

Freedom by Design - Living Life on Your Terms

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Foreword

By Casey Fenton

The subject of freedom is something that is very dear to my heart.

It's something that I've thought about and studied the philosophy of infinitely over the past 30-odd years, and there's lots I'm passionate about sharing on this important topic.

In fact, I'd go as far as saying that it's one of the most important questions in life, especially to a person who's not just trying to survive, but who's committed to thriving by doing something really purposeful with their lives.

We find ourselves in a very magical place in time. For many of us, our basic human needs are being met, which means we're no longer in survival mode. What this means is that we are shifting into a different frame of being, and we get to experience the vast multi-dimensional world around us. For the first time in history, with our newly developed explorative mindset, we start to think about what else is possible. What kind of life could we lead? What kind of life do we want to have? What kinds of freedom do we have available to explore? When people don't have freedom, and they're worrying about their basic needs, then freedom becomes a luxury that is no longer important.

That said, we have the opportunity, more than ever before, to choose to live free, and that means a lot of things. However, it's also a double-edged sword, as you can only be as free as you know you can be, i.e. you don't know what you don't know when you are born into a specific environment and situation and cannot see beyond the realms of those confines and the mindset that you have formed.

And that's why it's so valuable to leave breadcrumbs and why I'm in support of this book. By sharing our stories, downfalls, successes, shortcuts, do's and don'ts with our readers, we help them find a new way, and through the convergence of the information, help create new beliefs and neural pathways in their minds that they may not have been able to see before. When we know someone else has walked that very same path before us, it gives us the confidence to stretch and take action.

But it takes the curiosity to want to explore ourselves, look at our mindsets, and ask questions that allows us to shift out of a fixed way of seeing the world from a growth mindset that asks, What else is possible? What kind of life can I truly live?

Some of us have emerged and are enjoying this life of freedom, and the more we do this together, the faster we evolve and the faster we help shift the consciousness of our planet. And the more we share this message, the more

people will hear it and start to believe, and that creates positive action.

It's a beautiful time when so many of us are feeling the desire to change, shift, and evolve.

Back when I started creating Couchsurfing, I thought to myself how cool it would be to have a backstage pass to the world, where I could stay with people and learn from them. Maybe I could create a website where I could go stay on people's couches.

But then I thought, how cool it would be if we could all do this together, because then it would be exponentially more profound. We could all share the same experience. We could help each other evolve.

So, freedom for me is a shared experience, and freedom is exponentially more inspiring when we share it together.

Congratulations Estela and John for bringing these people, this book, and this important message to the world.

Casey Fenton

Founder Couchsurfing

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“The secret to happiness is freedom...
And the secret to freedom is courage.”

~ Thucydides

CHAPTER 1

Freedom Method: Optimizing For The Life You Truly Desire

By Estela Kun

Creating Impact Online

Jn 2008 living in London, I came to a place of clarity about what I truly want and desire in this life. Do you know that feeling of excitement and calmness in one when you discover something new that resonates so deeply with the core of your being? You feel that you have seen it, heard it and know it already. Almost as if it's already been a part of you.

This was my feeling as I sat in my Anthropology of Cyberspace class and got my semester's course assignment: develop an online business idea that creates impact and positive change in the world. WOW, I thought to myself. What potential do we hold creating social enterprises in the world using the World Wide Web?

Since early childhood, I was always fascinated by creating meaningful projects and positive impact in the world at scale. As a six-year-old, I never understood why people are hungry in certain countries and why some kids have more toys than others. Every 'why' question was followed by 'how' and I loved coming up with tons of ideas and systems on how to create change in different areas.

Sitting in class on that September morning, a deep realization, excitement and deep inner knowing grabbed me. I found my deepest desire and passion - to build online businesses that will positively impact the world.

The Traveling Entrepreneur

As I have started to dig deeper down the rabbit hole, I got sucked into the vortex of the entrepreneur scene of London - events after events, conferences after conferences, with little or no breathing space. As much as I enjoyed the buzz of the city, I started to crave something different: travel to faraway places.

I have always loved travelling, getting to know exotic cultures, learning from people different ways of life and experiencing the colorful planet that we live on. As a six-year-old, I would sit in the suitcase of my aunty when she was traveling to Cuba so that I could go with her. I would climb the tree in the garden and envision elephants, zebras and lions on the Serengeti as far as the eye could see.

So here I am with my newly found purpose to create online businesses, working on my prototype for six months and already getting tired and frustrated in the grind of London. Why can't I just travel the world and work remotely?

Everyone around me said that's crazy and I admit that I was a bit crazy. Some people said that I always start things and never finish them. Others didn't even attempt to understand my new plan. My parents were the most worried of all when I dropped out of university and began my year of travel to Central America.

Traveling is so sweet. Brings you so much freedom, new experiences, friends and opportunities. Looking back, I can

see now how I needed to let go of the pressure of the city, image of success and, eventually, I let go my need to further develop my business idea.

That year of my life was about ME. I spent the entire year traveling around some of the most magical places on earth. I woke up with the sunrise in Tulum, did my morning yoga practice and meditation. I spent weeks upon weeks in the jungles of Mexico and Guatemala at ancient pyramid sites and learning the ways of the shamans.

My perception of the world and what I felt is important have granted me total freedom. I breathed, lived and experienced a world according to my own terms. And let me tell you, it gave me a pretty incredible buzz discovering the amount of freedom and possibility that one holds. All these experiences lead me to shape my freedom lifestyle and unconventional life for the years that followed.

In 13 years, I lived in eight different countries and travelled in a bunch more. It took me several years to integrate my love for the online and business world with my passion for travel. During this time, I didn't know many people who lived this freedom lifestyle; Smartphones were not that smart, Apple had just released the first iPhone, and Tim Ferriss had just published the *4-Hour Work Week* in early 2007.

A few years later in 2010, as I was living at an ecological farm in Ibiza, I got my first freedom-gig to do online freelance work for an American client. I found the combination of

pleasure and work that fit my lifestyle. Working online for only few hours per day as a web designer and developer, being paid at US rates, while living a simple life in Ibiza, and spending my free time in nature and on beaches...was a perfect mix of work and play.

Finding My Tribe

A few years went by and, while living in a beautiful country house in Ibiza and working only a few hours online, I was ready for something radically new again. I have found that even the best life situations can become somewhat boring after a while and needs shaking up.

In Early 2014, I was set to live my dream and bought a one-way ticket to Thailand to backpack across Southeast Asia while working remotely. How exciting, and yet 'another crazy idea' according to most of my friends and family. As I was looking for words to describe what I was about to do, I came across an article talking about a weird new human species roaming around our planet, the so called *digital nomads*. I was quite excited to check out my like-minded tribe, so I headed to the digital nomad capital, Chiang Mai.

I had an epic year traveling around S.E.A and meeting so many inspiring friends and people doing incredible work in the world, disrupting completely our traditional ways of doing work, life, relationships and redefining our values and ourselves. I was inspired by meeting Steve Munroe at

HUBUD co-working space sharing widely about the Future of Work and creating a community which is 'home far away from home' for many. John Hardy and Chris Thompson from Green School are doing excellent work in education and sustainability, creating a new future for kids and the future generations. I immediately knew that I'd come home to my global tribe of change-makers, innovators and thought-leaders who are riding the waves of change, creating and designing new ways and formulas for people to embrace these new value systems and global culture.

