.

And you could have all the freedom in the world but without that feeling of fulfilment - you're just going to be miserable. It's a really delicate balance of all of these things.

**So lets look at the benefits of a Lifestyle Biz compared to a traditional biz:**

LIFESTYLE BIZ	TRADITIONAL BIZ
Low Investment	High Investment (+ investors)
Low Risk	High Risk
Low pressure & stress	High pressure & stress
No expectation to work 24/7	Expectation to work 24/7
Start on the side	Quit & dive in
Flexibility & freedom	Rigid working environment
Location independence	Tied to biz location
Make money fast	Slow road to profit (3 years breakeven)

A lifestyle business requires very little capitol to get started, you can open up shop with just a few hundreds of dollars (because there are no expenses: no overheads, no office, no employees, you may need to spend money on building a website but you can even start making money before building a site).

This means you have no need for investors and it means you own 100% of your business. The lifestyle business is a LOW RISK option; you don't have to invest much to see if this is the path for you.

It also means there is way less pressure and stress when you start this type of model. Because there's no expectation for you to work 24 / 7 and there's no pressure to hit financial deadlines – you work on your own timeline



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A lifestyle biz can be started on the side of your day-job and it typically only requires YOU to begin with (no need for staff or contractors).

It provides flexibility and freedom with working hours – you can plan your biz around your life instead of the other way around and you can choose to have location independence where you work from anywhere in the world.

You don't need to be super smart, have a degree or any formal qualifications, so you can fast track your business

While profit isn't the core driver for a lifestyle biz, you do have the opportunity to make money faster than traditional businesses which typically take 3 years to break even.

Plus, because profit isn't the core objective of a lifestyle biz, you get to place meaning & fulfillment as top of your list of priorities which means you typically end up doing something you genuinely care about.

This means that by starting your own meaningful lifestyle business, you can become a part of a bigger movement where your business is literally helping to push humanity forward – how amazing is that? You can go to sleep at night knowing that you made a difference; that your life and work really stood for something.

Plus – you can rest assured that during a crisis, your business isn't going to be a huge risk and collapse (like many traditional businesses have with the Coronavirus pandemic). It's also much easier to pivot your services during a crisis because you have no physical costs such as rent, or product & shipping costs - and you don't have a lot of staff to worry about.

## **So lets compare all of those benefits to a traditional biz model:**

Traditional businesses typically require a large investment to get started, which unless you have a few hundred thousand dollars lying around can often mean sourcing investors (which means you are taking a risk that you will make enough money to pay back your loan or go bankrupt – and 90% of traditional businesses fail – so the odds are against you).



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Along with investors comes pressure and an expectation to hit certain financial figures so you're under the pump from the get go.

It's a high risk model because you have to invest a large sum upfront without knowing if it will work. There is an expectation to work all hours 24 / 7 (if your goal is to sell, then you're on a tight timeline to grow and scale as fast as possible).

It's very difficult to start these types of businesses on the side because of the tight growth timelines, means you have to quit your job and risk everything.

Traditional businesses usually have a fairly rigid working environment where you're tied to a location or office.

Plus, they are very tough to scale and usually require even more investment into growth than your initial capital investment.

It's a slow road to profit (most traditional businesses only break even by year 3 if they are lucky – so that's NO profit for 3 years or more, which usually means you're in substantial debt for at least 3 years before you can even think about making any money – and when you do earn the money, it's time to pay off the debt!).

Because the #1 priority of a traditional biz model is financial revenue, meaning and fulfillment often take a back seat and many, many, biz owners burn out from sheer exhaustion because there is definitely no work life balance!

## What exactly is a Lifestyle Business Model?

Lifestyle businesses are typically a service based business model which is defined as this:

*"A commercial enterprise that provides services performed in an expert manner by an individual for the benefit of it's customers or clients. The typical service business provides an intangible service."*

So, it's not about creating a physical product, but a *service* for your clients.

So lets look at some example lifestyle businesses and as I take you through these you'll start to get a feel for which ones resonate the most with you (maybe you've secretly been dreaming about one of these models already).



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**Coaching model** - life coach, productivity coach, business coach, health coach, money coach, NLP coach - this industry is growing very very fast right now.

