

How To Make Money While Traveling The World .

Business In A Backpack: A Step-By-Step Guide To Running A Profitable Business While Traveling The World

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ADAM COSTA & DARCIÉ CONNELL

Business In a Back-Pack

***A STEP-BY-STEP GUIDE
TO BUILDING A BUSINESS***

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ARRIVAL: THE BUSINESS IN A BACKPACK LIFESTYLE

Ha Long Bay, Vietnam. My wife Darcie and I awoke aboard a Vietnamese boat, surrounded by early morning mist. After breakfast onboard, we docked on Cat Ba Island for the day, walked along the beach and soaked in this amazing UNESCO World Heritage Site.



The past six weeks have been incredible: we ate frogs, drank on the street with locals in Vietnam, rode a motorcycle through rice fields, explored the ancient ruins of Angkor Wat, and scuba dove the crystal clear waters off of several tropical islands.

1: Darcie Connell- Vietnam

The next six months prove to be just as interesting: river trips through Laos, Malaysian cooking classes, Indonesian tribes, trekking in India and Nepal... and that's just the stuff we're certain to do.

As incredible as this trip has been, the most incredible part is that **we haven't spent a dime** of our savings. In fact, we've actually *saved* money.

This will continue for the rest of our travels. For as long as we want. Into perpetuity.

This is the result of working a helluva lot smarter- and a bit harder- than I had in the past. My wife and I currently maintain half a dozen websites, and are in the process of creating two more. These websites-which I refer to as "systems" throughout this book- are the reason we are able to live the way we do.

We meet so many travelers on our adventures, most of whom are constantly short on at least one of the two most valuable commodities: time and money. Short on time, because they have responsibilities back home such as work, family or school; short on money, thanks to mortgages, loans, or the shrinking of their travel budget.

Our situation is the complete opposite. Our systems bring in more passive income each month than we spend, which results in an interesting situation: we have copious amounts of free time and a never ending stream of income to travel with. We could be on the road for a month or a decade; it's entirely up to us, not predicated upon a lack of time or money.

This is the business in a backpack mentality; that systems are the path to wealth, not just financially, but in the broadest sense of the word. Systems can provide peace of mind, and the ability to see the world from a new vantage point.

This book was written with the explicit intention to change your life. I hope, dear reader that you learn to put these strategies to work for yourself and start living the life you've always wanted. Humans are meant to explore the world around them; we are creative and curious creatures who grow only when exposed to new ideas, cultures and ways of living.

This book isn't a travel guide. Nor is it a "get rich in your underwear" book. This is a guidebook for how to set up income streams and manage them while traveling the world.

Rest assured, your guides are well qualified: while I started building my online business, I worked as a travel agent and have extensive knowledge of the travel industry. In addition, Darcie and I have taught several classes on Internet Marketing. I have advised large corporations and universities as an AdWords consultant, and Darcie has designed websites for a number of years now. Lastly, we have spent over one year traveling the globe while launching new businesses, from Ireland and Cambodia to Malaysia and Nepal.

We'll first examine how to set up your business so that it runs on near auto pilot. Then, we will examine how you should plan your travels around the world. Don't expect recommendations on what's the best restaurant... frankly, I don't care where you go or what you do. What's important is that you go.

I'll show you, citing personal examples, how I manage to travel the world with my wife and still have money left over.

It all begins with a simple step. Are you ready to build your future?

How This Book Is Structured

This book is divided into four main sections.

1. **Inspiration** is the focus of the first; here you'll find a listing of some of the most intriguing destinations around the world, along with color photographs to get your imagination running.
2. **Education** contains comprehensive information on how to build an online business, from creating a product to accepting payments.
3. **Perspiration** is the key to the third section; here you will find step-by-step accounts of three very different online business models to finance your dreams. Pick one and get to work!
4. **Evacuation** is the final section, and covers the nuts and bolts of long-term travel abroad such as how to plan your routes, flight options, visa requirements and loads of other low

to the ground information you'll need for your adventure. Finally, we'll tie in how you can manage your systems while traveling abroad.

This book begins with broad generalizations and concepts, gradually moving towards highly detailed processes. It is my hope to illustrate the *why* of this experience before delving too deeply into the *how*. For more information on the Business In A Backpack lifestyle, including videos on the topics covered in this book, visit the companion website at www.stream-life.com.

