



Guide to Going Global

by BusinessBackpacker.com

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Going Global... the best idea I've ever had

- * On New Year's Eve of 2008, I left the California coast and began my journey as an online entrepreneur.
- * I now live on a tropical beach in Thailand, enjoy my time climbing and diving, and fly off to fantastic destinations all around the world.
- * Going Global was by far the best idea I've ever had!!



Brooke Ferguson - 2008
leaving San Francisco

The Benefits of Going Global

- * This is the first time in history that an individual can Go Global. I'm not sure if I can convey all of my excitement about this one concept in a small eBook, but I must assure you--this is the most exciting thing, and I would even venture to say that this is The Most Exciting Thing in The World!
- * For the first time in History, we have the freedom to work from anywhere in the world, ensure our income through diversification, save incredible amounts of time and money, and leverage our income by earning high and living cheap!
- * In essence, we can live the life we've only imagined while helping others and seeing the world.

The Freedom to Work from Anywhere

- * My guess is, if you are reading this, you are a lot like me. Your resume looks like a roadmap. You hunger for distant lands, exciting adventures, and a meaningful life. From experience, I have found that the most difficult part of relocating is finding a place to work. I always had the idea of running my own business, and after getting my MBA, I started my Lifestyle Design and Business Consulting practice. This took care of the business part, but after five years of being in school and building a start-up, I was ready for change. Only one question remained: How could I take my business with me?
- * When I decided to take the plunge, I didn't have the slightest clue what I was doing. I just knew what I wanted, and was willing to do whatever it took to find the answers.
- * My hope is that with this eBook, you'll have the huge advantage of knowing upfront what it took me quite some time to figure out. These tips will help you with the tools you need to have the freedom to work from anywhere.

Diversification

- * If you have the dream to go global, be a digital nomad, or be location independent-you need to focus on building a business you can take with you. With the technology that is now available, you can work virtually from anywhere. When I first began to look into businesses that didn't require brick and mortar, I mostly saw online businesses that were selling products. They set up models to drop ship from locations and never had to touch the product themselves. This allowed them low overhead, predictable profit, and a global audience-Brilliant!
- * But, the problem was this: I did not want to sell vitamins or widgets. I am not enthusiastic about consumer products. I wanted to help people. I wanted to change the world; in my own little way by showing others they can live their dream. So, I needed to look into other service based businesses that were national or international. What I found was very interesting. There were several types of service based companies that worked remotely. Everything from web designers, coaches, consultants, virtual assistants, authors, and a variety of tech based individuals. Mission Possible: the dream could be had. But, how would I spend my time, and was there enough money?

Saving Time & Money

- * Since hitting the road, I have had far more time than ever before. I used to spend time attending networking events, do public speaking, and generally attempting to be everywhere all the time. This is no longer the case! Networking has been replaced with social networking. Public speaking happens on my weekly blog posts, and I'm no longer expected to be anywhere. That is the beauty of working online. I now have loads of time to spend diving, climbing, traveling, and doing things I'd only once dreamed possible.
- * Some people still believe that this lifestyle is expensive. Not so! When you work from other countries it can be much less costly than staying at home. Think about it: you no longer have anyone to impress but backpackers, and they haven't done their laundry for two weeks. Just the fact that you have a clean shirt and an income is more than most travelers come equipped with so you no longer have the 'Keeping up with the Joneses' mentality.
- * Because you are on the road, the majority of your purchases will be consumables. You don't want to cart around everything you buy, so you simply buy less. Part of being in other places in the world is that you gain perspective of what is really necessary and realize how little you actually need to be happy.

Leveraging the Economy

- * Tim Ferriss introduces the idea of leveraging economies in his book [The Four Hour Workweek](#). I couldn't fully understand the ideas of geo-arbitrage until experiencing it for myself. Here is the truth: I can easily live in Thailand for one-third of what I could back home. What this means is that you can do one of three things: work less, save more, or increase your standard of living. My hope for you is that you get to do a combination of all of these!
- * Initially, when I arrived in Thailand, I had a chance to spend my rediscovered time on important projects that had taken the back-burner in my business. I found much more time to find and focus on my niche, build strategic online partners, write on my blog, connect with others through social media and networking and create information products. In this eBook, I am going to walk you through the steps of Taking Your Business Online, Building a Global Audience, and finish with some of the Global Tips, Tricks & Downloads I've learned since this wild journey has begun. My hope is that this will help you to realize that it is possible to take your business online, and go global.

