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ACHIEVE FINANCIAL *Freedom*

**13 Things You Must
Know To Grow Your
Online Business and
Successfully Transition
From Employee to
Entrepreneur**



Financial Freedom

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Online Business and Successfully
Transition From Employee to
Entrepreneur***

By

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Introduction

Congratulations on taking your first step towards controlling your life by downloading my book, ***Achieve Financial Freedom: 13 Things You Must Know To Grow Your Online Business And Successfully Transition From Employee to Entrepreneur.*** What exactly is this book about? It is about changing gears from an employee mentality to an entrepreneurial mindset. It is about bringing a paradigm shift from working for someone else's dreams to fulfilling your own business goals.

Consider this book as a personal development coach and friend who will hold your hand and take you where you have the potential to go. It will lead you step by step through the process of transitioning from an employee to a full-time entrepreneur. Going from being an employee to your own boss full time involves a transformation in several aspects including, mindset, time management, efforts, energy, and lifestyle. This handbook includes everything from changing your mindset to managing your time more effectively to building higher energy reserves.

Though the book talks with reference to building a rewarding and fulfilling online business, these principles can be applied to just about any goal you set out to achieve while working full time. It could be upgrading your skills by taking an evening class, seeking a masters degree or even writing a book.

I give you an informational outline for determining if this is something you are truly excited about creating for yourself. Do you have the passion and dedication to realize your dreams? If the answer is yes, then you will be successful. The only question is how soon will it happen. If you have the required enthusiasm, devotion and willpower to fulfill your full-time entrepreneurship vision, you're bound to get there sooner or later.

Now let's discuss what this book is **not** about. It isn't a guide to show you how make money online. No. There are zillions of books out and resources out there that walk you through the process of starting a profitable online venture. This isn't one of those guides. Important business principles such as creating a business plan, writing a mission statement, identifying your target audience, creating an operations strategy, drafting a marketing plan and so on won't be covered. The assumption is that you have done your homework and have laid out a plan on how to earn income online. However, this doesn't mean that a new business doesn't need all this. It does. It will obviously have a

better chance at succeeding if all these factors are in place before the launch. This book is about the execution of that business plan.

The focus of this book, specifically, is to bring about lifestyle and mindset transformations involved in going from an employee to a full-time online entrepreneur. That critical transition where you go from working for someone else to taking complete control of your time, finances and business is what I will talk about extensively throughout the book.

My aim is to make that transition seamless and effortless for you. I want to be a part of this remarkable journey of yours and help you enjoy the ultimate freedom that an online business brings. You won't get rich overnight, make no mistake. The process of going from an employee to an entrepreneur is grueling, time-consuming, energy-sapping, and very challenging. Quite frankly, you will know if the desire is there are not pretty quickly. However, the end result makes it more than worth it.

Imagine going on a vacation with your family and coming back to find yourself richer by a few thousand dollars. Can you imagine that feeling? This is exactly what a successful online business is capable of helping you achieve. The time to enjoy your money and the money to enjoy your time. Unlike traditional jobs, you aren't locking in an X number of hours to earn a fixed X income. Instead, you have the freedom to earn while doing what you love and enjoying your life.

Are you leading a well-rounded and complete life? If not, what's stopping you from going that extra mile and creating a life of your dreams? If you don't work for your dreams, you will forever end up working for someone else's dreams, profits, and vision. You will get stuck in the rut of trading time for money. Instead of using your skills, talent, and knowledge for building your empire, you will forever be laying the bricks of someone else's empire. Does that sound like a flattering prospect? No way.

Fasten your seat belt and get ready to enjoy a fulfilling and rewarding journey from 'employee-ship' to being your own boss by running a profitable online business.

Chapter 1: Are You Happy With Your Full-Time Job?

What You Will Learn:

- ◆ **The Concept of Passive Income**
- ◆ **How To Work For Time and Financial Freedom**
- ◆ **Working For Your Dreams Instead of Someone Else's**
- ◆ **The Illusion of Job Security**
- ◆ **Why Short and Long Terms Goals are Both Important**

Stop lying to yourself about being happy with a full-time job. You are happy with the security it probably brings. However, there's a huge mistake we make when we trade our freedom for this so-called security. You trade your time for money, thus losing your time freedom for making money.

Employees exchange time resources for monetary resources. So say, you work for 40 hours a week and get paid for those 40 hours. Other than some paid leaves, if you do not exchange those stipulated hours, you won't get paid for them. This is the money-making model of most people who work a 9-5 job. However, let us now understand the concept of passive income and how it can completely change your life.

Let us consider an example to better illustrate the power of passive income. People who work for a fixed salary or pay go to work every day and bring a fixed pay home based on the number of hours they put in. These are the bucket carriers. They fill their buckets with water each day and carry them back home. They do this day in and day out until they are totally exhausted, and no longer able to carry the buckets. The inflow of water stops eventually when they are no longer able to carry the buckets every day.

Let's see what happens when these folks decide to build a pipeline of water in their homes. It takes time, effort, energy and money to build the pipeline. It is a long and arduous process. They may want to give up mid-way because there may be several plumbing mechanism challenges along the way. However, they persist because they are tired of carrying buckets for long and hate the process.

They continue their pursuit of building a pipeline until they have a flawless plumbing system in place. And guess what happens once the pipeline is built? Water comes gushing out throughout their lifetime. There's no need to carry heavy buckets of water anymore. All they need to do is open the tap and enjoy the water supply at their convenience.

Building passive income is pretty much like creating a pipeline of wealth. You do not have to sacrifice your time or efforts each time to make money for those many hours or X amount of effort. You need to build a profitable and rewarding business model just once and make it a wealth creator for life. Of course, you will tend to it periodically and spend time maintaining and upgrading it. However, you will be free from locking an X amount of hours to make an X amount of income or wealth that is proportionate to the number of hours put in.

A pipeline means you will put in X amount of time and effort once to enjoy the wealth that is several times more than the effort and time required to create the pipeline. See the beauty of creating passive income through an online enterprise?

You won't go from being a bucket carrier to a pipeline builder overnight. It will be a gradual, daunting and time-consuming process. Yet, in the end – you will build a steady, dependable and lifetime source of wealth.

Are You Really Free?

The difference between existing and living is enthusiasm. Do you feel all charged up on Monday mornings for the oncoming work week ahead? Do feel excited about waking up and going to work each morning? Do you find yourself working towards achieving your biggest dreams and goals in life? Does your work give sheer joy and satisfaction? Do you derive a sense of fulfillment after successfully completing each project? Do you want much more than you are currently getting from your job? Do you think you are capable or have the potential to do much more than what your job demands from you? Do you have enough time to spend with your loved ones?