Freedom-Lifestyle

Freedom means different things to different people.

Some of us, like myself, are thrilled by travelling and experiencing freedom through movement and discovering new places. For some of us, freedom means a more flexible working environment or more quality time spent with family and our loved ones. Some of us dive deep into the most abstract realms of inner freedom, mindfulness, peace and equilibrium in ourselves. Whatever our definition of freedom is, we all agree that it means living life according to our terms.

When we decide to create our lives according to our own terms and design our freedom-lifestyle, everything in our lives will change. Quitting our jobs to start our businesses

means losing our monthly pay-checks, which radically changes our financial situations. The travel plans we embark on will introduce us to new people and environments that change our lives, relationships, and our perception of the world. Each of us becomes a new person through our new experiences, environments and decisions.

Freedom can also be challenging, and these challenges come in many forms and shapes. For those in search of four-hour work weeks within three months, I have to disillusion you. I've seen people in Bali and Thailand working eight to twelve hours per day building businesses that may or may not succeed. I know what it feels like and what it takes, as I've been there myself and pushed through those less appealing parts of the freedom lifestyle.

Everyone desires freedom, yet only a few manage to create it. When we move out of our comfort zones to redesign our lifestyles, all sorts of challenges show up, such as figuring out a new country's business tax laws or explaining over the phone to a Chinese customer care representative that the quality of our new Amazon products is different from our last order. In these situations, freedom can feel frustrating.

Challenges will show up as we create and live our freedom-lifestyles. These challenges are a new set of problems that seem difficult because the past generations did not have to deal with them in this form. But these challenges are opportunities for us to move to the new direction we are

creating and shaping. To live according to our terms requires us to take ownership of our lives. There is no magic pill or recipe. Just enjoy the ride and be willing to learn, try and fail, and go again.

The Freedom Method

I'd like to share with you a method that I've been using to optimize my freedom-lifestyle. It's a pretty simple method for anyone optimizing for freedom that helps us define what aspects of our lives need attention, and how to make changes that enable us to move forward in our desired direction.

Follow through the next thirty minutes and take notes. You'll need a sheet of paper, a pen, and an open mind. The method is easy; however, it requires commitment and action. If you are hesitant to do this, skip this chapter and continue living the life you've been living.

1. **Questioning & Curiosity** – Change in our lives begins with questions. How can I start a new business? How can I travel more? How can I have more time for my family and things I love doing? The key is to be curious and ask open-ended questions so that answers can come to you.
2. **Radical Honesty** – Practicing radical honesty to ourselves and people around us shifts the conversation to a new level. It's so important that we are honest

(especially with ourselves) about where we are in life, what our challenges are and what we want to do next, in order to start from that clarity with no misconception, grayness and bullshit.

3. **The Desire to Shift & Change** – And of course the desire for change has to come from you. It doesn't really work if you just want to please your new girlfriend or do the right thing for your wife: it's the radical honesty bucket.
4. **A Commitment to Stay on Track** – Commitment and action are pitfalls for most people. We are experts in crafting plans in our heads. However, few of us take continuous action and follow through.
5. **People Who Hold You Accountable** – We need other people to give us feedback and hold us accountable to our commitments. If you are determined about making changes in your life, pick one person you trust and ask them to be your accountability partner. It's best if they are going through the same situation and want to be held accountable as well.

Jot down your questions, thoughts, commitment, and people who came to your mind on your blank sheet of paper.

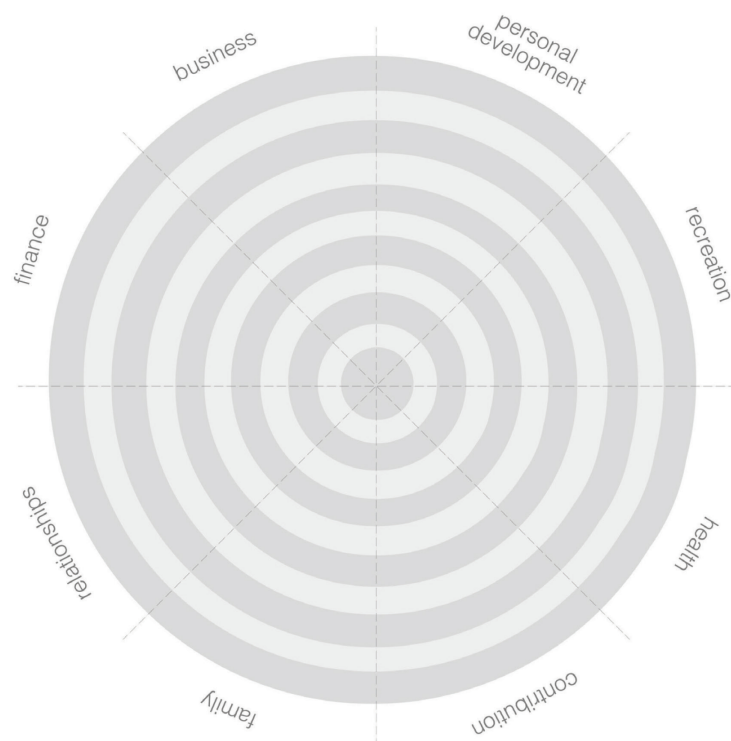
Once you are ready, let's start mapping your life. Have you heard about *The Wheel of Life*? It's a tool that outlines the different areas of your life. It uses numbers to measure a particular area. The overarching picture in our lives helps us

to reflect our current life situation and create wholeness, harmony and balance.

I've used this very same tool to create a new version, called *The Wheel of Freedom*. (See the image below.) When we consider this holistic approach to freedom, then we realize the interconnectedness of all parts of our lives that needs to be in fine balance in order that we thrive. Start seeing the larger picture and spot the areas where we can apply changes that will affect and transform our lives.

Download your *Wheel of Freedom* worksheet from www.freedommethod.online

The Wheel of Freedom



Let's start this part of the exercise with a few minutes of meditation or breathing. This creates enough space between us and the outside world so that we can tap into a more knowing and creative part of ourselves.

Observe *The Wheel of Freedom* for a few minutes with the different areas - or, better said, signs of freedom, such as business, finance, family, relationships, personal development, health, recreation and contribution - which freedom sign do you value the most? Which ones do you value the least? You can customize the freedom wheel if you wish. For example, you may want to replace contribution with spirituality. You have total freedom to create your own wheel.

And now that you have your own freedom wheel ready, use a scale of 0-10, scoring your involvement and success in each area, zero being completely absent from your life and 10 being in absolute perfection.

- What are the areas you're happiest with?
- What are the areas you feel most challenged?
- What are the areas that need immediate attention?
- What are the areas currently on hold?

Take a few minutes to reflect on these questions.

Pick one freedom sign that needs profound insight. Be brave to look into the mirror. Be curious and honest. Allow a chance for change to occur. Your current freedom signs are

the reflection of your life right now. Signs will change and respond to your life situation, and by redoing the exercise every few months, you can track great progress.