Taking Your Business Online

* Your head may be swimming with ideas of The Benefits of Going Global...but just how do you do it, and how can you get started, NOW??

* Freedom... here we come!



Taking Your Business Online

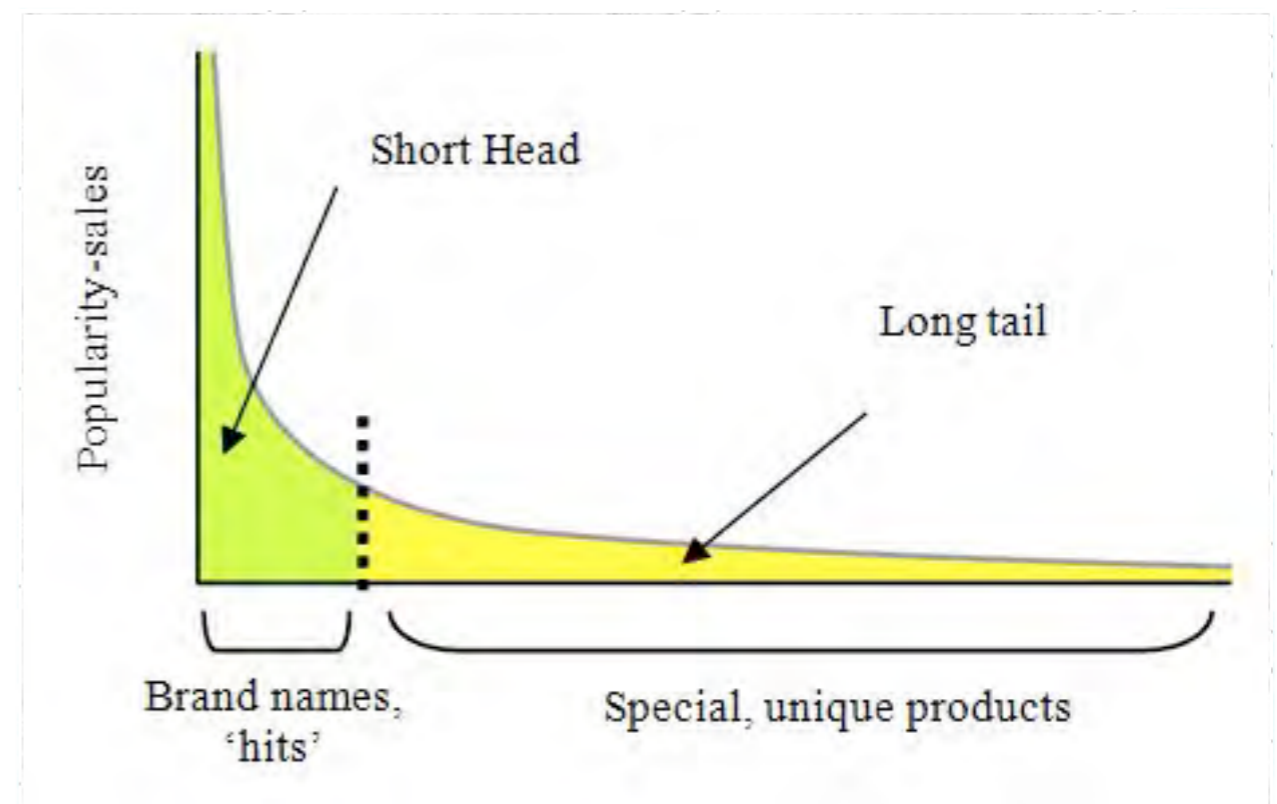
- * I'm a dive-in-head-first kind of a gal, so I took to the road and then figured everything out. The benefit to you is that I am going to share my experience of what I did, but give you even more information of how I could have done it better. When you decide to go global or become a digital nomad, there are things you need to keep in mind.
- * These were some of my major concerns before I took off, and they may be some of yours, as well. For example: how will you transition your existing client base; what niche are you going to focus on; how can you position yourself as a global expert; what are some ways to build trust with an online audience; and, how can you share information with potential clients?
- * All good questions and ones that I had to answer myself. Here are some steps on how you get there.