Admit it. There is a problem and you need to resolve it. You want much more than what life is currently offering you in terms of time, money, freedom and lifestyle. You want greater work satisfaction and fulfillment. You want to be able to spend more time with your loved ones.

We fool ourselves by living under the illusion that we are free or that we live a life of freedom. Have you ever realized that what you are actually doing is simply giving up your freedom in exchange of 'financial security'?

We live a life of paranoia. In our bid to build a secure future for ourselves and our family, we end up sacrificing our passions, time, dreams and opportunities. We become the ultimate bucket carriers because, hey, at least some water comes in every day. We miss our children's school functions, we miss important family events, we miss taking vacations with our family, and we basically miss living. We only strive to exist or survive without attempting to live a happy and full

life. Our life becomes about taking loans, working to repay them, and dying.

There's little freedom to live, enjoy, spend precious moments with loved ones and be a part of important occasions in their lives. You know the feeling of applying for time off for an important occasion and having it squashed by your supervisor, right? Doesn't it feel miserable to have someone else own your time? Would you not like to be the master of your own time and will? Isn't freedom to utilize your time the way you want to without worrying about where your next meal will come from the ultimate freedom? Doesn't creating wealth using online resources give you the ultimate freedom to enjoy both - your time and money?

There are several folks out there like you who know the wonders of an online enterprise. However, they just do not know how to fit in an online business in their limited time while working a full-time job and fulfilling family obligations. These people are enthusiastic about the prospect of creating their own rewarding online wealth streams, though they have little confidence when it actually comes to making the transition. There is a need for some sort of guidance when it comes to transforming from an employee to a self-employed entrepreneur.

Ask Yourself Tough Questions

Sometimes we're so occupied by our misery that we fail to analyze the reasons that cause this unhappiness. Don't shy away from asking yourself some tough questions. Do you really love your job? Is the reason for your dissatisfaction your job profile or your employer? Is there something about your job that you absolutely hate doing? Have you always hated your job or is it something that developed over a period of time?

These are all pertinent questions that will urge you to swing into action. They will lay the foundation for you to tackle the subsequent steps with clarity and focus. Once your "why" is sorted, the "how" will automatically find a way.

Have a compelling "why" and the "how" will find its way eventually. Your why can be traveling around the world or starting a charity organization or creating a shelter for animals or simply earning more time for yourself. Once you are clear about why you want to start an online business, everything else will fall into place. You need to have a powerful, compelling and clear why in order to realize your dream.

Whether you want to spend more time with your children or start a dance school, identify your motivators (whys) and stick to them throughout the transition.

Why Work For Someone Else's Dreams?

Like I said earlier people who do not work towards creating their own empire end up building someone else's empire or vision. Even though you believe otherwise – you are supremely unique and talented. There is no one quite like you who can do certain things the way you do. You may be a skilled caricature artist or a gifted writer or a closet counselor (who is perpetually agony aunt/uncle to everyone) or a wonderful storyteller. There are so many things we enjoy doing or do remarkably well yet fail to capitalize on for creating wealth for ourselves. Why does this happen?

When you work for yourself, you don't survive on wages to pump up an already flush conglomerate/corporate organization's profits. You work for your profits or to create a wealth pipeline for you and your future generations. You work to grow, build, nurture your brand and not someone else's products or services. If you don't create your own brand, people will use your talent for creating theirs. Can you imagine the number of hours, effort, and skills you are investing in creating someone else's brand?

Would you not like to create an online venture that gives you the freedom to spend more time with your loved ones, while still helping you make money? Imagine the prospect of being in control of your time to work when you please and take time off when you want to? Imagine the freedom of not being tied to fixed hours job or locking your time in exchange for a false sense of security.

The Grand Illusion of Job Security

Apart from all this, think about the concept of job security. Give it a good thought before answering these questions for yourself. Is your job truly secure? Do you believe you will be gainfully employed for the rest of your life? Have you ever thought about what you would do if you lose your job due to circumstances within or outside your control?

According to the [United States Department of Labor statistics, 1,301 mass layoffs involving about 127,821 employees](#) occurred in May 2013. Downsizing, mergers, acquisitions and changes in the structure of an organization have become a norm in the corporate sector. Jobs are anything but safe nowadays. We keep living under the illusion that our jobs are safe only to face the bitter reality when it is too late. Are you prepared for the possibility of losing your job? Do you have a backup plan in place should you be rendered unemployed overnight?

There's no such thing as a 100% secure, foolproof job so stop fooling yourself. From trainees to the CEO, everyone is vulnerable to layoffs in the event of constant policy fluctuations and reshuffling of

organizational structures. Are you building something on the side that you can fall back on in the event you lose your job?

Work On Short Term and Long Term Visions

As much as you hate your job, if you're like most people with responsibilities and obligations, it isn't practical to quit your job immediately. There are some things that need to be taken care of immediately such as bills, kid's school expenses, mortgages, car payments and household expenses. They can't wait until your business flourishes or starts making money. They are immediate expenses or short-term goals that need to be met on a day to day, week to week, or month to month basis.

However, along with these short-term goals, you also need to have a long-term wealth creation goal. Remember the process of building a pipeline? Yes, you need to have a long-term plan and vision for building a solid, dependable and rewarding source of income that leverages your time and efforts to enjoy greater freedom. Project your thinking a bit forward, while still doing what you need to for fulfilling short-term goals. Once you build a reliable and strong source of wealth, your short term and long term goals will both be taken care of.

Chapter 2: Traditional Education Methods Versus the School of Life

What You Will Learn:

- ◆ **How to Monetize Your Gifts**
- ◆ **The Art of Leveraging Time, Energy and Efforts**
- ◆ **Don't Fit In When You Can Stand Out**
- ◆ **Why It's No Longer About Working Until 65 And Retiring**

There was this entire traditional model of cramming knowledge through school, getting superlative grades, going to the university and then finally bagging a job. It worked wonders for some people. However, the dynamics of the business world, economy, wealth creation and employment have transformed considerably over the years. Traditional education methods have slowly started mattering less and experience from the school of life is gaining greater momentum.

Today, it is no longer simply about working like a horse until 65 and then retiring. This isn't seen as the right model for creating wealth. It may be good for earning income but not for creating sustainable, long-term, and freedom giving wealth.

This is one of the best times to be an entrepreneurial or launch online start-ups. Given the knowledge resources, marketing tools, and fund raising opportunities, it has become easier than ever to launch profitable online business opportunities. There are tons of online courses, self-help guides, and e-books where mentors/authors are more than willing to help you emulate their success.

The best part about an online business is – there is no need to reinvent the wheel. There are hundreds of already established, proven and profitable income streams that need to be implemented. This doesn't mean that you don't have to do your own research, learning, and experimenting. It just means highly profitable systems are already in place for those willing to take the plunge and dive into the world of online ventures.