1. INSPIRATION – FREE YOURSELF

In a past life, I worked as a financial planner, where I was taught the importance of saving and investing for the future. In all honesty, this is a half truth. In order for you to live life to the fullest and invest for the long term, you have to be able to *produce more income* than you currently live on. You must learn to value income over growth to realize your financial goals.



Value income over growth? No, I'm not talking about buying bonds. Rather, I'm talking about building a business online that provides substantial income with limited ongoing work. Once you've achieved this, you will be able to automatically invest a proportion of your profits for your long-term financial goals.

2: www.flickr.com/photos/atomicpuppy/

A caveat: many people who have read Timothy Ferriss's "Four Hour Work Week" mistakenly believe that they can create a million-dollar business in a matter of mere hours. It's best to imagine your online business as a rocket: to get off the ground takes an immense amount of energy, but once you do, it is smooth sailing.

I grant you no illusions. You must be prepared for a long, arduous process of generating ideas, testing markets, creating products, building websites, developing relationships, and closing sales – all of which we will cover in this book. The good news is that once you go through this process once or twice you'll have climbed the learning curve and built a foundation which can be easily repeated, thereby allowing you to create multiple systems while increasing your profits in record time.

The End Goal

We all have dreams of travel, and the purpose of this book is to show you how to achieve them. Whether it be drinking steins of beer at Oktoberfest or hiking to Everest Base Camp, your end goal should convince you there is a better life out there which can be achieved with the right mindset. Which activities have you always dreamed of doing? Which places have captured your imagination? If you were lying on your deathbed, which experiences would you most regret *not* doing?

Macchu Pichu, Peru

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Everest Base Camp

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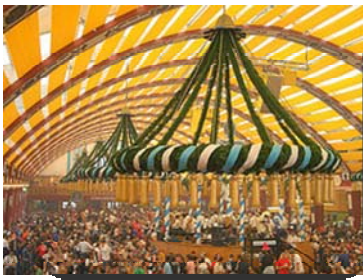
Oktoberfest, Germany

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Redwoods, California USA

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Angkor Wat, Cambodia

Adam and Darcie

Taj Mahal, India

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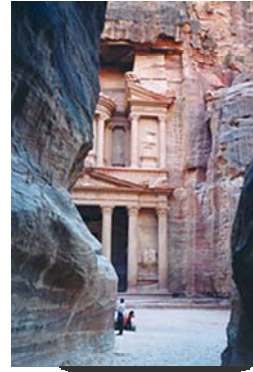


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Where ever the road might take you, the method to getting there is the same. Choose a dream, write it down, and give yourself one year to achieve it. As you'll soon see, there is a way to live a life that others only visit in dreams.

Making “The Decision”

December 8. This was the day I cracked. Working as a travel agent during the day, and a waiter at night was beginning to take its toll. Mornings began at 7AM, and if luck was on my side, I'd get home before midnight. There was no time to spend with my fiancé, let alone friends and family.

I tried to get that Saturday off in order to attend my lady's annual company Christmas party. I couldn't miss it, and requested the day off from waiting tables. My boss said he would call me at 3PM with the verdict. I'd already decided I wouldn't go no matter what the verdict was, even if it meant being written up. Still, I didn't want it to come to that.

As my fiancé was getting ready, I laid in bed waiting for the verdict. My thoughts were grim; for the life of me I couldn't figure how I'd worked myself into such a corner. I needed to do something radically different with my life. There had to be a better way...

BAM! Like a blinding flash, I had an epiphany. I would create songwriting tutorials and sell them online. I could see the full product all at once; several audio CD's of instruction, instrumentals, software that included a thesaurus and rhyming dictionary, several workbooks... even special “bonus” materials to offer people.

Suddenly, these two jobs were no longer a means to survival. They were hurdles to my hopes and dreams. They weren't paths to a better life; they were obstacles that drained my energy and affected my relationships with the people I cared most about.

They had to go. Stat.

When the phone rang at 3PM, I couldn't have cared less. Turns out, I didn't have to work that day. They received my two week notice the next day. One year later, the travel agency got the same and I was heading to Asia for a year long adventure with my new wife and life, funded by the systems we had created.

Automation is Key

Before we get into the step-by-step process of how to generate income automatically online, we first need to touch upon the concepts involved that must drive your system. Notice how I use the term **system**, rather than business, hobby or investments.