STEP 1: Train Existing Clients

- * If you have an existing business, let your clients know that the change is coming, but ease it into conversation. What you don't want is panic. You want to be able to tell your clients that they will still receive the same level of commitment and compassion that you have been delivering all along. If anything, you will have more time because you won't have to be running around everywhere.
 - * Figure out your departure date and work in some transition time to train your clients on any new modes of technology that they need to learn;
 - * Remember-change is scary for most people so they will need to feel overly confident that you will be there to help them transition;
 - * If you can, offer them an incentive to stay on with you. I increased my consulting hours and gave my clients the same price so they could feel like I was more available.

STEP 2: Focus on a Niche

- * When you determine that you want to go global, you are best to find a niche. Why is this? Well, before, you were just competing in your own town. Now, you are online, and the big global conglomerates will bury you! You don't want to even begin to compete with their size, budget, or search engine results. What you do want is to find a specific area of your industry that you specialize in and segment the market.
- * One approach that points to this is the Long Tail theory. The [Long Tail Theory](#) in statistics looks like this:



Long Tail Theory

- * Essentially, what we are looking at is applying this curve to any given market. About 80% is going to be the mainstream market. This is going to be very difficult for a solopreneur to break into. Mostly the companies that can reach these markets are conglomerates or corporations. What we need to do is move away from the mainstream market and down the tail to identify a niche. It will be much easier for you to establish yourself as a dominant leader in a smaller community.
- * Similarly, if you are trying to position yourself as an expert, it is much more attainable to go further down the graph into a niche market. You can easily carve out a particular area that you have specific expertise and skills. Why compete with the big dogs, when you could be dominating a smaller market and positioning yourself as an expert?

STEP 3: Position Yourself as an Expert

- * You position yourself as an expert by doing what you preach. You can build trust with your audience by inviting them to get to know you on calls, interviews, eBooks, newsletters, and blog posts. Make yourself available to your audience and *know your niche*. This will help your audience to know that you understand where they are coming from and that you are an authority on the subject matter.
- * When people see you as an expert, you are less likely to have to ‘sell’ anything to them. They already respect and appreciate you and are ready to hear more. Other experts begin to take notice of your work and you can begin to reach out and contribute to their audiences, as well. I do this frequently, and recommend that you do too.

STEP 4: Build Trust & Share Information

- * Once your audience knows you as an expert, it is time to ensure that you build trust into the relationship. Even if this is an online market, you need to make sure that your audience trusts you. Because your audience may never meet you in person, it is more important than ever to be consistent and transparent online. Let people get to know you by being available and consistently providing quality information. We will go into this more in the next step of Building a Global Audience, but for now... just make sure to commit to sharing the very best information you can find.
- * People are seeking out your services because you have answers they need. If you can consistently provide valuable information, they will begin to trust you. Now that you have a niche, this makes providing and creating information much easier. Your audience is looking for something specific, and there you are, ready to give it to them!

Going Global Summary

- * In summary, you begin to position yourself for going global by prepping your current clients, determining your niche, positioning yourself as an expert, and consistently building trust by providing quality information. This will get you started and prime you for the next step: Building a Global Audience.



Building a Global Audience

- * We have just changed the game from local to global, and with that, the rules have changed. You no longer need to focus on ‘looking big’; you need to focus on looking real. Part of the glory of committing to your niche is the ability to cut the crap of trying to look impressive, and just genuinely be who you are. People want that. Your audience knows they can’t afford the big dogs and they want to work with real people that understand them. People like you!
- * **The absolute best advice I can give is to be exactly who you are.**
- * This is a Big Transition for most people! When I first started my consulting practice in 2006, my focus was twofold: I wanted to look big, and I wanted to look professional. But, the problem was, I wasn’t focused on a niche, and I was promoting the part of myself that I thought people wanted to see.

Building a Global Audience

- * I was trying to draw a big thick line between my professional life, and my personal life.
- * Then, I realized that my business was suffering because I was not attracting my ideal clients. I needed to let people into my personal life, and promote what I cared about most: lifestyle. Yes, I was a business consultant, but I have realized that the whole reason I am motivated to help people change is so they can have a better lifestyle. I needed to focus on business owners that wanted to go global, live like a rock star, and have the ability to travel more and work from anywhere in the world. It was time to erase the line in the sand and start putting myself out there in all new ways. Here are the best ways you can do this for your company...