For example,

Freedom Sign: I need to create more Self time and recreation in my life to create a healthier work-life balance

Freedom Sign: I need to exercise and meditate regularly in order to have a clear focus and high energy level on all areas

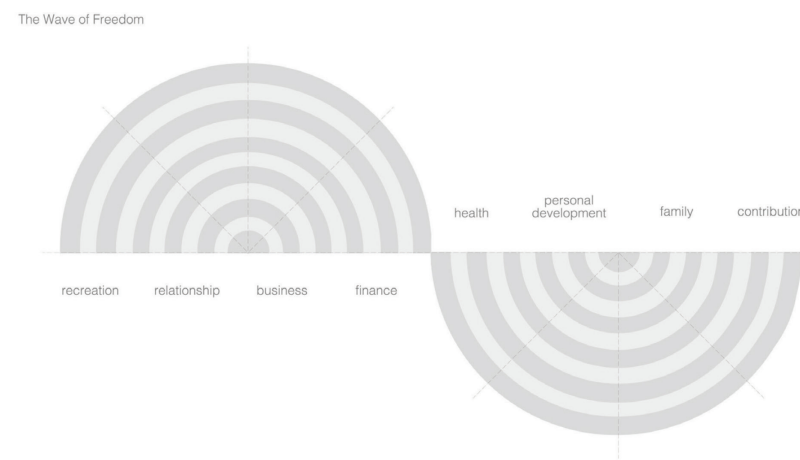
Now, that you're clear on where you are in life, it's time to create your game plan. Set yourself up for success by optimizing your freedom lifestyle.

Your Freedom Roadmap

We are going to design and optimize our lives according to our values and terms. No one can tell us how to design our freedom life – only ourselves.

Here is your opportunity to take the recipe I have given you. Add your spices and ingredients, mix it and design your freedom roadmap. It will guide you to take action and stay committed. Let's transform *The Wheel of Freedom* into a wave that will create a movement towards your goals. Set the milestones that will help you measure and achieve them.

You can download your own *The Wave of Freedom* worksheet from www.freedommethod.online



Add your eight signs of freedom in order of priority. Where do you want to focus your energy foremost? What are the things you need to solve and break through in order to move forward?

Once you add priorities to your freedom signs, add one to two sentences to each sign about your commitment and action. Be specific - add dates and action points. Highlight the most important steps.

For Example;

Currently, my primary focus is on business. However, I am aware that creating a freedom business also means that I enjoy the process and allow personal time for self-reflection and fun activities. In the past, I had a tendency to be a workaholic, believing that work has to be hard. To alter my

old perspective, I needed to remind myself every day to work smarter not harder. Old habits need time to change. Therefore, I have to set myself to measurable standards until it becomes a new habit and part of my freedom design.

I commit to spending two hours each day to myself. I'll meditate and do yoga in the morning. Go to the beach for a swim, have a coconut and write in my journal. Anything that allows me to connect with myself. As well as I commit to taking a weekend every month - reflect and draft new creative ideas.

To see results, you have to stay committed and take action. Being held accountable is important so you can't wriggle out. Ask a close friend, your partner or family member, someone who believes in you and wants to see you live your full potential. If you do not have anyone around, reach out to us and we are happy to pair you up with someone.

What Are Your Next Steps?

What will you do with the precious life you have?

How will you design your life with integrity and fulfill the deepest desires of your soul?

Only you can answer this and only you hold the keys. Your life is the pure reflection of yourself and the infinite possibilities available to you when you are open to see them.

If you are excited how this is unfolding your freedom-journey, then well done! Acknowledge yourself for taking the leap, being brave and following your dreams. It's vital that we do this before chasing after the next goal or milestone. Appreciate the journey. Record these little gems of acknowledgment in a journal or a computer note. When a challenge shows up, it's helpful to remind yourself - **you are doing great, keep going!**

If you still have any doubt, think about this. Have you thought to yourself "If I only could..." or "that would be great, but..." and other self-talk that prevents you from achieving what you desire? We are often our own worst enemies and stand in the way of our own happiness and fulfillment. These negative self-talks come from different experiences in our lives, childhood, and family. Once we permit ourselves to stop being so hard on ourselves, we start to be curious and question - how can I solve this? We have to practice radical honesty and remember that there is no right or wrong answer, only a lesson to be learned. Once we are ready to commit to change - **a whole new journey begins.**

If you would like to dig a bit deeper, then I invite you to use some of the free resources we have available at www.freedommethod.online. Watch a three-part practical video on applying the freedom method, as well as download the worksheets.

Whatever your next step or milestone is going to be on the journey, remember to enjoy and make the most of every precious moment.

Gratefulness

I'm inspired by my co-authors, a group of change-makers and world-shakers who walk their talk and share their experiences and teachings with others. It's such an inspiring era we live in. Everyone can have a voice and make it available to hundreds of thousands or millions of people via social media. Anyone can become an influencer in their own industry. We live in a world of possibilities and we all have so much to offer.

I'm grateful to be alive at this moment, where we can form communities with like-minded people across continents. We can bridge time and space with technology. We are redesigning our lives as citizens of the world. We are transforming society from the inside out. Incredible opportunities are available to those who are ready to take committed action and eager to ride this new wave.

The co-authors in this book have given their accounts, experiences, and practices on how they created and designed their freedom lifestyles. I'm grateful for everyone who has contributed to this collaborative *Freedom by Design* book. We hope to inspire people around the world to dare, to be the change, to show up and share their own stories.

This book is an invitation to introspect. Redefining our lives to a new paradigm.

What Else is Possible

I am amazed by the change that has happened in the past decade. Co-writing this book gave me the opportunity to travel back in time. 10 years ago, working remotely seemed wishful thinking and now is the reality of millions of people around the world.

I wonder what dreams, opportunities, and possibilities are we collectively building? What will it look like in a decade? What kind of world are we imagining? What actions are we taking to bring it into reality?

With my partner, we often experience synchronistic events; people show up in our lives, and things turn out to be better than we imagined. We laugh and say, I wonder what else is possible?

I'll leave you with the same question. What else is possible?

“When you value people,
you give them freedom.”

~ Martha McSally

CHAPTER 2

The GIFT of Giving

By John Abbott

For 28 years I've been building businesses and, although I've had some successes, I can say with total transparency that most failed. So, if you're wondering if you should read on, then that's up to you. Maybe you can learn more from someone who says they've never failed and only created success in their business, or maybe you see the value in hearing from someone who's failed magnificently and got back up and played again, many times.

Actually, to be even more vulnerable, during the GFC (The Global Financial Crisis) I was over \$3 million in debt across multiple companies and had to do a lot of work to get myself out of that. That said, I was technically insolvent, because I couldn't pay the debts as they became due, and—I promise you this—they were coming due faster than I could breathe. I was literally spending hours on the phone with the banks and debt collectors negotiating a solution.

It took losing everything within the system, the matrix, before I really woke up and made a new decision to do things radically differently, and it wasn't what you're thinking. I didn't move to Bali to meditate all day every day and become a yogi. More about that another day, though.