**Consultant model** - where you typically consult for businesses in a specialist area so things like marketing, sales, PR, HR, new business, wellbeing, culture etc

**Influencer model** - where you position yourself as an expert online (usually through a building a large following on a blog or other online platforms like Instagram, Twitter, Facebook, Youtube). And you can literally be an expert at ANYTHING from meditation through to cats! This one is very broad and is based on you teaching anything that you have learned.

**Therapist model** - where you work as a therapist to help people – using modalities like kinesiology, massage, hypnotherapy, acupuncture, psychotherapy, counselling

**Freelancer model** usually sees you drawing on skills you have already learned on your career path, so if you've been a graphic designer for 10 years you may want to offer your services as a freelancer and do adhoc projects for clients rather than being employed by one company

**Healer** - similar to the therapist model, where you're helping people heal various issues, things like energy healing, reiki, EFT, bodywork, psychic arts etc

**Speaker** - this is often in combination with some of the others like coaching or influencer, but it's where you're getting paid to deliver inspirational talks & keynotes. Again, the topic can be anything at all.

**Blogger** – similar to the influencer model, but is more focussed on you creating a blog and building a blog audience and providing services via your blog.

**Author** - pretty obvious but if you love to write you may want to consider the author route where you write books. Again - this model often includes some of the other models - many authors end up coaching or creating online products or events because being an author alone is very difficult to monetise.

These examples do cross over and I'm going to go into more detail with each model and which ones I recommend in a moment, so stay tuned for that, but this is really just an introduction into the types of lifestyle models available, so you can start thinking about which one resonates with you.



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Here are some examples of traditional biz models (ie what to avoid, IF your key desire is freedom, passion and work / life balance).

**Physical product** - requires upfront investment.

**E-commerce** - even though you sell online, still requires you to ship products.

**Brick & mortar / retail / franchise** – any kind of shop, store, bar or restaurant selling physical products or services.

**Tech start up** - requires speed to market, investment & 24/7 work ethic, also often requires large audiences & mass scale to work.

**Caveat** - there are occasions where these models can be turned into lifestyle models. For example I worked with one client who wanted to purchase a friends candle business.

It was a retail outlet that already had established recurring customers / orders and it closed own for 2 months of the year. So - in this instance this would be considered a lifestyle biz because of the 2 month break and also there are no upfront fit out costs etc, she's just taking over a lease. BUT generally retail stores dont usually fit into this model. So use your own judgment when looking at these different options for yourself.

**So lets look a little closer at the features of a lifestyle business:**

FEATURES
Owner sole employer
Profit & growth not core objectives
Owners are in charge
Business built around owners strengths, expertise & interests
No plans to exit or sell
ANYONE can start a lifestyle biz



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The owner is the sole employee, (this may extend to more than one owner if multiple people founded the business).

Profit & growth are not the core objectives, lifestyle, freedom, passion and meaning are the most important.

The owners are in charge and control all aspects of the business (no investors to pander to).

The business idea is built around the owners strengths, expertise & interests but this alone is not enough (the business idea must also solve a clear problem).

There are no plans to exit or sell the business, its built with a long term view in mind and ANYONE can start a lifestyle business.

## **What a lifestyle business is NOT:**

While I absolutely LOVE the lifestyle biz model I do want to be clear here because there are a few misconceptions about what this type of model really involves. So, here's the truth:

This biz model does NOT mean that you do NO WORK - but it does mean that you have flexibility around the hours that you work so you can prioritise your family and interests.

Its not going to happen overnight - BUT it will happen much quicker than a traditional biz model.

You're not going to be making money while you sleep right away - and I really hate that saying because its not reflective of what passive income really means, which is that you put a lot of hard work into something to then be able to automate it and scale your biz. There is no 100% passive income because there are always tweaks along the way. For example, I had a very successful \$700,000 evergreen passive income model that pretty much ran its self for a year, but when I say that, I don't mean I didn't have to do *anything*, I still needed to monitor it and run marketing campaigns.



