

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #8 - 5 Keys To Working Anytime You Want, Any Place You Want

Many entrepreneurs and business owners share a dream: they want to make a comfortable living with their business, while working any time they want and anywhere they want. If you want to turn that dream into a reality for yourself, then you'll want to make sure you have the following five keys in place...

### Key 1: Choose an Internet-Based Business

The first thing you want to do is choose a business that you can work completely online.

For example, selling apps or digital infoproducts is a good choice because you can do that anywhere in the world as long as you have a computer and an internet connection.

On the other hand, starting an Etsy store can be done from most anywhere, but it's much more difficult. For example, if you want to go RVing for a couple months, then you need to take your inventory (*or your supplies for making whatever it is that you make*). What's more, you also need to be running to the post office, FedEx or UPS on a regular basis, such as multiple times per week. That's not always possible or convenient, especially if you're in a remote area, overseas, or simply unable to leave your location daily.

The point is that choosing a business that you can run completely online is going to be your best option.

The second key is to focus on product-based businesses rather than service-based businesses where you're trading time for money. Once you set up a product-based digital business, you'll be able to have revenue flowing in even when you're not working.

While you can certainly work a service-based business – such as ghostwriting – from anywhere in the world, working any time you want becomes a bit trickier. In order

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to make money, you need to work regularly. It's more difficult to set a flexible schedule when you always have a client deadline hanging over you.

One possibility to get around this problem is to choose high-paying services only, such as coaching or consulting. That way, you can work far fewer hours every week while still pulling in a good income. And when you work fewer hours, you have more flexibility with your schedule.

*Next...*

### **Key 3: Automate Using Tools**

The third key for working anytime, anywhere is to automate as many tasks as possible using tools. This frees up your time since you don't need to do common tasks manually, and it lets you make money even when you're not actively working.

For example, if you're running a social media account, then use the built-in schedulers – or use a tool like HootSuite.com – so that you can upload a bunch of content at once, and have it drip out to your followers over time. That way you can send out something every single day or even multiple times per day to your followers, and since it's all automatic, you could be frolicking in the ocean or riding Space Mountain for the 27th time at Disneyland.

### **Key 4: Outsource**

The fourth key to creating a work anytime, anywhere business is to outsource. Again, the point here is that you free up your time so that you're not chained to your desk. When you outsource, someone else takes care of your business tasks, enabling you to enjoy more leisure time. This is a good way to create a lot of flexibility in your schedule.

*What should you outsource?* You'll want to focus on outsourcing tasks where you don't have the time, interest or experience to create a good result. This could include items such as:

⇒ Ghostwriting content.

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- ⇒ Copywriting.
- ⇒ Graphic design.
- ⇒ Web development.
- ⇒ Product creation.
- ⇒ Research.
- ⇒ Video production.
- ⇒ Voice-overs.
- ⇒ Customer service.

And so on.

**Example #1:** A lot of people outsource copywriting tasks because it's an investment – a professional copywriter will be able to produce a higher conversion rate, generate more sales, and put more money in your pocket.

**Example #2:** Plenty of people outsource any sort of graphics or design because they don't have the skills or tools to do it themselves.

*Next...*

## Key 5: Use “Set It and Forget It” Strategies

The fifth key is to use strategies where you do the work once, and that part of your business then largely runs on its own.

**Example:** Let's suppose you're setting up a membership site where you provide training and/or tools to your members. Some people set up ongoing monthly membership sites, but then you're obligated to create new content month after month after month... forever. And worse yet, you're always having to find new members, since even really good membership sites have some churn.

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*What would you do instead in this case?* Set up a fixed-term membership site. This is a site where members pay a monthly fee for a set amount of time, and, in turn, you deliver new content during that period. Common durations include a three-month membership, six month, and a yearlong membership.

The point here is that you only need to create the content once, upload it to your autoresponder, and you don't need to touch it again. For example, you might create a six-month membership where you upload to your autoresponder 24 lessons, scheduled to drip out at one lesson per week. Once all the lessons are uploaded, you don't need to create any more membership content.

Sidenote: If you want to learn more about creating a fixed-term membership and making money in this "set and forget it" way then make sure you checkout an amazing workshop and coaching program that teaches this tactic by [clicking here](#).

That's just one example, but you'll want to look all throughout your business for ways you can implement hands-free strategies.

## **Conclusion**

*Are you ready to launch a business that provides you with the flexibility to work any time from anywhere in the world?* Then be sure that any business idea you have puts the above five keys into place. You'll work less while making more money and living your dream life to boot.