

**Second Edition**

# **Be a Free Range Human**

Escape the 9–5, create a life you  
love and still pay the bills

*Marianne Cantwell*



*Life can be much broader once you discover one simple fact: everything around you that you call life was made up by people that were no smarter than you. And you can change it, you can influence it, you can build your own things...*

*The minute that you understand that you can poke life, you can mould it... once you learn that, you'll never be the same again.*

*Steve Jobs*

# CONTENTS

*Preface to the second edition* xvii

*Acknowledgements* xx

*Prologue* xxii

**Introduction** 1

**PART ONE** Get ready for the ride 15

*Get set up to get the most from this journey.*

---

**01** **What your school career adviser never told you** 17

The 'safe job' myth 17

Myth buster 17

Free range third way 21

**02** **Why this matters now** 23

What would you do if you had only one life? 23

Notes 25

**PART TWO** Creating your free range life:  
How to decide what you really  
want 27

*Dream big, discover your strengths and find out what to do when you want to do everything. Figure out what you really want.*

---

**03** **Why doing what you love is not negotiable** 29

The two-step strategy 33

- 04 Dream big – then get off your butt and do it** 35  
How to quit your job, write a book and get on TV  
(while baking cakes) 36  
Dare to dream 38
- 05 Defrosting – your secret weapon in figuring out  
what you want** 42  
Is your GPS out of whack? 43
- 06 How to create your perfect ‘career’ when you  
want to do everything** 47  
The ‘one thing’ myth 48  
Myth buster 48
- 07 Spot your superpowers** 60  
Average is no longer an option 61  
Weaknesses are just strengths in the wrong  
environment 63  
How to use your strengths to find your thing 67
- FREE RANGE PROFILE: Benny’s story** 72
- 08 Taking free range action** 74  
The ‘endless research’ myth 74  
Myth buster 75  
Free range third way 75  
Notes 86

## **PART THREE** Think like a free range human 87

*You don't need a wildly original idea, oodles of experience, or even funding. How to start with what you have (and find out if your idea will work in two weeks). Decide on your new free range career (and make it fit you).*

---

### **FREE RANGE PROFILE: Peter's story** 89

- 09 Why you don't need an original idea** 92
  - The 'originality' myth 92
  - Myth buster 92
  - Free range third way 93
  
- 10 Think beyond your job title** 98
  - The 'but I don't have decades of experience' myth 98
  - Myth buster 98
  - Free range third way 99
  
- 11 What a free range business looks like** 108
  - Five free range business types (plus one extra option) 109
  
- 12 How to free range-ify your idea** 120
  
- 13 How to start with what you have** 122
  - The 100k question 122
  - Get Champagne results on a Chardonnay budget 124

- 14 How to know if your idea will work** 129  
How to know if your idea can pay enough 130  
How to know if people will really pay for what you have to offer 131  
Where are you in your idea? 137
- FREE RANGE PROFILE: Susan's story** 141  
Notes 145
- Interlude: Free range reality check 147  
*A rush of inspiration and free range thinking (how to overcome those 'reasons why not' and make anything happen).*
- 
- 15 Meet the people who don't want you to escape the career cage** 149  
The truth is the beige army is just a group of scared but vocal people 150  
The beige army's biggest weapon is its pretence that it represents everyone 152
- 16 What to do with those Reasons Why Not** 155  
The 'not for the likes of me' myth 155  
Myth buster 155  
Free range third way 157
- 17 Wait, but what if I'm not a shiny-haired, always-confident entrepreneur?** 160  
Free range thinking (under the surface) 162
- FREE RANGE PROFILE: Jon's story** 167  
Notes 172

## **PART FOUR** Build your free range escape hatch 173

*Get started, stand out from the crowd, get known fast and get paid (without changing your personality).  
How to make things work and break free, on your terms.*

---

- 18**    **Making a living without an office** 175
  
- 19**    **Why you don't need a business plan** 178
  - The 'research' myth 178
  - Myth buster 178
  - Free range third way 180
  
- 20**    **Why you don't need to appeal to everyone** 184
  - Big lives come from bold steps 186
  - My journey from bland to bold 187
  
- 21**    **How to decide who gets to give you money** 189
  - From burnout to brilliant: a real-life turnaround 191
  - How to choose your niche 194
  
- 22**    **How to brand like a rock star** 196
  - The power of branding as you 198
  - Your brand is more than a name 199
  
- 23**    **How to stand out from the crowd** 203
  - How to stand out (by being more you) 205
  - Who am I again? (the problem with personal branding) 207