The dynamics of wealth creation and passive income have changed as a consequence of the internet revolution. Making money hasn't become easier but more opportunities to make money have become accessible to regular folks who want to build profitable and sustainable businesses with minimum investments. You don't need to risk thousands of dollars for creating long-term and sustainable businesses today. All you need to do is find a good course/mentor,

upgrade your skills, gain a thorough knowledge, and most importantly: put your knowledge into action.

Hopping from one shiny object to another won't help in the long run. Find a powerful, sustainable and interesting (for you) business model that will allow you to create long-term wealth.

Monetize Your Gifts

The traditional education system seldom focuses on equipping us with the ability to monetize our unique gifts. There are talent competitions and hobby clubs galore; however, these will not train children in the fine art of getting paid for doing something they are wonderful at. How do you capitalize on your gifts for wealth creation? How do you make a living by following your passion? How do you do something you truly love doing and get paid for it?

Online businesses give you the opportunity to make the most of your knowledge and skills for the purpose of creating a profitable business. From running a money-making blog to writing /publishing e-books for profit to selling your artistic creations through an e-store to submitting photographs on stock picture sites in exchange for royalty, there are virtually inexhaustible options for making money online. You have to begin by identifying a passion, finding a suitable market and creating a business model around it.

For instance, you may be an excellent listener and relationship advisor with a balanced/wise mind. This may not be seen as a gift worth monetizing by many. You're just an agony aunt/uncle for friends in need, that's it. However, now think about utilizing this valuable gift for creating a solid and stable source of income. You can write and self-publish a book about relationships or start a blog/social media page addressing people's relationship issues or write reports about specific/niche relationship problems (break-ups, divorce, unfaithful partners, abusive/alcoholic partners etc). Eventually, when you become a known brand, you can launch your own courses and paid subscription newsletters. There's just no end to where you can go online.

Similarly, there are several other skills such as fiction writing, travel blog writing, travel photography, Do It Yourself crafts, fashion advising, fluency in foreign languages and much more which can be converted into rewarding money-making opportunities. Online businesses give you the platform to transform your skills into money-making opportunities.

The Art of Leveraging

Leveraging is the art of getting maximum results in exchange for little. In the wealth building context, it signifies being able to create wealth

that is much more in proportion to the time and effort put in. When you learn to leverage your resources, you are on your way to building a sustainable business model that produces above average results.

The difference between wealthy folks and those struggling to make ends meet is often the understanding and implementation of the power of leverage. Rich people master the art of leveraging and utilize it in every wealth creation opportunity to multiply their financial resources.

One of the best ways to leverage your time resources is by outsourcing specialized tasks to others. When you focus on multiplying time, efforts, skills and profits by hiring the services of others or getting others to work for you, you are paving the way for creating a profitable business model.

Say for instance you are exchanging time for dollars in a full-time job. Here, you can only trade a maximum of 15-16 hours per day, and since time means life, you're almost selling your life to your employer for getting paid. Now think about how much of a difference it will make to your income if even 5 people work for 5 hours each day. That is 25 hours a day. Something that is impossible for you to contribute single-handedly.

Of course, there are several other dynamics like demand, marketing techniques and more that will eventually determine the profitability of your business. However, the point I am trying to reiterate is that leveraging gives you the power to create a lot with little.

It is Alright To Be Different

The conventional educational system seldom forces people to think out of the box and follow their passions rather than being a part of the rat race. Traditional education methods do not teach a child to capitalize on his/her unique strengths, which is why we're constantly trying to fit into the conventional job market. The focus is on getting a degree and landing a high-paying 'job'. There's no concept of breaking free from clichéd careers to pursue something different and stand out.

Traditional education trains us to be good employees rather than dynamic and able entrepreneurs. Instead of teaching young minds to stand out, educational institutions teach them to fit in well. Online businesses are not about trying to fit in. They are about identifying and pursuing a passion by standing out. Standing out makes all the difference in entrepreneurship, and that difference which sets you apart from others can be well worth in millions. Online ventures are all about cashing in on these differences that set you apart from others to become your unique selling points.

How many schools or universities actually encourage you to be tread on the less traveled path by beating mediocrity?

It's No Longer About Working Until You're 65

Today, it is no longer about working until you are close to retirement age (when you are too old to enjoy anything), repaying your loans and dying. Time and youth are the most important factors, which today's entrepreneurs rightly realize. People now aspire to create profitable sources of passive income and retire as early as in their thirties to enjoy their time freedom and youth. There is a greater emphasis amongst today's youth on getting back their life while they are still young enough to enjoy it. No one wants to wait until 60-65 years to enjoy their financial and time freedom. Smart youngsters today want to retire while they are still young to fulfill their dreams.

Chapter 3: Your Time on Earth is Limited

What You Will Learn:

- ◆ **Why Time is Your Most Precious Asset**
- ◆ **Are You Living the Crazy 8- Hour Day?**
- ◆ **Why You Must Begin Your Business Now**
- ◆ **Why Time Freedom is the Greatest Freedom**

The most important asset in your life is time. In fact, time itself is life. Steve Jobs once famously said, “Your time is limited, so don’t waste it living someone else’s life.” Time is the most precious commodity, probably even more valuable than money because time once gone can never return. Are you spending this time living your dream life? Or Are you spending it living someone else’s vision?

This is your life and time. Don’t waste it by living what is probably someone else’s idea about how your life should be. You know what you want. You know what your heart truly desires. Whether it traveling around the world or launching your own restaurant, you know what makes you happy or how you want to spend your time – time that is depreciating. There are only 24 hours in a day, and learning how to use those limited hours for maximum benefit is something you will have to master if you are aiming to build your own online business while still keeping a day job.

There are several full-time employed individuals who dream of being their own boss. What stops them from converting their dream into reality? The notion that with a full-time job that eats up 8-10 hours of their day, there’s little or no time to build a venture. With a huge chunk of their daytime being occupied by the full-time job, the only available time for setting up their online business is during weekends or evenings.

When you truly value time resources, you realize that wealth is far less valuable if you do not have the time to enjoy it. On the other hand, time also becomes less than valuable if you do not have the money to enjoy it. Imagine having all the time in the world and no money to enjoy that time. Now, imagine having all the money in the world and no time to enjoy it. Both are disastrous scenarios. True financial and time freedom is when you have both – the money to enjoy your time, and the time to enjoy all your wealth. Once you achieve this freedom, it is easier to fulfill all your dreams. Money has little value without time, which is much more precious than material things.