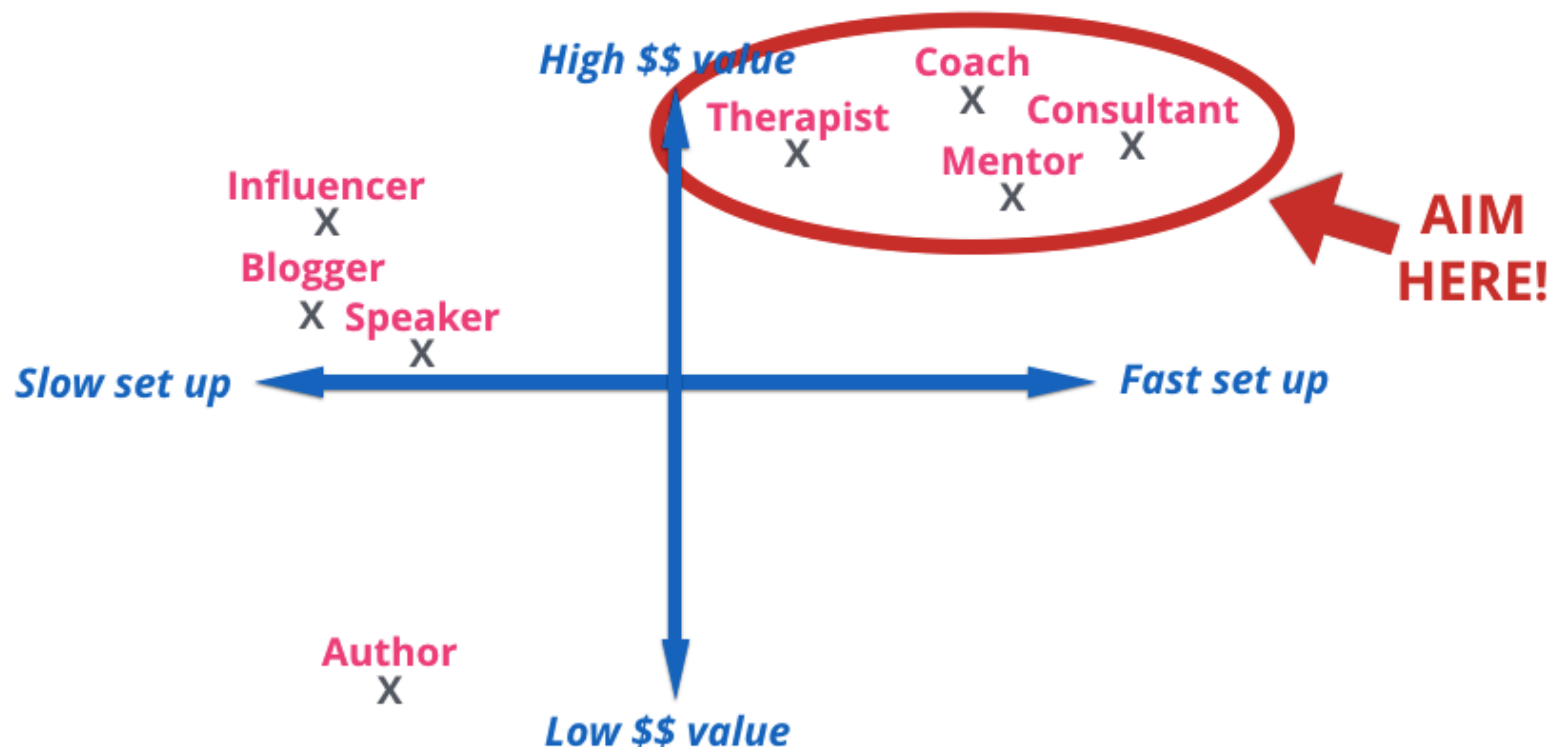
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And the truth is - even if passive income was 100% possible you would not want to take that option. WHY? Because there's no meaning or fulfillment from sitting on the beach drinking cocktails while money pours in. And trust me you would get bored of this pretty quickly.

So I just wanted to be real here about what we are designing and the true benefits of creating your lifestyle biz which are the freedom, meaning and enjoyment that you're going to get - and these things I can tell you ARE 100% possible!

## Choosing a profitable model

One more thing I want to talk about (and its a little controversial) is that when you choose your model, you need to be sure to choose a profitable model that will be able to financially support the lifestyle you want as an entrepreneur. Here you can see I've plotted the different models on this chart, the vertical axis is the highest perceived value (and therefore opportunity for profit) vs the lowest value and then the horizontal axis represents the models that are the slowest to set up vs. highest.