Actually, it was Bali that really cracked open the consideration of freedom, though.

When you radically change your physical environment, be prepared for a new way of seeing the world. It was then

when I began to free my mind and consider different ways of doing life, and allowing life to DO ME.

Over the next few years, I lived in a resort, one of my bucket-list things to do, facilitated multiple thirty-day business incubators, and mentored hundreds of entrepreneurs in a wide variety of industries to date. These experiences brought me such great clarity about the various challenges business owners come up against, especially when trying to design or redesign your business for freedom, location independence, globalisation, and potentially removing yourself from the grid.

I was, at the same time, operating an events, marketing, and sales agency where we were running 1000-plus participant tours across Australia for international speakers, running online marketing campaigns, and managing a sales team to deliver clients into retreats, programs, and coaching.

The GIVING MODEL

I've seen so many online marketing blueprints, methods, models, process, systems, etc., etc., and to be honest, I've tried many, some have worked out okay, others not. But there's nothing like putting yourself out there, setting an event, a date, committing to a venue and to the people involved, and then doing what it takes to make that happen.

This event was not too different from that. You see, I had been asked to assist with the marketing of a new joint

venture that offered a leadership and quantum learning experience for teenagers in Bali. We'd been marketing for about three months to fill this first event and, after all the marketing offers had been made, email marketing to our databases, offering it at live events, and promotions direct to schools, we had 36 teens signed up and showing up in Bali within the next two weeks.

The problem, however, was that we hadn't covered our base costs yet, and our aim was to at least do that on this first trial event. We needed another five sales at a base rate of 50% discount on the ticket value. That said, we'd already tried all those strategies—super early bird, early bird, 50% discount, buy-one-get-one-free, and so on—and now our channels had gone quiet. No more enquiries were coming in, and our emails were getting no response. We sat around the table talking about what we could do to get these last few enrolments when it dropped in.

I'd seen a lot of really smart application models, giveaways, contests, vouchers and scholarship strategies, and depending on the environment they all worked at various levels of success, some better than others... I just couldn't see how any of them could work for us in this environment. You see, we had two weeks before the event, and it was at the beginning of July in Bali. For those of you who don't know, that's the busiest time of the year, as the masses from Australia head over on school holiday because it's winter in Australia and Bali is cheaper to visit than staying in

Australia. And, of course, the flights get so heavily booked and the airlines take full advantage by hiking their pricing, and it was already getting close to double the price it usually is.

So, whatever we were going to do, had to happen in the next 48 hrs.

Suddenly out of nowhere came the idea and I put forward that we'd do a promotion where we'd give away a 100% scholarship to one lucky applicant. While that wasn't anything we'd ever heard of before, the next part was the genius part: we would give away 50% scholarships to just five runners-up.

Now, to be totally honest with you, I didn't get an overwhelming cry of joy at the table. Actually, quite the opposite; however, no one else had a better plan, so I decided to go ahead with it, and if it didn't work, then I'd have lost the cost of giving away one place that I was happy to pocket.

I immediately wrote up an email. I set up a sign-up form and sent it out to the database of about 470 email addresses of people who'd opened and looked at previous links to the program, giving them just 12 hours to apply. And I hit send. The next morning, I woke up to 12 applications and I closed the offer.

I then downloaded the applications and began to read them.

I started reading the first entry, and by half-way through I was in total breakdown and in tears. You see, I'd asked the applicants to write why they'd love to have their child attend and what difference would this program have on their lives. And, of course, this was a Teenager Leadership program for seven days, a program that has the history of shifting kids and seeing them do a 360-degree turn in their lives and become extraordinary human beings.

This mother had totally opened up, sharing how her daughter had had a tough life and was failing at school and quickly withdrawing from her friends and family. Her child was in a very dark place, and the hope and promise of this program could change her life forever. Which it did, by the way.

I remember finishing reading that application and thinking to myself, "I hope the rest of them don't go that deep." Well, I was wrong. One by one, I read each of the 12 applications and was wiping the tears from my eyes.

I eventually got to the end of reading through and assessing these heartfelt, raw, and vulnerable human stories, and I was sitting there feeling a little overwhelmed with the experience. I now had to make a decision who I would give the full scholarship to and who would be the five I'd shortlist for the runner-up prizes. I chose the first application I'd read for the first prize—although all had impacted me—as that one had really inspired me because of what she saw as the potential impact of the program on her daughter.

We got on the phone and called this woman. She answered, and we announced that her application had been selected for the full scholarship for her daughter. OMG! It was all over again. We were all in tears, laughing and crying. She called her daughter in and told her what had happened, and she was overjoyed. Mum had already told her all about it the evening before. We were so, so, so happy with the decision and were jumping with joy.

Then we started calling the next of the applicants we'd shortlisted for one of the five spots, and seven calls later we had five people confirmed to come, payments and a half-dozen ecstatic parents and their kids coming to Bali on an adventure of a lifetime.

This was the start of a strategy and philosophy of the Giving Model that I then rolled out and tested in every kind of form I could think of over the next seven years, which brings us to today.

The Various Giving Models

Over the past years we've rolled out so many variations of the model, learning about how and where it works and definitely where it doesn't work.

But, before we get there, let me explain some of the ways the Giving Model can be more commonly used.

The Partner Model

This model is perfect for newbie business, both off and online. It's nothing radically new, however, I've not seen it being used much in the online space, and certainly not the way we do, ours is quite unique, so there is a lot of scope to implement and roll out successfully that has your audience looking at it as something new.

Let me explain it with a story I once heard, and that's easy for you to visualise;

A hairdresser lived in a relatively medium-sized town and was looking to grow her business. The trouble was that she needed more prospects to experience her service, because once they did they'd generally come back over and over again. So, her biggest challenge was figuring out how to attract new leads and help them to get the experience they needed easily, inexpensively, and consistently.

She approached a marketing consultant who worked with her over a number of months, focusing on leveraging partnerships to attract her target audience.

You see, she was making about a hundred thousand dollars a year, and although she was living okay on that, she still wanted to grow her business and take it to another level. Her challenge was that the risks and costs of traditional advertising was just too high for her.

The consultant started working on understanding her business, asking her questions to define her target audience:

1. Who are the people you love to work with?
2. Who loves using your services?
3. What is the average spend and value of your clientele to your business?

She described them as being from the upper social echelon, a high-income earner, either personally or who had a husband earning well, and their lives were more focused around entertaining and pampering themselves. The average annual value of a client was around \$900.

The consultant then asked, Who are other businesses servicing your target audience?

She rattled off the nail salon down the street, the massage spa, the gym across the road, and a few others like fashion stores, luxury deli, and members clubs.

The final question from the consultant was, What makes of cars do they drive? She immediately replied, BMW and Mercedes, both of whom had dealerships in the town.

The Consultant's Game Plan:

What if you get together with all the other business owners and package up a gift basket with some vouchers, consumables, products, and yummys and offer it to the car

dealerships as something they could give to their new owners for buying a new car, versus what they're currently giving, which in general was a bottle of champagne, which is quite standard and—to be honest—uninspiring. What if they could give something so spectacular that the new owner would be overjoyed not only with the car but the generosity of the dealership?