When you manage your time efficiently and create an online business alongside your regular job, you are paving the way for freeing up your

time in the future. Imagine the freedom of working from just about anywhere. Imagine the freedom of taking a vacation whenever you like. Imagine the freedom of working for a few hours each week and getting paid several times over for those hours. This is what a profitable, well-run, and sustainable online business is capable of offering you.

The 8 Hour Crazy Day

Anthropologists and sociologists unanimously agree that man enjoyed far more leisure time in his hunter-gatherer days than the current capitalist age. The aggregated work hours then were an average of fewer than five hours a day. Things transformed due to industrialization. The 8 hour day gave us the greater productivity while still leaving some time for consumption, which are the demands of a capitalist economy.

The 8-hour day is, therefore, more of a business concept than a sociopsychological or humanitarian concept. And what's more troubling is that the 8- hour day shift is common across several job profiles from hospital workers to factory technicians to office assistants. How can all existing jobs be standardized with an 8-9 hour shift? Sounds pretty insane, right? And this is across the globe. People work 8-hour workdays in Brazil, Germany, South Korea and many other countries. Where's the time freedom?

Corporate Prisoners of Time

If you are like most people, your weekdays revolve around the 8-hour work shift at set times. You cannot take off on long vacations because there are only a stipulated amount of leaves. Imagine living like a corporate prisoner for five days a week? Do you really want to wait until you retire to get hung over on Tuesday morning or take a day off on random weekdays? Are you sure to make it until retirement? Even if it sounds unfortunate, you may die tomorrow. Your time on earth is truly limited. And now is what you have to take control of that time, to get back your time and to gain greater time freedom. Break out of the limiting time prison to experience true freedom. Like we discussed earlier, money isn't of much value if you do not have true time freedom.

Start Today

There's no tomorrow or later. If you want to build an online business (or take a course, get a degree, travel), start doing it today. Several folks who dream of starting their own enterprise end up keeping it just that – dream. They make grand mental plans about setting up profitable businesses, quitting their jobs and enjoying their life in their thirties. They live with the false notion that there is plenty of time still left to achieve all their dreams.

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You can't quit your job immediately because you obviously have responsibilities and commitments. You keep telling yourself that after you accumulate a certain amount of savings as a back-up, you will launch your own business. There is this notion that when you have more time or money available later, you will begin. However, that day doesn't come. Expenses keep mounting, time is always short. So you never end up acting on your vision or goals. That illusionary horizon when you have more financial and time resources never arrives.

You need to start today. Do one thing at a time by taking tiny baby steps. If you want to free up your time sooner and gain complete control of your life, you have to begin today. Give up a few leisure activities and start working over the weekends. Remember - every day will be a weekend when you have the time and money to enjoy your days. Start gradually but definitively.

Make a business plan by identifying your passions and an audience for the same. Chalk out how you will go about monetizing your passion (revenue model) or what are the different ways through which you can earn money from the venture. How do you plan to market the business in the initial stages?

Time Freedom is True Freedom

If you have a day job and still have weekends and evenings free for pursuing other activities, think about how much more time freedom you will have without the job. Imagine all the things you can do when you aren't at your boss' beck and call for eight hours each day for five days. How would you ideally want to spend those days?

The trouble is, we're all stuck with making a living without focusing on making a life. Make plans to change your life and get back the control over your time. That time is now. Several regular people like you have made it big in the world of online business. All they had was a desire for greater freedom, and the will to take action. Their 'why' was clear so the 'how' worked itself out. They wanted greater control over their lives, time and money. An online business is capable of giving you all this and more.

Chapter4: Befriend Your Current Job

What You Will Learn:

- ◆ **Why it is Foolish to Quit Your Full-Time Job**
- ◆ **Why You Shouldn't Build Your Business in Desperation**

As much as you hate it, your current job is your friend and not your enemy. Think about all the bills it pays, while still helping you establish your dream business venture. Every business needs investment. It's foolish and misleading to believe that you can make a lot of money without investing anything at the onset. If not monetary investments, you will end investing time, which is pretty much the same. Your current job gives you the strength to grow your enterprise faster by investing in it. It is a current asset while you are building valuable cash flow for the future. Your current financial resources give you the opportunity to gain true time and financial freedom later. What if you do not have money to invest in your business? Do you think the business will grow? What if you do not have the money to meet your financial commitments and pay your bills while building the online business?

An online business may probably need lower investment (depends on the nature of the online business actually) than traditional ventures. However, don't be fooled into thinking they don't need investment. The golden rule of any business is – you have to put in money to get back money.

Without sufficient financial resources, you will end up putting in hours and hours of labor only to delay profits. Think of your job as the provider of capital for your business. It exists for the purpose of providing income to you while your business is being built. It is there to maintain a healthy balance between your income and expenditure.

It Takes Time to Build an Online Business

While a sloppy get rich quick enterprise can be created overnight, a long-term and sustainable online business can take time to start reaping profits. You've got to be practical and accept the fact that every ambitious entrepreneur wants a piece of the internet profit pie. A steady and dependable source of income will help you feel less anxious and more relaxed when it comes to building an online business. Your day job is the reliable friend who ensures that your day to day requirements are met while you are establishing your dream online venture. Rather than viewing your job as an enemy, consider it an ally who supports your business goals.

It Takes Huge Discipline Reserves

Admit it; most people do not have the discipline it takes to work on their business goals without a boss issuing orders. You may quit your day job and target an initial time frame for achieving your financial targets, only to slack. There are several other factors apart from laziness, burnout, and lack of motivation.

You may save enough for 20 weeks estimating that you'd comfortably start making money online by then to replace your regular salary. However, it may take longer than that to achieve those results. How will you manage your finances if it takes longer than anticipated to replace your salary with your online profits? Your full-time job takes care of these uncertainties and possibilities.

Some Things Are Beyond Your Control

Some things will always be beyond your control, however fool-proof you think your business is. You cannot control factors such as search engine dynamics or change in user behavior trends or competitor activities. There is no guarantee to the amount of time search engines take to trust your web page as a credible source and divert traffic to it.

You can't really make money online if you are desperate. Having a full-time job gives you the confidence, security, and peace of mind to pursue your dreams on the side. You know you can rely on a steady flow of incoming cash irrespective of the results witnessed in the new venture. Without a certain amount of security and certainty, the anxiety levels can quickly shoot up and compel you to quit. When you don't witness the anticipated results, you'll quit and get back to your steady source of income. If anything, a day job prevents you from quitting your online business. It allows you the freedom to take more time and build a more stable source of income.

There are many people who've been extremely successful online and several others who've quit mid-way. Owing to the volatility and increasing uncertainty of multiple factors that augment the risk of trying to build an online business, quitting a full time job should not be an option in the initial stages.