- 24 The three Free Range Styles** 210  
What are the Free Range Styles? 212  
Bringing this to life 224
- 25 The Free Range Faststart** 226  
How to do the Free Range Faststart 227  
Choosing your Faststart partners 232  
Faststart with Style 233
- FREE RANGE PROFILE: Connie's story** 234
- 26 Instant status** 237  
Status hacking 101 238  
Three pillars of instant status 239
- 27 How to communicate in an unsucky way** 245  
Speak human 246
- 28 Why you don't have to be an all-rounder** 250
- 29 How to sell without selling your soul** 255  
The four Es of selling without selling your soul 256
- 30 Get comfortable with setting your salary** 259
- 31 Overcoming information overwhelm** 263  
Filter 1. Is this right for who I am? 264  
Filter 2. Is this right for where I am? 266
- 32 What to do when you get stuck** 268  
When to give up 268  
When to give in 269

- 33 Living and working anywhere 273**  
Choose your own adventure 275
- 34 How to quit your job: 10 steps to freedom 281**  
Note 289
- Epilogue 291*  
*Index 297*

# PREFACE TO THE SECOND EDITION

In the past the problem was that we didn't have enough information. Today we're bombarded with it. Yet clarity seems harder to come by than ever, doesn't it? So the question is:

*In a world of noise, how do you hear clearly enough to know what is truly the right next step for you?*

That's exactly where this book slides into your life.

When the first edition of this book came out in 2013, the world was a different place: fake news wasn't a thing (but Twitter really was), the financial crash of 2008 was fresh in people's minds – and more to the point the conversation about making a move to *doing something you love* and *making a living without a boss* felt very different.

There wasn't a newsfeed full of perfect shiny comparisons a click away.

There weren't '5 step blueprints for freedom' at every scroll.

Instead it was a creative, playful space that gave a damn about who you were. But not long after the book came out, something shifted.

I watched a swathe of 'formulas' and 'systems for success' sweep the internet that led to people going from squishing themselves into one box in order to get paid... only to find themselves in another box of someone else's making.

'Create life and income on your terms' suddenly seemed to mean 'Follow these steps to become a carbon copy of this person!'

*This wasn't freedom.*

More to the point it led to too many people hitting a wall. Because that copycat approach *rarely works in practice for people like us* (you'll discover why in this book, and what works better).

I felt like I was suddenly at the centre of (and one of the accidental founders of) a scene that I would never have chosen to be a part of in that form.

So I did something I never expected – I stepped away.

I loved what I did but the environment was no longer my home – and I stepped back to figure things out.

I took some time offline and even shut down some online products that people loved, because they felt too similar to a movement I no longer wanted to be in (yes, this was hard, but it felt right).

Instead I spent time, well... painting, writing for me, exploring, doing projects, developing fresh ideas and testing them with real people – some of which led to some key updates in this book! – as well as personal things like buying and renovating my first property (and, yes, luckily the business I had created let me do that!).

Out of that time came some things I didn't expect: firstly, a TEDx Talk, *The Hidden Power Of Not (Always) Fitting In*, which went a bit viral and led to fresh opportunities; a move to a new country; but most surprisingly of all, at the end of it... *a fire in my belly*.

To step back in and bring 'create life on your terms' back to what it says on the tin. You see:

*The idea of changing up your life and doing something as you was never about creating something that looked impressive to anonymous strangers on the internet or to the committee of critics in your head – it was about getting real to create something that feels good to you. Something that really works for you. In reality, not just on paper.*

*This edition is bringing that back even more.*

(That was always what this book was about – and now it does so even more strongly.)

This book been translated around the world; we have emails every week from people who read it and made a change because of it – and it's time to update it to cut through the noise of today's world to what matters for you, here and now.

*So: have you ever felt that no solution fully fits you? Or have a secret sense that you'll have to leave a piece of yourself at the door in order to get paid? You're in the right place. I'll show you how to use free range thinking to create a solution that is tailor made to fit you (and what you want).*

For those who have read the first edition, a few of my favourite changes to look out for are:

**'The Three Free Range Styles'** (Chapter 24). Go beyond 'one size fits all' formulas and discover how to make things work for who you are. In Part 4, this new chapter reveals how three different '*free range*' personality styles bring in clients and income. *Note: this replaces the old chapter on creating a following and an email list – that is still available as a bonus download within the new chapter but is no longer the only way.*

**'But What If I'm Not A Shiny-Haired, Always-Confident Entrepreneur?'** (Chapter 17). Here we go under the surface of glossy success stories (including sharing a part of my story I didn't share in the first edition).

**'Overcoming Information Overwhelm'** (Chapter 31). Two 'filters' you can use to cut through the piles of information (and 'should dos') out there, to focus on the best next steps for *you*.