As the old marketing adage goes “businesses don't make people rich, systems make people rich.” In this book we define a business as an umbrella which includes numerous systems that provide streams of passive income. Along every step of the way, you need to ask yourself how you can automate each system in order to streamline your business. The systems that my wife and I have created are fully automated. By streamlining our processes, we achieved two important goals:

1. allowing consumers immediate access to our products without our help, and
2. freeing up time for us to travel and create new systems.

Each new system is an income stream that will first pay for coffee, then meals, then travel around the world.

Freeing up your time is crucial to achieving your dreams. I would rather make \$2,000 per month passively than work full time for \$10,000; the former supplies me enough money to see the world while the latter gives me a view of a cubicle. There are plenty six and seven figure earners who can barely afford a two week vacation each year. Is that wealth?

When you create a system that produces income automatically, it really doesn't matter how much it makes. For example, I've built a website that generates three dollars a day like clockwork. Does this allow me to go skydiving in New Zealand? Of course not. But I don't have to get up and work for it everyday. It's like having someone write you a check for \$100 every month. Another website brings in about \$25 a day; a few others bring in between \$5 and \$10 a day, all on complete autopilot.

On average, each new system takes about six weeks to research, develop and implement. If you were to create a new system at this pace, each bringing in \$250 a month, you would have enough money to travel throughout most of the world indefinitely in less than one year. More on that later.

Before You Buy Another Index Fund

As mentioned previously, I used to work in the security industry, and part of my job was to analyze investments and determine whether the risk was worth the potential reward. People would be thrilled to receive 8% annual growth with limited risk. Now I know better.

The best investment you can make is in yourself. Rather than invest in assets such as stocks, bonds or real estate, focus on creating your own assets. If your systems costs \$1,000 per month in advertising and manages to pull in only \$1,360 per month in revenue you are earning a whopping 36% monthly return.

So much for the S&P.

If possible, pay for your business out of pocket, and allow all your revenue- not just the profits- to accrue in a separate bank account. You'll be amazed how quickly the money piles up!

This is how you can achieve returns far beyond what you've ever imagined. Thanks to investing in yourself, you are able to accomplish returns that investment advisors could only dream of. Remember this key point as you develop your systems in the future, and keep investing in yourself!

Open Mind Policy

I never imagined my wife and I would be traveling throughout Asia without touching our savings, nor would I be writing a book showing others how to do so. The key to our success, I believe, was having an open mind policy.

Many companies have what is known as an open door policy. This states that higher-ups will always have a door open for their employees to come in and share their thoughts about the company and its intended direction. When developing your systems, you should learn to cultivate an open mind policy.

An open mind policy enables you to keep the doors in your mind open to new experiences. It allows you to build on old projects and create synergies with new ones. Your previous systems can be significant contributors to your future systems; this book is a product of such a synergy- after writing extensively about travel and Internet marketing, it made sense to create a book synthesizing these two areas of my expertise.

An open mind policy holds true for both building systems and traveling abroad. You may have planned a walk along the river, but remain open to the possibility of white water rafting should

the opportunity arise. Learn to embrace spontaneity, or as Heath Ledger says in the Dark Knight “become an agent of chaos.”

Some business opportunities will make money and some won't. Some areas traveled will become lifelong passions, while others leave you running for the hills. The point is to learn and grow from the experience. Keep every door open and opportunity won't knock- it'll come right in.

Below are actual money making events that happened by having an open door policy. We:

1. Created an online business selling a downloadable product
2. Created another online business following the same model as previously implemented
3. Taught a class at a college on internet marketing based on our experiences with the above
4. Created another website based on the class we taught where we marketed ourselves as consultants
5. Created a content driven website with advertisements where a user would visit our website and access free information, which currently brings in a few hundred dollars a month from advertising
6. Consulted numerous clients on website development and Google AdWords.
7. And the list goes on...

As you can see, most of these steps were predicated on those completed before. By keeping an open mind policy, we were able to position our products and services in different ways to bring more money in without starting from scratch.

The Learning Curve vs. the Earning Curve

Starting a business is tough, with a learning curve to match. There are so many aspects to familiarize yourself with that the task can appear daunting, if not insurmountable. At first, you'll feel severely underpaid; but as time goes on, and the quantity and quality of your systems increases, you'll eventually find yourself significantly overpaid! It's like any other industry: sacrifices are made educating yourself before reaping the rewards.

When I started, I didn't know anything, and my earnings reflected that. Over time I was able to learn from those mistakes, and improve my systems. Suddenly, I knew a lot, and earned a little. I could espouse on dozens of topics related to internet marketing and travel, but I wasn't able to use my knowledge of the former to actualize the latter.