Find Another Job

Sometimes the only reason people want to build online businesses is because they hate their jobs way too much to continue. They want to break free from the unfortunate chain of a lousy job and view an online business as their knight in shining armor. Don't make this mistake. Don't start an online business because you are desperate to quit your current job as soon as possible.

Find another job and continue building your business alongside it. Of course, it makes sense to become a full-time entrepreneur if you hate your current job. However, don't see the online business as a quick-fix for escaping a job you hate. That's not the route to take if you are serious about building a sustainable, dependable and long-term virtual business.

Quitting your full-time job is not the best solution, at least in the beginning. Try to find a new job that gives you greater flexibility or more job satisfaction, but don't quit just yet. Finding another job may make you happier and give you greater peace of mind for achieving your dreams. You can also find a job that helps you develop certain skills that are important for building an online business. This knowledge and skill upgrade may help you become a better entrepreneur.

Chapter 5: Manage Your Time Effectively

What You Will Learn:

- ◆ **Why Creating a Schedule Can Boost Your Productivity**
- ◆ **The Number 1 Tip For Getting Much More Done in a Day**
- ◆ **Eliminating Distractions and Unproductive Tasks**

If there's a single largest factor that will make your transition from a full-time employee to a full-time entrepreneur smooth, it is time management. How you manage your time while simultaneously working on your full-time job and online business will be an important factor in determining your online business success. Launching an online business can be both exciting and fulfilling. However, it takes time, effort and momentum to succeed. A smart strategy is to gradually transition from working full time, rather than quitting your job immediately and losing the safety net of steady income when you still aren't ready to plunge into full-time entrepreneurship.

Here are some proven time management hacks that will help you ace both – your job and your dream online enterprise.

Create a Schedule

Dedicate specific days of the week or chunks of hours only for building your online business. For instance, say you work from Monday to Friday, 9 to 5. How do you spend the rest of your evening? You can devote a couple of hours from 6 to 11 for your business. How do you generally spend weekends? Again, you can spend either Saturday or Sunday or a bit of both for growing the business. Some people wake up at 5 o'clock in the morning and schedule time before going to work for their business activities. It is totally up to you.

Work a schedule that fits with your current activities and future goals. However, keep in mind that the more time you dedicate to building your online business, the faster you will witness results. Therefore, you have to devote a certain number of weekly hours consistently for your business if you are serious about it. Create a schedule and stick to it. It can be early morning, late evenings, weekends or anything that works for you – just make sure you follow it in an organized, disciplined and consistent manner.

Start Your Day Early

According to authors, Roy F. Baumeister and John Tierney (authors of *Willpower: Rediscovering the Greatest Human Strength*), our willpower level is the strongest in the morning. As the day's stressors take over, the willpower starts waning. Therefore, one of the best time management tips is to complete certain tasks associated with your online business before heading for work. This way you'll get a lot done. Once you put things off for later in the day, you'll only be consumed by too many distractions that divert you from productive tasks. By evening, your stress level is high and your energy completely drained.

Even if you are the proverbial night owl, restructuring your sleep pattern to sleep early-wake early shouldn't be tough. You can adjust your body to an early sleep-wake-up schedule by resetting the circadian rhythms by playing with light clues. The body will get accustomed to waking up earlier than usual in a few days.

Eliminate Distractions

If there's one thing that saps your time and energy like no other, it is wasteful media consumption. As per the [Bureau of Labor Statistics](#), the average American consumes about three hours of television time per day. Can you imagine what could be achieved in those three hours? Think about the time you spend going through your social media newsfeed or checking out pictures of your ex. Does it contribute to your productivity? Does it help you make money? When you are working two jobs together, you have to be able to prioritize revenue making tasks from non-revenue making tasks.

Chapter 6: Maximize your Energy by Eating Healthy and Exercising

What You Will Learn:

- ◆ **How Eating Healthy Can Impact Your Business**
- ◆ **Experimenting With Different Cooking Methods For Healthier Eating**
- ◆ **How To Stay Fit While Maximizing Your Energy Levels**

Building a business isn't just limiting to making a few changes in the professional sphere. It demands a whole lot of lifestyle changes. You have to focus on eating right (to feel more energetic and less lethargic), exercising and leading an active lifestyle. These seemingly small changes can go a long way in determining the overall success of your enterprise.

Eat Nutritious Meals

Consume nutritious and balanced meals that are high in protein and good fats. Avoid carbs, sugar, processed meals and artificially sweetened products. Greasy junk food and low nutrition meals consume a lot of your energy because it takes time for the body to digest these foods. While a slice of pizza seems like a tempting prospect, it does little to build your body's energy reserves.

Opt for low fat and high fiber food that give you energy and can be absorbed quickly by the body. Satisfy your snack craving by consuming raw fruits and vegetables with a variety of dips and seasonings. Try and keep things as natural, healthy and nutritive as possible. Opt for whole grain foods over flour.

Experiment With Cooking Methods

Experiment with different cooking styles to make your meals less unhealthy and more nutrition enriched. Instead of deep frying everything by dousing it in oil and grease, opt for healthier options such as baking or grilling. With some imagination and innovation, you can create a whole bunch of delectable grilled treats that are tasty and healthy.

As an entrepreneur, you are going to wear several hats and get a lot done in little time. This requires energy, which needs to be accumulated within the body by eating right.

Avoid Addictions

Caffeine, alcohol, nicotine, drugs, etc. aren't going to take you too far when it comes to staying energized, alert and focused. Dependency or addiction on any substance/foodstuff can be unhealthy.

Consume substances that add value to your body in some form. Aerated drinks, box meals, and cupcakes may seem unbelievably tempting. However, they add zero nutrition to your body.

The human brain requires docosahexaenoic acid for efficient functioning of its neurons. Consume brain foods that are high in omega 3 fatty acids (fish, salmon, tuna, walnuts, and broccoli) to give your brain and heart its fair share of healthy acids including docosahexaenoic acid.

Stay Fit

Well this really doesn't mean you sign up for an expensive gym membership or invest in state of the art home exercise equipment. It just means you lead a healthier, more active and posting lifestyle to be able to sustain the high energy levels your business will demand.

Fitness can be anything from running in your neighborhood to swimming to cycling or simply devoting a couple of hours for brisk walking. It could be as simple as ditching the elevator for stairs or walking to the supermarket instead of driving.

These subtle but impactful changes will ensure that your body is prepared to withstand several demanding physical and mental tasks required to run your business and everyday life smoothly. You are simply training your body to build a lower resistance threshold for challenging tasks ahead.

The biggest misconception about fitness is that it is all boring hard-work. Leading an active lifestyle need not be boring at all. You can dance for an hour every evening if you like or enjoy a game of tennis. Exercising and physical activities can be as boring or interesting as you want them to be.