She quickly pulled together a mockup gift basket and approached the first dealership. They liked the idea but needed time for management to approve it. She then approached the second dealership and made the same offer, mentioning that their competitor was already considering it and if they were able to make a quick decision, then she'd give them an exclusive. They agreed that day, with the understanding that they needed approximately 36 gift hampers per month for the quantity of cars they sold.

Fast forward six months. You can imagine that a lot of vouchers, gifts, and cash discounts had been handed out, over 200 in fact. We already know that the average annual value was \$900. With what she started receiving, she already, in six months, had increased her business by over 30%. By the end of the year, she had almost doubled her business whilst adding huge value to the partners who were collaborating too. In fact, they were cross promoting and referring far more business to each other as the campaign

was working so well and they could see the value and power of the collaborative.

Now, let me ask you this: Do you think you could get together a few other people who'd see value in doing a collaboration on a campaign similar to this? As an initial campaign, I just do one without the addition of the dealership, i.e. all who participate simply market the giveaways to their own markets. That's it. If your answer is yes, then these are your basic steps:

1. Shortlist at least 10 names of people who share your target market (in this moment, who are noncompetitive);
2. Decide on a title for the giveaway and the dates you'd like to roll it out (Leave yourself at least one to two months to get this all ready before starting the marketing);
3. Consider what you'd like to give and how it ties back into a nice flow that naturally leads people to an experience of your products or services;
4. Finally, take action and send some messages to the closest people you know, the low hanging fruit, and enroll them into collaborating with you.

Once you have enough partners confirmed, then start setting up the web page together. I'd recommend using contractors for this, such as designers and developers, as

this is not something you should be doing unless you yourself are an expert. Even then I'd outsource it.

You can register here for more information on how to do this and see some example websites as well.

www.givingmodel.com/freedombydesignbook

The Prosperity Model

Just to be clear, the Giving Model is not necessarily a charity model, although, of course, it can be if that's what you're doing. This Prosperity Model is where you take your already successful business, funnel, events model, network or membership and add zeros to what you're doing.

But before I get to that, lets look at the variations and models for giving. Here are some that you can start considering, most of which I've rolled out for clients and others I've discussed with potential clients.

Most Commonly used Giving Model strategies and framing, in no specific order:

<ul style="list-style-type: none">● Cash prize● Gift● Scholarship● Award● Contribution towards● Application● Shortlisting● Acknowledgement, achievement or appreciation● As a thank you● Grant● Voucher	<ul style="list-style-type: none">● Credit or points towards● Winnings● Bonus● Benefits Reward Care● Finance you in● Pay it Forward● Fund or Funding● Generosity● Giveaway● Incentive● Opt-in● Discount
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Methods and strategies that you can use to funnel into the Giving Model are as creative as you can be. However, the primary thing to consider when creating any funnel is how warm you've been able to make your audience for your offerings through your;

- Live Event
- Online Event
- Online Membership benefit
- Documentary
- Follow on to a Retreat or Program
- Date-Related Acknowledgements (Birthday, New Years, Christmas, Ramadan... Or one you make up)

- A Jeff-Walker-style PLF funnel
- The Ryan Levesque Ask Method
- X days free training program, challenge, mastermind, workshop, etc.
- Virtual Summit
- Free Membership
- Email engagement and nurture sequence
- Social media viral engagement sequence
- Webinar Training

Add to this anywhere you'd usually lead into a sale to your prospects directly from the page or stage at a live event, and especially if your price point is one that needs a bit more consideration before people feel comfortable to make a commitment. This strategy, however, also works well at a price point below the thousand dollars mark, too, although you need to consider your time and your margins more tightly when there is less to play with.

The Giving Model - Works In Many Ways.

The project had gone so well with the teenager leadership program offer that I was curious about how this strategy could be utilized for other programs, services, retreats, or coaching services. I wondered if we could use it in other markets. My client had just started running a business retreat, a 30-day Business Incubator that I was facilitating in Bali. We had invited entrepreneurs who were looking to

build global enterprises that they could run from anywhere in the world, and the Incubator would teach them what it took to set that up and make it work.

To date, we'd been running live intro events to introduce this and other programs and guiding people into it, and, although that was going well, it was still a pretty big task to put on those events with logistics, marketing, venue, accommodation, travel, etc., etc. If you've ever run events for a few people, or hundreds and thousands of people, then you know what I'm talking about. So, I decided to test a campaign utilizing the Giving Model to interact with our audience, branding it around an award for entrepreneurs creating the greatest positive impact as a result of their work, essentially looking for people who were doing good work, who were building inspiring enterprises and were giving back as part of their primary objectives.

This time, we put together a website, a communication sequence, and we emailed the invitation out to our audience to participate, detailing what impact they'd made through their businesses.

In recognition, the award would be going to the most inspiring, most contributonal and sustainable application. The award was a fully paid ticket to the 30-day Business Incubator, worth a few thousand dollars.

For the runners-up, we offered a cash award worth close to 30% of the value of the full price of the program. At the end

of the marketing we had received 84 applications, and in reading through them we found so many entrepreneurs doing inspiring work. To be honest, again it was really challenging to select a winner, as there were many stories we found deserving. After choosing the very best one, we announced the award winner and then had over 70 applications that we shortlisted who we felt were of a very high standard. After reaching out to them, we set up the final qualification calls to ensure that this program was a program that would add value to them. Based on our assessment of that, we ended up inviting and having 22 people take up their awards. At the end of that campaign, we had generated just over a hundred thousand dollars in total sales revenue. The entire process had taken us around six weeks to roll out, from idea to final sales call.

We were again surprised—pleasantly surprised—as we were really just trying something and had no statistics or experience of what was possible. However, we were now getting an idea of what we needed to do to create a basic level of success.

The Giving Model Works Again!

I went back to my team, wondering what else we could be applying this model to. It had now worked with a teenage leadership program and had worked with an entrepreneur

audience. I wondered if it could work within the health industry.

You see, a good friend of mine had been running events, mostly across Australia, and over the years was gaining greater and greater success. Like most people who run events have discovered, the success of the events is measured by the sales you can create off the back of them, and, of course, if you can make a few more at the end, then it quickly becomes exponentially more profitable.

We proposed the idea to their team, and they were intrigued by what we were doing and the success we'd had and were keen for us to run an initial campaign.

We wanted to test how well we could do, so this time we built a comprehensive marketing campaign, which was beautifully designed around connection and appreciation of the people who were showing up at the events. The biggest challenge for most speakers who get up on stage in front of a larger audience is actually being able to connect more personally with each of the people in the audience. No matter if it's from a live stage, from a group webinar, or any time you speak to a larger group of people, the challenge is in how we actually connect with our audience so that we can get a really great understanding of what's happening for them in their lives. When we are able to understand what types of support they need, then we can give them more specific guidance and build greater rapport and connection

with them, too. And, in my experience, we can do a part of this in an automated process. It's when we create H2H connections with them that we are really able to help them to make the change they are looking for.

I hear you asking, What is H2H?