This, unfortunately, is where a lot of people get stuck. Why? Because most people enjoy learning new things rather than doing the work needed to put them into play. You must put all your newfound knowledge to work in order to reach the under-worked/overpaid echelon.

I wrote this book on Ko Lanta, an island in southern Thailand. Sure, I could have laid on the beach every day until I started to resemble George Hamilton, dreaming of the millions I would make with a lucrative book deal, but that wouldn't have moved me any closer towards my goals. That's why I made damn sure to crank out at least 1,500 words every day before cracking open a bottle of Beer Chang and watching the sunset.

It's like our physical appearance. It's great to look sexy, but sit ups suck.

Without dedication, you are accepting failure. If you currently work full time, be prepared to come home, have dinner, and get to work on your future. I worked two full time jobs –close to 90 hours per week including commute – and was able to create and market my songwriting tutorials within six weeks. My life was the complete opposite of what I had dreamed it would be, and this fueled my dedication to create a better life for my fiancé and me.

Doubt inevitably creeps in. But don't give up! The key is to keep building systems. By continually creating new systems you are forcing yourself to think strategically, rather than get mired in minutia. By following the advice outlined in this book, it is very simple to scale your systems so that you can earn ten dollars as easily as ten thousand.

When I started out, things looked bleak. We were unprofitable for our first several months, and self-doubt was beginning to take its toll. I had read nearly every marketing book available, joined online forums and even hired a consulting team – for a whopping \$1500 – to examine my business model and make suggestions (which turned out to be even more unprofitable). Not only was I losing focus, it was beginning to affect my sleep patterns: my wife confirms that I would utter phrases like “split testing” in my sleep.

Over time, all that education and perspiration paid off. After our first thousand dollar profit month, I finally felt compensated for all the hard work we put into building our systems.

And work it was. You have to work your ass off to make this business work. It's also an emotional roller coaster: one day you feel like a multimillionaire, the next a complete failure (funny how a couple of sales can alter your perceptions so quickly). There have been days where we've made over \$500 without working, and there have been days where we've lost \$100. In the end, you should live on a daily budget based upon your average monthly income.

Don't beat yourself up. Set small, achievable goals early on and work towards them. Even if you're only making a few dollars a day on average, it's still headed in the right direction.

And it only gets better. Once you've created and automated a system, you now have passive, residual income that rolls in while you work on other projects. Let's say you were able to create a business that automatically generated \$100-130 per month. As you can see in Figure 1.2, your work (input) remains level each month, while your revenue (output) increases. Unlike an 8-5 job, with your system you could stop working and continue to get paid. Want to stop after a year? No problem... grab a plane ticket to somewhere exotic and live it up with a few grand of passive income rolling in every month. Rather be filthy stinking rich? Create systems until you're a six or seven figure earner, build your dream home and spend your days wine tasting in Burgundy. It's really not that hard once you get-and keep- going on the right track.

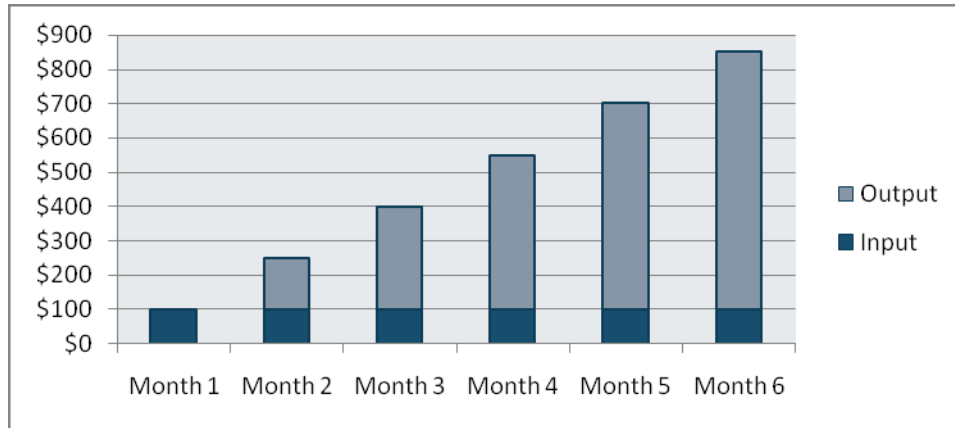


Figure 3: Work Input vs. Money Output

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