Blogs

- * If you don't have a blog, you are completely missing out. They are by far the most cost-efficient, time saving, positioning and advertising tool that currently exists.
- * Each month, thousands of unique visitors come to my BusinessBackpacker site and stay for an average of two and a half minutes.
- * Now, think about this for a moment. Is there any other vehicle you can think of where you can get in front of thousands of people in your Target Market and hold their attention for that long? I am not networking, I am broadcasting. I am sitting anywhere in the world and getting my message out there... and so can you!

Blogs

- * Blogs create an incredible opportunity to:
 - * Build an online community that is niche specific
 - * Continue to position yourself as an authority and expert on your topic
 - * Increase your SEO and ‘findability’ online
 - * Develop a strong following of strategic partners that can help you increase your readership, sell products as affiliates, and refer you clients
- * Even if you are new to blogging technology, you can do it. I was able to build a great following and a fun audience in a very short time--right around six months.
- * [Learn more about if you are cut out to be a blogger.](#)

Social Media & Networking

- * The second part of going global is to increase your audience through Social Media and Networking. Staying in front of your audience in different ways allows you to grow your audience while building trust and relationships with like-minded people in your niche.
- * Many of us use social media and networking tools for fun and to keep up with our friends and family. But, how can we utilize these tools to grow our business?

1. Find and build relationships with Strategic Partners

- * Try doing a search for other people that have similar interests as you. They may be in the same field, or complimentary fields. Get to know them online and find ways that you could benefit each other by connecting for calls, interviews, guest posts, or referring your audience to them. Building online relationships is **KEY** to expanding your reach, and by showing up in different areas, you continue to build trust and be seen as the expert in your field.



2. Create opportunities to share information with your niche

- * Be someone useful. Don't just let your audience know that you are having Starbucks.
- * A study was conducted on Twitter to determine what people were tweeting about. Less than 10% of all the posts were deemed as “passing along valuable information”!
- * Be a resource. Post links to interesting articles, pose questions, create discussions and point out other professionals that have great stuff to say. I like to recommend other useful links and track their success rate through [su.pr](#). This way, I can see what my audience is most interested in and continue to point them in the right direction.

3. Being transparent builds trust

- * Part of allowing your audience in to personal sites like [facebook](#) is that you open up the fact that you are a real person, Just Like Them. I like to keep things fun online and people connect with humor. Don't be afraid to let people in and show your personality. It just adds to your likability factor!
- * One thing that I would recommend AGAINST is spamming your facebook friends. I add links for my blog posts, but do not create a new group every five minutes or tag people in notes. People will start to hate you if you spam their personal life, so keep it simple and fun, and they will keep coming back for more!

4. Reach out and involve others in your life

- * Invite others into your world. Get them interested in groups, forums, or even activities and destinations you will be going to. One of my favorite nomads meets up with people on his travels. I had a great opportunity to hang out and [interview Chris Guillebeau, from The Art of Nonconformity](#), just because he made himself available. I try to make a point of letting people know where I am going to be so I can meet them in person. By posting my status on facebook and twitter social networking can turn into real life meetings!
- * So, after all of this, I have one remaining question for you....
- * *How can you reach out more to your audience and get them involved?*

Building a Global Audience Summary

* So far we've gotten you up, running, and setting up a Global Audience... So, what's next? After you get familiar with using your online tools, you will need to get organized and streamline your activities a bit. Next Up! Global Tips, Tricks & Downloads.



Global Tips, Tricks & Downloads

- * The best advice I can give you about creating a global business is to stay on track and have a schedule.
- * **Create a Schedule!!**
- * When your business goes global, it is easy to feel overwhelmed and unfocused. One of the things I teach people in my consulting practice is to set goals, and have a schedule that integrates your goals. Now you are in a position that you need to keep up a presence on your website, you have several areas that are going to help you get noticed. I have outlined these areas below, and recommend that you put a day and time to each of these areas. Otherwise, you will find yourself spinning and feel you have little to no organization for your time or day.