Well, you've heard of B2B (business to business) and B2C (business to consumer) types of businesses. This has got nothing to do with them. H2H is one of the most important pieces to really get working well in your business. It's human to human communication, unlike what many entrepreneurs are trying to do, which is create more and more automation through their funnels, and I believe less and less human connection with their audiences.

Don't get me wrong; I'm not saying get rid of automation. What I'm saying is, build more opportunity for your audience to talk to you or a member of your team, preferably on a telephone or in the flesh, giving them the time and consideration they deserve before trying to just hard sell them into some program.

I've digressed a little, but it's really an important piece for you to get, as so many people are buying into setting up more and more automated funnels, trying to build sales pages and convince their audiences to buy through the use of manipulative language, hard-sell techniques, and pressuring their audience to buy now. We all know how that feels, and it doesn't feel good, and I believe it's totally out of

integrity to sell people something they don't need. Unless you've done the work to understand their needs—in my experience, best done in conversation—then I'd feel really challenged to put my hand on my heart and say, yes, this is exactly the best, next training, workshop, program, etc. for my potential client.

So, back to the story... The why for my friend was the same. He wanted to know more about the people who were showing up and how he could be supporting them more effectively by understanding why they had come to see him and what kind of challenges they were dealing with, as well as what they'd taken from what they had heard him say and what they going to do about it, what their next steps were.

He wanted to make a really big difference in their lives and therefore wanted to give away the program that would create the most impact on their health. We packaged up a delightful offer and marketed it to approximately 5,400 people, receiving 790 applications for the scholarship he was offering over two campaigns. The applicants shared so openly, authentically, and vulnerably about what they were dealing with and why they wanted to do the retreat. Our health is arguably our most valuable asset, and with so many people dealing with such a variety of challenges these days, we received many amazing responses from his audience.

Again, choosing a winner was a challenge; however, we got down to a shortlist of 10 applications and put them into a hat. The scholarship was awarded to the person we had to randomly draw from the best applications we'd received. We made the announcement, and then we had a shortlist of applications we wanted to offer the runner-up scholarships to. After reaching out, having the conversations to complete the assessment and making sure we were guiding them the best way possible for their specific situation, we finished with offering eighty-six scholarships with close to one hundred thousand dollars given away to assist people in healing themselves.

During our assessment, the team was wowed. This model with the right criteria really worked well, and the feedback we were getting from the audience was sensational. People loved the human interaction. They loved that they had been heard and were excited to be offered a direction by which they could change their own lives.

We started to create a basic framework with criteria that, over the years through trial and error, we've added to and gotten super clear on how and when it works. And, believe me, we tried our best to stretch the boundaries and criteria. Today we are 100% clear about what the foundations are and how far we can go and what elements affect the model and what we need to do to create the best end result. And we still get it wrong now and then and get another opportunity to refine the model to another level.

The Giving Model And Your Freedom

So, why is this important to you, and how does it help to create your freedom?

The biggest challenge for me over the past 28 years of initiating multiple businesses, building teams, creating products and services, and serving clients was having enough money and, more so, time for myself, time for my loved ones and friends, and of course travel. I had literally created my own prison. I was not free, and that lack of freedom became the one thing that motivated me to continue to do what it takes to have that.

The things that stand out, not only for me but with almost all of the entrepreneurs I've mentored over the years and continue to mentor today, include having enough leads and turning them into clients. Of course, there are many other challenges for you as an entrepreneur, and they will come up at various times on your journey. However, the first big one, after you've created a valuable product or service, is your sales, closely followed by your cash flow to expand, hire people, create systems, and so on.

And, when you're the only person out there marketing yourself and making the sales, then it can become quite onerous, especially if you're not that great at selling yourself. My biggest realisation over the past few years is the incorporation of campaigns and promotions, rather than serendipitous encounters only. That said, I fully support

following your intuition, being present to chance meetings and people showing up in your life, and to be honest, these are often opportunities that become next-level projects, partnerships, or clients. But the bulk of what campaigns do is what becomes your bread and butter, and it's what creates the momentum and flow for everything else to show up for you.

In recent years, I've focused on creating campaigns, events, offers, and giveaways that have created thousands of sales and millions of dollars in revenues. And as much as I'm happy with that, I'm prouder of the fact that we've also given over a million dollars away to help people make the decision to transform their lives.

The leverage of creating specific campaigns during the year can help you generate the income and time between the campaigns to create your freedom, plan your time with yourself and the people you want, plan your travel, be creative, donate your time to causes or people who you want to help, and create your legacy today.

I thought that by moving to Bali I'd created freedom. I thought, by living in a resort and having everything catered for me, I was now free. And when I built my business and had put together a team of people who essentially replaced me, I felt I had now earned my freedom. And when I started traveling and seeing the world, I had definitely made it into the freedom hall-of-fame.

Funny thing is, it took a very dramatic personal journey, having me destroy my business, stop traveling, lose many relationships, especially ones closest to me, and sit through the most uncomfortable and dark time of my life.

You see, I had to die to my past, burn all the old structures, and wait for the cinders to go cold before the phoenix within me could rise up and I could eventually find inner peace, find a deeper level of happiness. And maybe, for the first time in my life, I did start to really GET what true freedom meant for me.

No matter what you're looking to create in your life that can lead you to your freedom, I truly wish you a magical journey and encourage you not to rush, to take your time to enjoy the process and to do the work it takes internally to have what you want externally.

Give generously, let go of attachment, surrender your control, and get present to the perfection in the imperfection of life.

“We must be free not because
we claim freedom,
but because we practice it.”

~ William Faulkner

Author Biographies



Estela Kun

Estela is a Freedom-preneur, host of virtual and live events and education about the freedom lifestyle.

She has lived in eight countries in the past 14 years and loves stretching the boundaries of the conventional work style, reinventing and educating people about new models of living and working. If you would like to dig a bit deeper, then I invite you to use some of the free resources we have available at www.freedommethod.online.



John Abbott

In 2011, with nothing but a backpack, John made a decision to relocate to Bali. Over the years he's really embraced and embodied the style of life that feeds his soul by challenging himself to give up so much of the old paradigms of living, thinking and being.

"It's my daily medicine, and it's certainly not the easy or safe path to travel, however I know the light that's on the other side of every dark, and I become more of the light every moment that I'm committed to this journey" says John, International Best Selling Author, *A Journey Of Riches, Making Changes*.

John's Marketing and Sales Agency, Results Platform Foundation, promotes some of the most inspiring truth speakers and change makers from around the globe, helping them to better reach and Awaken their Audiences to their message.

He's been, the behind the scenes driving force for many big brand speakers over the past decade, the highlights of those he's marketed for being Sir Richard Branson, Patch Adams, Dr John Demartini, Don & Tyler Tolman, Roger Hamilton, Paul Dunn, Jeff Slayter, Robin Sharma, and many, many more...

John's Giving Model and Campaign Mastery Academy training and coaching programs have helped entrepreneurs best understand what it takes to go to market, attract the audience they want and create an environment that supports them to truly magnify their magic in every way.