Are You Maximizing Your Energy?

If you are feeling increasingly tired, exhausted, and stressed after 6-8 hours of work, you aren't fueling your body with enough energy. You aren't maximizing your body's energy reserves.

Energy is all about taking care of yourself are equipping your body

for demanding tasks. If you wear out or feel tired easily, you aren't really taking care of yourself.

Chapter 7: Are You Prepared For The Sacrifices?

What You Will Learn:

- ◆ **Why Prioritizing Tasks Is the Key To Success**
- ◆ **How to Rank Tasks**
- ◆ **The Art of Delaying Gratification and Stepping Outside Your Comfort Zone**

So you are planning to spend a couple of hours each week on the business. Great. However, don't expect fantastic results. Building a business is pretty similar to having and raising a baby. You can't spend a few hours each week with the baby and expect it to turn into a fantastic individual. Any business needs time, commitment, nurturing and sacrifices.

If you have a baby or a pet, think of all the sacrifices you made to raise your baby or pet. Didn't you spend sleepless nights trying to calm the baby or several hours trying to patiently train your pet? Wasn't your social life virtually non-existent after the birth of your baby?

Similarly, your business needs time, focus, attention, energy and dedication. There's no shortcut to success. Be prepared to make plenty of sacrifices while working a full-time job and setting up your online business on your free time. You may have to give up time with friends, stop going out on weekends for some time, give up watching Netflix and much more. Your family may see less of you for the first few months of setting up the business. You may be unable to devote time to your hobbies and passions for a while. Prepare yourself mentally for these sacrifices before starting your business.

Prioritize Tasks

When you are in a dilemma about whether you should spend time doing a certain activity/task or not, simply rank it on an urgent-important basis. Is the task urgent? Is it important? Does it add value to your overall business goals? Attending a web marketing seminar in your city may not be urgent but it is important for your business, isn't it? Some tasks are neither urgent nor important. Don't make space for such tasks in your limited schedule. Get into the habit of grading your tasks to eliminate wasteful pursuits.

Learn To Delay Gratification

One of the most critical factors that differentiate the successful folks from the struggling lot is the former's ability to delay gratification. Be prepared to give up small or immediate gains for achieving the bigger picture. It is alright if you skip a few weekend outings with friends and utilize that time for your business. These sacrifices may pay you

several times over in the coming years. It is alright to give up short term pleasures for long term success.

Step Out of Your Comfort Zone

You are now running your own company, which means the buck cannot be passed on to someone else. You'll have to make tough decisions, wear multiple hats, spend hours planning and dive deep into subjects you have no prior knowledge of. Being an entrepreneur means moving out of your comfort zone several times a day.

Often, the difference between successful entrepreneurs and the struggling ones is the former's ability to tackle uncomfortable situations confidently and with enthusiasm. Are you prepared to flourish in uncomfortable and challenging situations?

Think of these sacrifices as a sort of investment. You may be giving up on comforts in exchange for a better life down the line. You're actually paying for the success of your own business, and the sacrifices can be rewarded several times over if you are committed to the selected path.

Chapter 8: Stay Focused and Schedule Appointments with Yourself

What You Will Learn:

◆ Why Your Business Needs Quality Time

◆ Importance of Measuring Productivity

You have 7 days of the week, 8-10 full-time work hours a day, with a few hours in the evening or early morning left for your business. Weekends can be used for building your business too. Stay focused and put everything on a calendar. Can you work on your business anytime from 6 o'clock to 11 o'clock in the evening three times a week? Can you devote your weekends for building your business? Everything has to be planned according to a fixed and disciplined schedule if you want to stay consistent and committed towards your business goals.

Tony Robbins rightly stated, "People are not lazy. They simply have impotent goals – that is, goals that do not inspire them." If your objective is to quit your job and be a successful entrepreneur, you will have to stick to a disciplined schedule.

Your Business Needs Quality Time and Focus

As an entrepreneur, you've got to realize that it isn't solely about the amount of time (though it can ensure faster results if the hours are productive) invested to run the business. Focus, productivity, and efficiency are what matters the most. You may spend nine hours a day in unproductive tasks that add little value to the enterprise or spend a couple of hours in productive tasks that streamline your business.

The point really is not spending huge chunks of time on the business but leveraging your limited time resources by using the most efficient and productive tools that can skyrocket its efficiency.

Measure Productivity

Spending hours on your smartphone is not productivity. It isn't measured by the amount of time you spend appearing busy. Rather, productivity is how much value you manage to add to the business in the limited time at your disposal.

Learn to measure the amount of work you've put in for the day and the results you've generated through those tasks. It can be anything from an increase in page views to click-through rates. Nothing earth-shattering, just simple actions that tell you that you are on the right track.

Identify productive tasks from unproductive ones over a period of time, and focus your energies on enhancing the result producing tasks.

If you see a certain strategy working well for you, continue spending more time to fine tune it.

For example, you may have witnessed decent results with Facebook advertising and not such wonderful results with article marketing. Instead of focusing your energies on long-drawn articles that don't seem to be working for you, concentrate on creating more viral content, attractive images and attention-grabbing copy for your Facebook ads.

Chapter 9: You are Your Own Boss, So Be Sure to Keep Yourself in Check

What You Will Learn:

◆ How To Cut Distractions and Focus

◆ How To Set Goals To Make Yourself Accountable

One of the biggest downsides of being your own boss is that you aren't accountable to anyone. You answer to no one. No one issues orders or asks you to report back to them at the end of the day. How does one stay disciplined and focused in such a scenario?

Having an online business means you are your own boss. You are in charge of all the decisions, actions, planning and results. You are accountable to no one but yourself. This can be a blessing as well as a curse. You can follow a flexible schedule and work according to your own will without a boss breathing down your neck.

However, not everyone is equipped to handle this new found freedom and lack of accountability. You need a high level of focus, and discipline to build and sustain a profitable home business.

Cut the Distractions

There are several distractions while working from home. So many tasks and distractions are pulling you in multiple directions and sending you into a tizzy of exhaustion.

Learn to say no to things that do not contribute towards your business's productivity so you can focus on what's important. Discipline yourself and focus on things that matter.

Be resolute about concentrating only on your business while you're working on it. Eliminate all distractions from your immediate environment. Turn off all notifications on your smartphone, uninstall distracting apps and log out from all social media accounts.

Let your family members know that you will not be available for any chores or errands during the time set aside for your business. Establishing clear rules at the onset ensures they do not take your work from home arrangement for granted. Tell them to avoid disturbing you when you are at your work desk. Make them understand that like any other job, working from home needs time, focus and dedication to succeed. Inspire them to pitch in and be

supportive by stating that they have an important role to play in the success of your business.