You want to make sure your model is up here in this segment because this will be where you have the biggest opportunity to monetise your business. I know a lot of people are passionate about writing and want to be a blogger or author - but the truth is this is a much slower, harder route to take.



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You can only really monetise books if you have a huge audience (because the price of a book is so low - you'd need to sell literally tens of thousands of them to make enough money).

It's much more business savvy to sell premium services because you don't need to sell many of them! So my advice is always to focus on a model from the far right corner of the chart where there's the greatest potential to sell premium services quickly and then sure, you can also start a blog or Instagram channel at the same time and slowly build this up, but you don't want to be relying on these models as your major source of income at the beginning.

A lot of my clients who go through this process still incorporate some of these other areas like writing or blogging - but they don't expect these models to generate the revenue - and instead they design an offering that from this segment so they can start making enough money to replace their day job quickly instead of waiting 5 or 10 years to build up an audience or sell tens of thousands of books - and the issue with this route is that if it takes that long - it's a lot harder to retain the momentum.

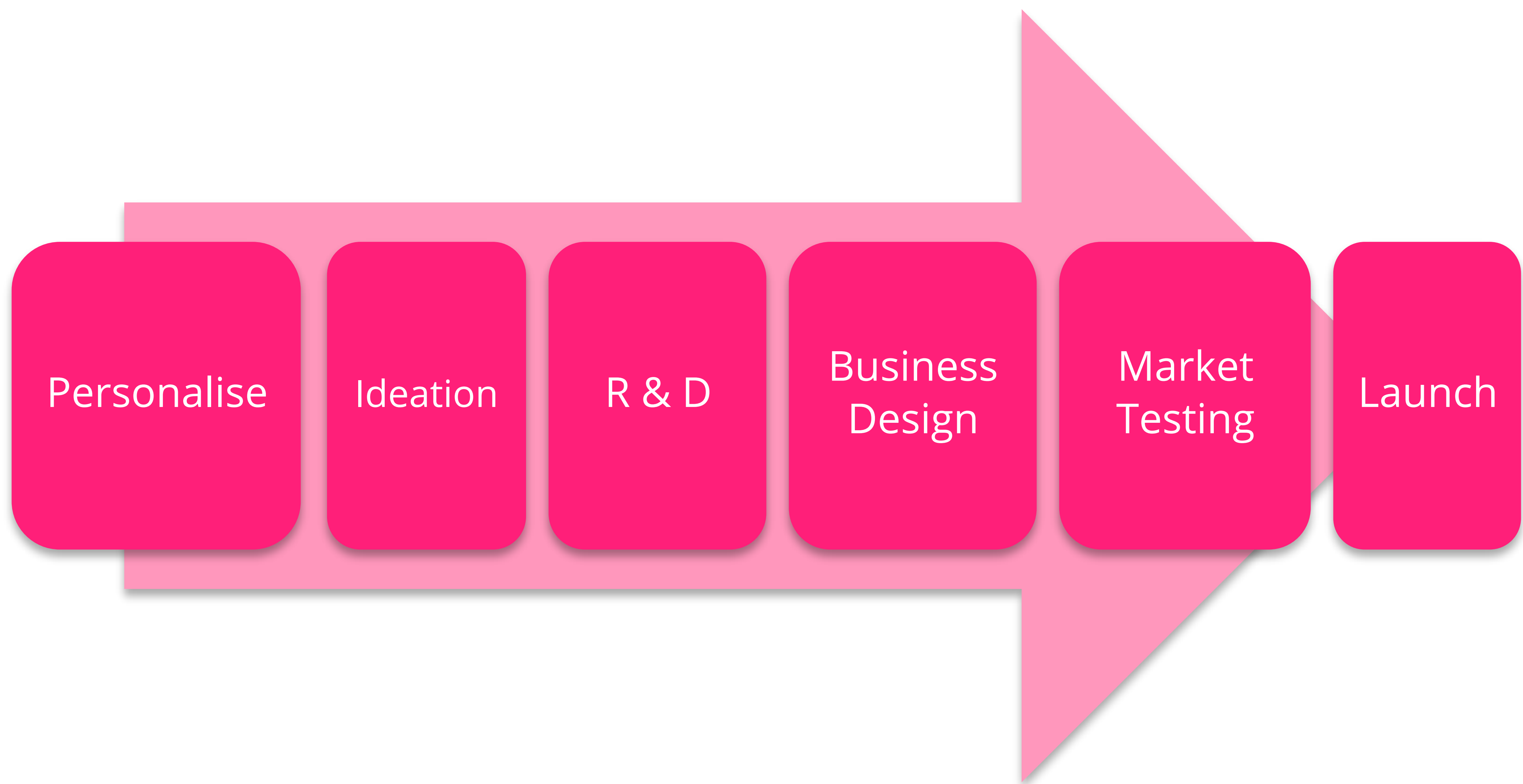
Now the good news is - ANYONE can start a business in the coaching / consulting / mentoring / therapist space - it doesn't matter what your background is, where you live, how old you are - there will be something that people will want to pay you for - and this will form the basis of your lifestyle business. So I know that may seem like a stretch for many of you - but trust me, I've worked with women from 73 different countries - there is ALWAYS something you can turn into a business...and next I'm going to show you exactly how and what steps to take next to get your lifestyle business off the ground.