John set up a global enterprise, Results Platform Foundation, as his commitment and vehicle to Promote Positive Change and change makers on our planet, and philanthropically donates through B1G1, with over 45,000 giving impacts to date.

For more information:

www.givingmodel.com/freedombydesignbook



Andrea Featherstone

Andrea was a pessimistic architecture graduate who stumbled across mindfulness while working onboard a Russian Super-yacht in the Mediterranean, feeling directionless, guilty, and completely lost at sea. Bit by bit, mindfulness flung Andrea out of her snappy, cynical ways and life became far more bloody good. She now facilitates unconventional mind-taming programs helping indecisive overachievers to get clear on their direction and sure of their sense of self.

Andrea is passionate about teaching mindfulness to those who raise an eyebrow at mindfulness (cynical, type-A perfectionists) via the radically honest [Project Self](#) blog and life-changing programs: [Bloody Good Life 101](#) and [Nail Your Values & Find Your \(Bloody Elusive\) Passion](#). Nail Your Values & Find Your (Bloody Elusive) Passion.



Brie Moreau and Viola Eva

Brie Moreau and Viola Eva are the co-founders of an international digital marketing agency.

Their motto in life and business:

“We are the pioneers of a mass movement pushing the frontiers of business, marketing, body, mind and soul at the same time. We are bigger, better and more compassionate than ever before.”

More information about their events here: dmss.io

They use mindfulness and authenticity to create a distributed team of marketing mavericks that creates online success for their clients.

For more information about their marketing agency here: wldm.io



Jonas Freeman

Jonas Freeman is a Mindfulness Coach working within the field of conscious business. He supports heart based leaders around the world to grow organically, without effort and share more value.

The journey of finding something meaningful again became an inspiring quest for truth within the human mind led him to ancient wisdom traditions. After meditating in caves in the Himalaya, with yogis and with the Dalai Lama, he reached a point of understanding that made it possible for him to work and do business in a whole different way. A way that is joyful, effortless and deeply meaningful, not parted from the spiritual journey.

If you want more personal support to be a happy monk while sharing your unique gift to the world, I offer individual coaching programs, Turn Work into Yoga workshops and web-programs, Conscious Business Camps; “The Art of Startup”, and a web-based Conscious Business mastermind program; “The Leader-shift”.

You can also find more information at www.jonasfreeman.com



Bascha Meier

Drawing upon a unique and diverse background ranging from business and entrepreneurship to shamanic studies and spirituality, Bascha Meier's passion lies in aligning energy, attraction and freedom to allow people to truly shine.

She is a Visionary and Change-maker, an intuitive healer, an inspirational speaker and artist, who is authentic and open, informed and wise. Always focussed on outcomes, Bascha's intention is that readers, audiences, and private clients are able to draw upon her gifts and knowledge to raise their own consciousness, growth and energy. She is the CEO of the Alchemy Gold Academy, which presents paradigm shift opportunities through live events, online training and consultancy.

As a Systemic Family Constellation Master facilitator, Bascha has also dedicated the past 25 years to study, personal development

and growth, by working with renowned indigenous elders, practitioners, thought leaders and trainers. She has studied; The Science of love and Relating, Past Life Regression, Reiki healing, and has worked internationally as a presenter, consultant, trainer and expert, supporting breakthroughs in defining soul purpose and helping people around the world to design and create lifestyles delivering abundance and joy.

Bascha works primarily as an Intuitive Empowerment Expert, incorporating ancestral lineage work, mediumship, empathy and light language. Described as an "Energy Medicine Woman", Bascha facilitates surrender, trust and flow, clearing blockages and transforming lives.

Warm, encouraging, and grounded in reality, Bascha Meier truly believes that by tapping into "The Freedom Frequency" and taking inspired action, anyone can achieve the life which they desire and deserve.

www.baschameier.com/



Jeremiah Rygh

Jeremiah is the founder of Vybrant Life, a company dedicated to enabling work-hard play-hard types to gain perspective and give themselves permission to live the life they've always wanted. Through his passion for human behavior and love for travel, he's created a portal to help others finally make the leap into the freedom-based lifestyle. His belief that everyone deserves to live a vibrant life – one with energetic health, peace of mind and a sense of purpose and meaning - is the driving force behind all that they do.

After spending over a decade coaching people through the home building process to create the life of their dreams, he realized he wasn't following his. During his journey to go deeper and find his most authentic self, he searched far and wide for the most powerful processes and healing methods

available around the globe. Today he integrates everything he learned through his own journey, into an initiative process, making the same journey possible for others. Vybrant Life offers experiences that opens achievement orientated people to new possibilities through transition coaching, adventure travel trips with a self-exploration focus, and long term living integration.

For more information contact Jeremiah here:

www.vybrantlife.com or

<https://www.facebook.com/vybrantlifeco/>



Mark Copeland

Mark has been traveling the world for over 20 years, working across more than 10 different industries. This led him to develop a unique approach to life: "I have come to understand there is only one constant in life, Change".

Through travel, continuous learning & personal development, Mark has compiled his experiences with culture and mindset into tangible best practices for individuals & organizations willing to transform their status quo.

As an early mover in the blockchain space, Mark has been involved in digital assets, trading, and D.A.O. business structures since the emergence of decentralized principles. This experience has inspired him to build an educational platform, helping organizations and individuals understand the implications of this new reality.

Since joining forces with the Barrett Values Centre, Mark has become a certified consultant and has designed a framework for innovating Next Generation Business Culture through training on Values, Beliefs & Mindset.

For more information click here: <https://smartminds.io>



Helene Schmit

Helene is a work-life designer and a happiness at work activist who helps people to design and live a fulfilling and balanced work life, at individual and team level, through coaching, training, public speaking and consultancy. With a focus on mindset, professional empowerment, personal organisation and “conscious” productivity, she bases her work on self-awareness and energy management, and then elaborates an empowering process with that knowledge.

Putting themselves in the center of their reflection bring her clients on a paradigm shift, changing their positioning towards their fulfilment and exploring new ways of working and being. More human-centered, more conscious, more flexible, and deliciously productive.

For more information visit: <http://www.helene-schmit.com/>



Brett Jones

Brett is a spiritual teacher, author, adventurer and creator of the Awakened Revolution.

Combining those years of Business experience, his Martial arts training, his health knowledge, and his expertise in Marriage have come together to create the AR experience which binds Body Mind and Soul into one Code to live by, one Code to create with and One Code to protect your family, which ultimately produces power.

For more information go to: www.onjiawaken.com



Orsolya Gyulai

Orsolya is the founder of <http://go-free.me/> specialised in personal & business development. Her focus is to support one to be more conscious about spirituality, family dynamics and goals with their own business and create freedom on their own terms.

Orsolya's mission and passion lie in revolutionizing and innovating the beautiful system called family/systemic constellation created by Bert Hellinger, so that it can also be used online, so that more and more people can benefit from the magic of this wonderful work worldwide.



Skip Archimedes

Skip Archimedes made this business to help people to live their lives in the best way possible so they really experience a life of freedom.

It's his mission to bring back energy, positivity, achievement, health and vitality into the lives of those who have lost that focus along the way. All the information and insights he've gathered from other experts and personal experiences over the years, distilled in his live events, online programs and books, and I he travel the world sharing good fortune and teachings as an International Speaker and Coach.