Set Goals

To make yourself accountable, you have to first set goals (similar to the targets handed over to you by your boss). Your business can only be as successful as where your vision can take it. Write down your biggest motivations for launching an online business. What are your larger goals? It can be anything from achieving financial freedom to retiring before you're 30 to going on a world tour before turning 40.

Next, focus on specific smaller goals such as what is the profit you desire to achieve within the next six months or how many unique page views do you aspire to reach in the next couple of months. This will make your goals and subsequent actions toward fulfilling these goals more precise and directed. Keep your goals highly visible by putting them up in prominent places in your home and office. They serve as constant reminders of the objectives you should be fulfilling.

Keep asking yourself these questions and writing down the answers. What do you want to accomplish as an online entrepreneur? What are your financial goals? How many hours can you invest in your business? What makes your business stand out from several other online ventures? How can your personal strengths contribute towards building the business?

Chapter 10: Immerse Yourself

What You Will Learn:

- ◆ **The Pomodoro Productivity Technique**
- ◆ **Negotiating a More Flexible Schedule**
- ◆ **Why You May Have to Sacrifice Your Personal Life**

Immerse yourself completely in your work to achieve stellar results. Personally, working for 10 straight hours helps me much more than putting an hour day for 10 days. It is the momentum generated by working continuously that will help you accomplish spectacular results. It is amazing how much you can actually achieve by completely diving into your work with blinders on for everything else.

I don't prefer working only an hour because in that limited time frame I can't really dive deep into the task. It takes time to build momentum. When you get into that state of heightened momentum, you can finish tasks quicker and achieve greater efficiency.

Think about a scenario where instead of working 10 continuous hours, you are working for an hour each day. Before you can reach the peak of your task momentum, the hour's over. You build up to something and fail to capitalize on it.

Pomodoro Technique

Have you heard about the Pomodoro time management technique created by Francesco Cirillo in the 80's? The technique comprises using a timer for breaking down large chunks of tasks into regular, doable 25-minute tasks.

The concept states that you complete a task at one go for 25 minutes and follow it up with a short break, before moving on to the next 25-minute task. The intervals are called pomodoros, or the plural for tomatoes in Italian, named after the tomato, like kitchen timers used by Cirillo during his university experiments. Although this technique does not really work for me, it may work for you.

Negotiate a More Flexible Schedule

If you can devote more time to your business by reducing your office or travel hours or working out a more flexible arrangement, negotiate an arrangement with your boss. You can still fulfill the demands of a full-time job by reducing or restructuring your work hours. The schedule change can be pitched as a benefit for your organization rather an advantage for you.

You're obviously not going to discuss your extensive plans about quitting the job with your boss. Just position the proposition as a

benefit for them, for instance, less travel time or lower company overheads.

This strategy may give you more time to immerse yourself in your business at one go and achieve the desired results.

Work-Life Divide

When you are work full time, while setting up an online business alongside, the divide between your personal and work life is extremely blurry. You'll be constantly consumed with thoughts about your business. There's just no helping this. You've got to accept that for the first few weeks, your personal life may be virtually non-existent.

There may be emails and telephone calls related to your business that need immediate attention. In addition to this, your full-time job comes with its own set of responsibilities that you've got to take care of. Are you prepared to give up your personal life for a while to create more time freedom for yourself later?

Chapter 11 – Be Mindful of the Money You Are Spending

What You Will Learn:

- ◆ **Cutting Down Expenses for Maximizing Returns**
- ◆ **Investing Wisely**
- ◆ **Automating Processes For Greater Productivity**

As an entrepreneur, you have to be mindful of each penny that is spent. One of the smartest ways to grow your online is by investing your profits back into the enterprise. People with a short term vision often make money or profits only to meet their expenses. They do not view revenue generated from the business as an investment to offer a greater impetus to the venture.

Be mindful of the time taken and revenue earned for the task to leverage things healthily. For example, your time's worth at your full-time job is \$20/hour. However, you spend time doing tasks that can be outsourced for \$5 -\$10 an hour. Instead of making that \$20 and outsourcing those tasks for \$5, you end up spending hours on the \$5 tasks. Is this a smart way of doing business? Is this the best way to spend/leverage your time? Won't it be smarter to spend your time doing the \$20/hour job and outsourcing the \$5/hour tasks?

Cut Down Expenses

As the popular adage goes, a penny saved is a penny earned. Keep in mind the fact that your regular job has to take care of not just your regular monthly financial commitments and daily expenses but also business investments. Remember, there is no income from the business yet. This will require you to make several sacrifices simply to build a dependable chunk of savings.

Every penny that you would usually spend on eating out, drinking with friends, going to movies, traveling and more can be channelized towards growing your business. Invest in software that makes your work more efficient by giving up a few meals at your favorite restaurant. Purchase a stellar course over buying that pricey fragrance. You may have to cut down on expenses and comforts. Are you prepared to give up a few luxuries and crimp on expenses for fulfilling a bigger vision?

Invest Wisely

Investment is often the differentiating factor between below average businesses that are struggling to survive and above average ventures that are flourishing. Of course, you need investment for an online business.

There are several training programs, e-books, and courses that you will be required to invest in. Then there are a bunch of software programs that will be needed to run the business with greater automation and efficiency. You may need a virtual assistant to leverage time and efforts.

You may need specialized services such as writing, web designing, logo creation, programmers/coders, graphic artists, SEO experts and more. This is the fast track to zoom your way into speedy profits and grow your business.

Automate Things for Greater Efficiency

Business automation is exceedingly valuable for entrepreneurs since time is the biggest constraint. If you need growth, efficiency, and results, you'll have to put a well-oiled automation system in place. There are several affordable, easy to use and speedy tools that can help scale up your business while helping you save precious work hours.

For example, you are looking to launch an online storefront; Shopify may help automate the process by offering you the right tools. Similarly, Hootsuite can help automate your social media management process by scheduling and posting your updates. Shop around for tools that make your task easier and help maximize your results in minimum time.

Outsourcing and automation are two critical ways through which you can save time, and time is money. The time freed up due to automation and outsourcing can be utilized for earning your regular job income, a fraction of which can be invested into the business.

Keep Your Regular Income Steady

Most folks think of transitioning from an employee to entrepreneur as a virtually impossible or challenging task. Yes, it isn't easy. However, with a sensible mindset shift, meticulous planning, and handy resources, it is possible to successfully run a business, while still working a full-time job. This transition time is a great period for building experience and skills, while still availing the safety-net of salaried employment.

You can experiment with different strategies on the business front when you know there is a fixed amount of money coming home each month. You may eventually have to give up the safety net of your salary to build your business. However, in the initial stages, you can simultaneously work on both short- and long-term goals.