Create a Schedule

- * **Blog Posts (outlining, writing, editing)**- Determine first, how often you want to post. I started by doing once a week. Schedule time for generating ideas. This will help you to outline your posts and build a general format. When are your creative days? Let those be the days that you write your material. I give myself a few days after writing my posts to go back and edit. This way, I'm not worried about posting it the same day. Also, if you are worried about editing and formatting, you are not likely to stay in the creative state of writing.
- * **Research & Finding Strategic Partners**- You will begin to build networks through Twitter, Facebook, and your blog. Part of the meaning of a network is your participation. As you find others and begin to connect with those that share your same market and values, subscribe to their sites via RSS feeds & email or newsletters. Pay attention to what they are doing and what is going on in their worlds. This will help you to interact with them on a deeper level and support them as they are rolling out posts, products or services. I like to tweet what I am reading as I'm doing it so they know they are supported.

Create a Schedule

- * **Participating on Other Blogs - leave comments-** People don't know you are reading or what your thoughts are unless you speak up! Take time after reading posts to leave comments, insights, or share how the post made you feel. Be authentic and actually dig into the article. By leaving comments and speaking up, the writer feels supported. There is really nothing better than getting comments from your readers that Understand You! So, speak up and let them know you are there.
- * **Hosting or Writing Guest Interview Blog Posts-** I think it is very important to bring the Strategic Partners you learn from into your site. I host one interview a month with someone that is influential in my industry. This is not hard! I ask them if they would like to participate, send them my questions, and post the response. The goal is to give my readers a chance to see that there are other people out there living an inspired life.
- * Similarly, you can share your insights on other blogs. Find out if other people in your network are interested in having a guest author. This gives you a chance to get in front of their audience and show people your stance. Getting exposure on bigger blogs helps you to grow your following and readership; ultimately positioning you to influence more people and change the world for the better!

Create a Schedule

- * **Writing Back to Your Readers-**
When your readers contact you, write them back! I have this built into my schedule so that every post gets a returned email from me. I have realized you can get into wonderful discussions and even find out where people are in the world. One of my readers will be coming through Bangkok soon and I can't wait to meet up with him! Build time into your schedule to get back to your biggest fans!



My Schedule

- * Here's an example of my schedule so you can see what it looks like:
 - * **Monday: Tech Day** - website, blog formatting, editing, newsletters
 - * **Tuesday: Writing Day** - BusinessBackpacker articles, outreach articles, guest blog posts, promotional material
 - * **Wednesday: Research Day** - finding and interacting with other location independent professionals, global entrepreneurs, and researching tools for business backpackers
 - * **Thursday: Social Networking Day** - finding and adding followers on Twitter, replying to blog comments, re-tweeting other articles, reading RSS feeds and commenting
 - * **Friday: Creative Day** - taking photos, video, uploading pictures to blog site, connecting with friends and family
- * What is your schedule like? How can you set aside time each day to build a Global Audience?

Recommended Global Tools & Downloads

- * **WordPress**- This is who I use for my blog. I highly recommend it because it is easy, even for first time users. Just having [WP](#) is ok, but knowing how to make it function so you get a greater audience is [why you pay a professional](#).
- * **Skype**- I use [Skype](#) for my weekly client coaching calls, and also to communicate with my family. If the other users are signed up with skype, your calls are free. You can also purchase Skype credit to make calls to landlines and cell phones. I use this to check in with my friends and family, or to call potential clients that do not have Skype already. The calls are only two cents a minute to any country so consider setting it up even if you just want to stay connected with international friends! You can also set up call forwarding so that your clients can dial a local number and it forwards to your cell phone. This has saved me Hundreds of dollars!! New Skype features also include screen sharing which is invaluable for training!

Recommended Global Tools & Downloads

- * **Gmail**- Outlook isn't global, [Gmail](#) is. I have switched out and never felt better. Global is better. I can check email from anywhere, forward several accounts to one, share documents, have a calendar, and store my contacts. They *of course* have better search tools for your email, as well. Save time, get Gmail.
- * **Google Docs**- Once you familiarize yourself with Gmail, start branching out and utilizing their [Google Documents](#) and wide array of free tools. They have LOADS of storage (I use this as backup for my main videos and documents). Create word documents, excel-like files, online forms, and more. Also, sharing documents and folders are possible. You can even edit a document with several viewers at a time. I use this frequently during my client calls. Sharing folders is a great feature, and saves loads of time keeping documents in one place without having to attach them to emails or constantly update copies.