Over the page I'll step out my 6 step process to create your lifestyle business.



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Below is my 6 step process to start your laptop lifestyle business in 6 months:



## Step 1: Personalisation

The first step is personalisation - and this is one of the key differentiators between the lifestyle biz model and any other type of business model. A lifestyle business is designed from the ground up around YOUR personal needs.

While you also clearly need to understand your customer or clients as-well, a lifestyle business BEGINS with YOU.

There are 4 pillars of personalisation (lifestyle, values, interests and strengths).

1. The first is lifestyle. This is about you getting clarity on exactly how you want to work, where from and the WAY you want to set up your business.
2. Next up is defining your personal values. If you don't know WHO you are at a very deep level and what's important to you then you've got no chance of setting up a successful business. The process of identifying your personal VALUES is life changing and will provide the back bone of your business.



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3. Next you want to define your interests. Your business should be based on one or more of your interests so that you can cultivate a genuine passion and motivation for going the long haul. Never start a biz purely for the money - you need to be genuinely interested in what you're selling.

4. Finally your business needs to be aligned with your strengths. You have a unique zone of genius that you need to bring into power with your business.

This is what will make your business unique and will give you your edge. I know you're probably thinking - hey there's nothing unique about me, I'm not super skilled at anything- but trust me you are. When I work with my students in my **Career to Entrepreneur program** we spend a lot of time on all of these things - using online tests & strategic processes to get clear on all of these things so the framework of your business is solid and reflects who you are as a person - and so you don't choose the wrong model for your natural temperament, strengths and lifestyle needs.

## Step 2: Ideation

Step 2 is the ideation phase where you need to come up with a bunch of perfectly aligned business ideas. There are lots of different processes you can use for this - one is to generate ideas based on your interests and another is to lean on your transferrable skills. Most people blindly come up with business ideas that are not aligned to their natural temperament, strengths & interests which is why they don't have much success in the long run. You need a strategic approach based on the framework discussed in step 1.

At this stage you also want to get clear on a business model that suits *your* needs (you don't want to just blindly generate business ideas without a strategy).

You also want to start defining your niche here, so you're taking your business ideas further and considering how you will solve one specific problem for a very defined audience.

Your niche is what will allow you to connect with your audience so people will genuinely want to pay for your offering.



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## Step 3: R&D

Step 3 is Research & Development - here you want to take your top three ideas to the research phase. I have a process I use to help people decide on their top three ideas as it can be tricky to choose especially when faced with overwhelm. Once you have your top three options, you need to validate that your ideas will work and people will actually pay for them before taking one to the next stage.

Next you'll want to conduct an in-depth competitor & market analysis so you can create a NO FAIL business strategy. You also want to make sure your business idea is going to be profitable and will cover your lifestyle & living expenses because the last thing you want to do is jump into the unknown and risk your financial security - this will create a lot of pressure.

## Step 4: Business Design

Step 4 is where you want to design your business offering in more detail, including mapping out what I call a minimum viable offer where you define the features and benefits that will leave your customers coming back for more.