Chapter 12– Reinforcing That Your Time is More Valuable Than Money

What You Will Learn:

- ◆ **Why You Shouldn't Be Afraid to Ask For Help**
- ◆ **Learning to Say No**
- ◆ **Don't Jump From One Shiny Object to Another**

Remember, you still have a job. This really means that time is an extremely precious commodity. You are working on both – your short terms and long terms financial goals. Outsourcing or building a competent team by utilizing a part of the money you make is a great way to leverage your time for learning for more revenue generating activities.

Invest in top notch software that automates processes, while reducing your time and effort. You will need all the support systems required to run your online business and work a full-time job. Spend money on these systems because time is money. The time saved will be utilized for making more money, which in turn can be invested back into the business to grow your profits. See the point there?

Running an online business alongside a day job is not so much about hard work as it is about smart work. It is, in fact, a combination of hard and smart work. You need to work hard yet smart by having more time-efficient systems in place.

Enlist Help

However much you fancy yourself as a multi-tasking superhero, there's no denying that your productivity and efficiency will gain a huge boost if you enlist the help of others. This can be anyone from childcare professionals to cleaning services to cooking/shopping and more. Request your partner or children to chip in while you're busy working on your dream venture and job. Hire help if your family is unable to help or occupied with their commitments. You will invest some money in hiring household help. However, this can free up your time for devoting more hours to the business.

Outsource your weaknesses to others. All of us aren't accountants or web designing ninjas. Hire a virtual accountant or assistant to take care of tasks that are time-consuming and bore you to death.

Learn To Say No

One of the biggest things you will have to learn as a budding entrepreneur is the polite yet assertive ability to say no to things that do not fit into your priority tasks. Some friends may make weekend plans and expect you to join them or family members may expect you to run some errands. Say no if you would rather spend that time working on your business. Don't be a people pleaser. It is alright to refuse when something doesn't fit into your scheme of things.

To succeed in the online business space, you have to discard activities that may feel good but do not contribute towards your overall financial goals. You have to learn to say a polite yet firm no for things that do not fit into your bigger picture. Make your business goals and money creating tasks a priority.

Avoid Jumping From One Opportunity to Another

Don't waste your precious time by hopping from one business opportunity to another, and achieving nothing fruitful in the end. Start with a proven, dependable and sustainable online money making system. Do your research (again, this is where most people are still stuck) quickly and find something that interests you.

Work out how it will fit in with your current work commitments and financial responsibilities. It could be as simple as starting a blog by purchasing a domain name and hosting or building an e-commerce store or writing an e-book for Amazon Kindle. Identify a business opportunity that interests you and fits into your current commitments.

Chapter 13– Finally, Before you Quit Your Job

What You Will Learn:

- ◆ **The Importance of Savings**
- ◆ **Learning Through Trial and Error**
- ◆ **Running a Business Involves Uncertainty**

So, how do you decide when to quit your day job to become a full-time online entrepreneur. Though there's no rule of thumb, wait until you earn a steady income from your business for at least 6 months before you quit your job. The income should be stable, steady and consistent for 6 consecutive months before you plan to put in your resignation papers at your day job.

For example, if you reach a stage where you're making \$4,000 from your online business, ensure that you're consistently earning \$4,000 or more from the venture for 6 months before calling it quits at your job.

No business comes without risk. You have to build your business in a way that it becomes a secure and steady source of income if you want it to replace your salary.

There's an Element of Insecurity Involved

Be mentally prepared for the fact that unlike a job, a business doesn't involve a fixed stream of weekly or monthly income. There will be a handful of variables which will impact your weekly/monthly profits. Don't treat your business like a job.

When several variables remain unpredictable, there's no definite time-frame within which you can be sure to achieve results. By its nature, the internet is a highly evolving, fluctuating and dynamic medium. Though you can (and should) work out a rough estimate for results, these projections can be thrown off the gear due to impossible to predict 'cause and effect' dynamics between several factors that determine the success of an online venture.

Experiments and Learning

A full-time job allows you to learn through trial and error. It offers much more scope for experimentation than quitting your job and being a full-time online entrepreneur. There is less pressure to get everything right in the first attempt.

Much like other businesses, online ventures involve a lot of trial and error. You have to attempt different strategies and gain hands-on experience in what works and what doesn't. You have to experiment

with different audience groups, a variety of marketing copy and different promotional channels.

There are virtually inexhaustible tips and techniques when it comes to running an online business and you'll never know what works for you until you get your hands on it. A day job allows you the freedom to try and test different things in the beginning to gauge what works for you.

Experiment with several techniques to optimize your investment versus return ratio before thinking about quitting your job. Once you fine-tune the revenue generating system and make a decent amount each month for several months, you can think about replacing your salary with net profits.

Keep Aside Some Savings

It is always wise to keep aside a dependable bank of savings that you can fall back on in the event of additional business expenses or emergencies. Start working on your long term passive income goal by saving up a few months before launching your business. A business can come up with unforeseen situations and expenses for which you must prepare ahead.

Bonus Chapter: Share What You Do Full Time

One of the biggest mistakes online entrepreneurs and network marketers make is not sharing what they do full-time. The biggest enemy of an online business is hype, fake promises, exaggerated results and too much of the shiny object syndrome. There's just too much trash talk involved that takes away from the legitimacy of the business. Self-proclaimed gurus go on about how making money online is a cakewalk.

Be self-assured while revealing that you have a side business too. Something like, I am an accountant, and I am also working on a home business alongside my regular job. What do you do for a living? Chances are someone's going to pick up on the side business bit and probe further.

This isn't the right time to go into details. Say something brief and interesting about the business, and throw the ball back in their court.

Don't be wrapped up by the idea of impressing everyone around. Be honest and get into the habit of listening. You can't just say, "Oh I have a wonderful running home business." If these folks were to see you were at a supermarket next door and discover it's just a side business for you, it wouldn't reflect well on you. It'll not just be bad for you, but also the company and industry.

Be truthful and tell people you are working on something on the side without revealing too many details about it upfront.

Conclusion

Thank you for downloading the book, *“Achieve Financial Freedom:13 Things You Must Know To Grow Your Online Business and Successfully Transition From Employee to Entrepreneur .”*

I sincerely hope this book was able to give you 'to the point' wisdom nuggets, actional steps and information about smoothly transitioning from a full-time job to a lucrative online business.

The next step is to simply act by following all the proven tips and practical steps mentioned in the book. Enough of planning, thinking and dreaming. It's time to act now.

If you would like to learn more about how to build passive income online, then I would love to chat with you. Check out my blog that shares several ways to earn revenue online.

Andremparsons.com

Warm regards,

Andrew Parsons

Andrewmparsons.com

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