Recommended Global Tools & Downloads

- * **Google Chrome-** my favorite browser by far is [Google Chrome](#). When you start working online, you will be doing a lot of research. Google has fantastic tools to help you track what you've been working on, and save entire clusters of windows. Also, you can search your history--just like you can do a search on something for Google. So when you have the moment of, "I know I was on that page...", you simply do a search in your history, and Chrome finds it for you. Brilliant.
- * **Twitter tools-** There are several tools that integrate with social media and make your life easier. I use a few that integrate well with Twitter because that is my main tool. Currently, I use [Su.pr](#) to track my posts and shorten my address. It is also great if you want to simultaneously update facebook, your facebook fan page, and twitter. For checking in on updates, I use [Twhirl](#). It is easiest to do multiple retweets, or to thank people that are saying great things about you. Other twitter tools you might want to check out are [DestroyTwitter](#) or [TweetDeck](#). These are integration tools that help you manage your tweets through a dashboard.

Recommended Global Tools & Downloads

- * Play around with these tools and see which combination of tools work best for you. The ease of use and time saving should help you to better manage your global tools so that you can spend your time more efficiently.
- * Remember, the entire goal of running a business from anywhere is to enjoy where you are. Technology is here to assist us, and when used properly, you can schedule your business to run without having to actually be there!
- * Once you become a more advanced user of these basic tools, you will be amazed at the time that it frees up and the joy you can experience living your dream and running your business from anywhere in the world!

Bonus! Resources

- * I know sometimes it can feel overwhelming to get started. When I begin to look in to something new, I need 3 things:
 - * more information
 - * proof that others have done this
 - * and a supportive network to keep me going
- * I've put together a list of these for you in this bonus section. Don't be afraid to reach out, start communicating, and live your dream now. It is the best thing you could ever do for yourself!!!

Bonus! Resources

* More Information - here are some links that will provide you with more information on Going Global:

* [Anywhere is Possible Video](#)

* [How to Go Location-Independent](#)

* [Downsizing Your Stuff and Rightsizing Your Life](#)

* [How Much Does it Cost to Live in Thailand?](#)

* [How To Run a Location Independent Business](#)

* [The Big Companies Have Gone Global- Why Shouldn't YOU?](#)

* [Ten Steps to Ten Incomes](#)

* [Creating Products To Create Your Freedom](#)

* [Moving Towards Your Fears](#)

Bonus! Resources

- * Interviews from other Digital Nomads - ever since I've started my blog, I've taken time to interview amazing experts from around the globe. You can see the list under [Interviews](#), or click on the links below to read specific examples.
 - * [Interview With Mars Dorian, The World Needs You!](#)
 - * [Pat Flynn Rocks at Smart Passive Income & You Can Too!!](#)
 - * [Want to See The World & Help it too? Interview with International Volunteer, Kirsty Henderson](#)
 - * [Interview with Robin Esrock: Travel Journalist, Blogger & TV Star of Word Travels](#)
 - * [Interview with Mark Eckenrode, Eaten by Tigers](#)
 - * [Interview with Cath Duncan, Mine Your Resources](#)
 - * [Interview with Andy Hayes, Inspirational Travel Blogger](#)
 - * [Interview with Sharon Hurley Hall, Get Paid to Write Online](#)
 - * [Interview with Greg Rollett, Rock Star Lifestyle Design](#)
 - * [Interview with John Bardos, Jet Set Citizen](#)
 - * [Interview with Chris Guillebeau, The Art of Nonconformity](#)

Bonus! Resources

- * It's really important to know that you aren't the only one. Finding support and people to help you and push you further is essential in realizing your dream. Here are some FREE resources to keep you going!
 - * [10 Digital Nomads to Learn From](#)
 - * [10 Digital Nomad Success Stories, and How You Can Learn From Them...](#)
 - * Sign up for the [Digital Nomad Academy Newsletter](#) & get Two Free eBooks: *Digital Nomad 101 Resources Guide*, and *Digital Nomads Case Studies*

Let's Stay Connected!

- * I hope you've found this Free eBook extremely helpful. Take a quick 30 seconds to spread the word about this eBook. Stay in touch by subscribing to my blog, and signing up for the newsletter. I give away a FREE eBook there on how to *Design the Lifestyle & Business of Your Dreams*.
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Wishing you the lifestyle
of your dreams!!

-Brooke