This is the quickest, most minimal version of your service so you can test it fast and there are some very specific trends right now in terms of what's working and what people want. I also advise developing a clear strategic positioning for your business - a lot of people get this wrong and they skip this bit - but it's so important.

You need to be able to answer the questions: -

- What's unique about my business?
- How am I solving a clear problem for people
- Exactly which type of people will want to pay for my service.

Not everyone will want your idea - you need to be clear about your defined audience. When I worked with brands like Visa and Sony - they all spent millions on researching their target audience and there's a reason why they do that - because it really is the cornerstone of your marketing so you MUST have a clear idea of WHO you want your business to appeal to before you go into the testing phase.



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## Step 5: Market Testing

In Step 5 I advise you test your business idea with the market to be 100% sure it will fly. When I work with clients I use a business validation loop to evolve their business offerings and make the essential tweaks that will make or break the launch.

At this stage you'll also want to figure out the right price for your offering and get clear on the key selling points of your business so you can talk to these during the testing phase. This is super fun but a lot of people get stuck here because there's a lot of fear when you go from working on your business on your own, behind a laptop - to actually testing it on real life humans - this is where fear & self doubt can creep in, so we need to be ready for that and have ways to move through this uncertainty. This is where mindset tools are crucial.

## Step 6: Launch

And finally in step 6 you want to actually launch your business on the side of your day job and start earning money from your first paying clients or customers.

Once you've tested and you know people definitely want what you're selling, then you can soft launch - this does not have to be a big all singing all dancing launch - it's just about you getting your first 3-5 clients or customers and building your confidence from there.

You don't want to put too much pressure on yourself here. At this stage I also advise putting together a transition plan so you can work out exactly how you can move from a full time career into your business full time...what the time line will be, how you'll manage your expenses etc. I advise doing all of this over a 6 month period and there's a significant amount of mindset work that goes into it too (in-fact THIS is THE most important bit).

That's it - my full 6 step process. Every single step is crucial if you want to design and launch your own successful online, pandemic-proof lifestyle business.

So you're probably wondering - what next?



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## Here's what to do next...

I invite you to take a moment and assess how you're using the current crisis to your advantage. Are you stepping into your power and making the most of the downtime or are you shrinking down and allowing excuses to keep you playing small?

The truth is - you have a choice. Now is the perfect time to get the wheels in motion on designing your dream lifestyle business so you're on the front foot when the dust settles - and my 6 step process is the easiest way to do this.

I'm currently offering a limited number of complimentary mentoring sessions where I'll jump on a 30 minute call with you to talk about YOUR business and YOUR goals. During this strategy call I'll help you overcome any challenges you're facing and offer a complete strategy on what you should do next (including validating which of your business ideas have legs). You can apply for one of these calls below.

**[APPLY for a complimentary 30 minute mentoring call with me >here](#)**

If your application is successful, my assistant Chloe will be in touch.

*Zoe B x*



**Career to entrepreneur is an exclusive 6 month, mentoring program designed for conscious, soul-led professionals who are ready to stop talking about starting a lifestyle business and actually go do it.**

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## APPLY FOR A BONUS STRATEGY CALL

*with Zoe B*

If my framework resonates with you and you know it's time to use this pandemic down time to plan your business and your future...let's meet over a complimentary mentoring call to talk about YOUR business and YOUR goals.

I'll help you diagnose what's holding you back and offer a complete strategy on what you should do next (including validating which of your business ideas have legs).

I'm pretty fussy about who I accept on these calls (I only help people who are serious about starting a side-business), but if you're willing to answer a few Qs about where you're at and I feel like I can help you and we resonate, I'll invite you to join me for an online meeting.

You can apply below. Limited places available.

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If your application is successful, my assistant Chloe will reach out to book you in.



**Zoë B** is an established career & business strategist. Zoë runs an online education company that helps people looking for a greater sense of meaning and fulfilment from their work. Through her complementary masterclasses, online community and digital platforms "Find a New Career in 30 Days" and the 'Career to Entrepreneur program', Zoe has helped 900,000 people from 73 different countries around the world to find their passion and transition into careers and businesses they adore.

Zoë was personally invited by Arianna Huffington to write regularly about career change for the Huffington Post in 2014, and also writes for MindBodyGreen and LifeHack.