To help you in your quest I've put some powerful FREE resources at: <http://www.skiparchimedes.com/> that include some fun movement, meditations, mind set audio's, and a few healthy eating options. Simply go to the FREE GIFTS section on the homepage of the above URL and you can started immediately. Live N.O.W. my friend and make your life one worth living.

“The really important kind of freedom
involves being able truly to care
about other people”

~ David Foster

Afterword

By Paul Dunn

Creating More IMPACT in Your Business Than You Ever Imagined
Imagine someone you knew coming up to you and asking you a series of simple questions. And imagine that one of those questions was this: 'Would you like your business to be creating more impact in the world than you ever thought possible?'

I've asked that question many, many times to business owners right around the world. None have ever answered 'no'. None have never answered, 'well It depends.' Fully 100% of them have answered 'Yes'. And it's always a kind of 'Yes, of course I do!'

So let's start by imagining you feel like that too.

And let's frame our discussion here with the point that there's never been a time when your impact is a) so easy to make and b) so important to make now. We'll park that 'so easy to make' point for a while and just look quickly at WHY it's so important to make now.

The Challenge

Right now there are close to 7.6 Billion of us on the planet. And there's not a day that goes past where we don't hear or read about seemingly intractable issues (like the staggering number — close to 700 Million in fact — of people who don't have water, like the one in three of us that don't have access to sanitation). It's an endless list.

And because the numbers really are so big and so confronting, we literally do get overwhelmed. And we don't see how we can be a part of the solution. So we switch off.

There's another view;

Marcel Proust expressed it best when he so eloquently said: "The real voyage of discovery consists not in seeking new landscapes, but in having new eyes."

So let's take that advice and look at things in a slightly different way. And just like we have two eyes, there are two parts to this. Here's the first part; it's answering the question, 'how much money would it take annually to fix this issue — stay tuned, the numbers are in US dollars and they are big (we'll look at them with new eyes in just a moment):

22 BILLION — that's what Global Issues tells us it would cost to give every child access to education.

23 BILLION — that's what they say it would cost to give everyone access to pure, life-saving water.

30 BILLION — that's the additional annual amount it would take to give every child at least one nutritious meal every day.

Now, as we get ready to look with new eyes (still one more set of numbers to go) let's look at what we human beings spend on 'comparable' things:

168 BILLION — annually on magazines.

1 TRILLION — on pharmaceuticals, cosmetics and so on.

568 BILLION — on fast food.

So the money's there — it's how we spend it that might be the real challenge. But that's not the real point.

In this past decade or two, more and more businesses have been 'trying' to do something about it. But it's certainly not ALL businesses. At least 70 per cent of businesses around the world

are SME's — small-to-medium enterprises. How come they've not been giving?

And for way too long now, we've heard about CSR — Corporate Social Responsibility — what we might call the 'big end of town' where it's frequently been about large dollars and obligatory 'feel good' pieces in Shareholder reports.

But now, new eyes are looking in. Even the United Nations is looking with new eyes. On 23rd September they launched the Sustainable Development Goals (sometimes referred to more simply as The Global Goals).

Sir Richard Branson was there helping people like Unilever's Paul Polman — a company that does it differently, by the way — launch the 17 Global Goals. And as Sir Richard observed publicly that day "this is the first time ever that the World Body — the United Nations — has acknowledged that it's NOT Governments who make the real difference in our world, it's business."

His view is this: "We must explore this next great frontier where the boundaries between work and higher purpose are merging into one; where doing good really is good for business."

And it's understanding that point about higher purpose that really is the pupil of the new eyes. As Simon Sinek so magically observed to me recently, "True purpose is human. True purpose goes BEYOND your product and service."

There's a wonderful shift occurring where businesses are shifting from profit-focus to purpose-focus. Profit is, of course, essential. Being truly on purpose unleashes it to create businesses that

care sustainable, businesses that embrace long-term thinking over short-term profit.

And interestingly enough, when you consider businesses who practice long-term thinking AND businesses who really last, you find that most of them are actually (and this may surprise you too) are family businesses. They tend to be the ones that last (there's even one in Japan that is still going strong even though it started in the year 781)!!

That leads us nicely to a key thought that ties everything we're talking about here together. It's beautifully expressed by Mother Teresa like this: "The problem with the world is that we draw our family circle too small."

So what if ?

What if we could make our 'family' larger by linking what we do in business every day. What if the coffee shop on the corner could say 'every time you have a coffee here, a child gets Access to pure, life-saving water.' And what if we could do that in such a way that it might cost only one-cent to make that happen — one solitary cent. And what if you could say on the bottom of every email that you write, 'sent from my iPhone and changing lives by providing a day's education to a child in need through our partnership with B1G1.' And what if that cost just one solitary cent too?

Actually, the implications of that are profound when you consider that 2.6 MILLION emails are sent every single second of every day.

Or what if you were an Accounting Firm and you sent a Gratitude Certificate to your new client that read like this:

<Client Name>

We're thrilled you've joined us. Many, many congratulations.

When you joined us we didn't tell you one important thing. Every time we do business together with our clients, we make sure something great happens in our world.

And in this case <Client Name> we thought you'd like to know that we've given goats to two families in Kenya to help them create a truly sustainable income for life.

Create sustainable and growing businesses is central to our mission here as well as doing great things in our world.

We're so looking forward to serving you and to doing great things together.

<Company Name>

It's very different isn't it? And imagine the connection you'd feel if you were the customer in any one of the scenarios we've mentioned. And thousands of scenarios like this are now happening in our world every day and in every way.

This is not just businesses giving. It's businesses (small to medium scale ones) saying collectively it's NOT about standing up in front of the crowd with a big cheque effectively saying 'look at us'. It's business owners involving their teams in choosing the giving and much, much more. It's business owners recognising the value not just of purpose and meaning but of actually expressing that in wonderful ways.

Seth Godin once said, "The challenge is not to be successful. The challenge is to matter." And I'd add to that, "The challenge is not just to matter, it's to make a real impact too."

B1G1 makes that so eminently possible with close to 800 seriously high-impact projects around the world — projects who've gone through a selection process where six out of seven get rejected.

This is not an organisation that has a mission to get people to give to a cause a mission that's usually expressed on charity websites with a button that says simply — DONATE.

B1G1 is about so much more. It's now a global movement that in a few short years has helped its members create over 135 Million giving impacts around the world. And if that seems a lot, consider that the target is 1 Billion impacts by 2025 — that's not too far away.

And maybe all it takes is you (and/or the business owners you know) to start to see things with that new pair of eyes we talked about earlier.

Together, we really can make amazing things happen in our world. Together we really can see and act on things in new ways. And together, we really can create more IMPACT in your business than you ever imagined.



Paul Dunn & Masami Sato

Paul Dunn and Masami Sato are co-founders of the extraordinary global giving initiative, B1G1. B1G1 helps entrepreneurs around the world create more impact in and on our world than they ever imagined.

For more information visit:

<https://www.b1g1.com/businessforgood/>