**Tweaks, upgrades (and new additions!)** throughout to bring this to life even more.

What you're about to read is not a book about being a 'rebel', nor is it a book about hopping on the latest bandwagon because that's what the cool kids are doing (or because that's what some shouty guru in the videos is saying you 'must' do in order to be good enough).

It's a book about grounded, smart thinking about what matters here and now: *creating a life and income on your terms that suits the person you are in every way.*

Because that is, and always has been, more than enough.

So let's get started.

*Marianne x*

# PROLOGUE

Alarm rings. Get up. Feed cat. Late to work. Walk up the hill and down into the tube station. This is all I'll see of the outside world all day.

Every morning the same commute, packed in a train so closely that all I can see and smell is the next person's armpit.

Standing there I look at the people around me. We are supposed to be some of the most successful humans of our generation and we are sleep deprived, stressed and packed into a metal box on our way to an office-shaped box. Someone isn't wearing deodorant. The guy next to me, in the Hugo Boss suit, is listening to dance music on his phone, pretending to be alive for just one moment.

The doors open and more people cram in so that every part of my body is touching someone else's. I can't breathe.

Someone steps on my foot and I can't move out of the way. If we were animals this would not be legal. Battery cage humans going from our commute cage to our career cage, when all I want to do is run out of there, past the buildings and roam free in the sunshine. The thought strikes me, 'I want to be a free range human'.

Then someone's elbow strikes me and I forget all about that crazy dream.

For now.

# Introduction

## From beach to boardroom

---

‘Enjoy your adventures now,’ said my Dad, ‘you won’t be able to do that sort of thing when you...’

And just then the line went. I was on a payphone – remember those? – in Koh Samui. I was 22. Feet in the sand, flip-flops in my hand and a queue of bedraggled Full Moon backpackers outside, waiting to make their calls. This was the first time I’d talked to Dad for a month, and I’d just told him I was going trekking in the jungle.

‘Can’t hear you, Dad...’

‘I said...’ he shouted through the bad line ‘... you won’t be able to do that sort of thing when you grow up and get a proper job.’

Did anyone ever tell you the same thing? After all, that’s how life is supposed to be, isn’t it? Have fun, then settle down, commute, work, commute, die (with a few years at the end, if you’re lucky).

Dreams aren’t meant to last. They’re what you have when you’re young and foolish. They’re what you give up when you get a real job. *Everyone knows that.*

Everyone except, it seemed, the 22-year-old me. Standing in the sunshine, phone in hand, I just laughed. Why would I do that? This was wonderful. I couldn’t see anything that would make me give up this life of freedom!

Fast-forward a few years later and I was firmly seconded in a corporate job. Sitting at my desk, I adjusted my Prada glasses,

pushed aside my sandwich and sighed at yet another spreadsheet. There was no question of ending up on a tropical island *that* afternoon.

In fact, from my cubicle in the head office of a multinational company, located smack bang in the middle of a busy London roundabout, there was little chance of ending up anywhere that wasn't surrounded by concrete, cars and buildings all day long.

The worst part? It wasn't the spreadsheet. It wasn't the way I seemed to get every cold that was going around. It wasn't even that people kept telling me I was lucky to have such a 'great job'... while I secretly felt I was dying inside. The worst part wasn't any of that.

*The worst part was the attitude.* Everyone around me seemed to think this was normal – they seemed resigned to this career-cage fate. 'I had such adventures when I was younger,' reminisced an older colleague. 'I wish I could do that sort of thing now. Of course you have to get it out of your system before reality strikes.'

What? *Reality?* This man thought that this life – in an artificially built, over-air-conditioned building in the middle of a screaming roundabout, hardly seeing daylight three months of the year, with the only hope of escape being winning the lottery – he thought that was *reality?*

Somewhere, somehow, things had gone terribly wrong.

Then again, what did I know? Maybe this man was right. Maybe I should just grow up and accept that this was real life. So that's what I did. From that moment on, I threw myself into my career. Rose through the ranks. Ended up at director level in a City consultancy at a relatively young age.

Yet, still something was missing. On the last day of every vacation, fuelled by weeks of freedom and sunshine, I'd promise that *this* would be the time I'd finally figure out what I really wanted to do with my life and get out of there. But within days of getting back to the office, that promise would be forgotten.

One day a friend shared the story of someone who had packed in her job for a dream life, and we all thought it was fabulous. We all said we'd do it too... well, you know... one day. You could tell that 'one day' wasn't exactly scheduled into the diary.

I mean, come on. Those escapes are for someone younger and freer, someone older and richer, someone with a different résumé (or CV). Nice dream, but I wasn't 22 anymore. I had bills to pay. A career to consider. *Someone like me doesn't do something like that.*

We've been brought up to believe that a job is your only sensible option. But is it?

## What I do now (work or pleasure?)

---

A few years ago, I boarded a train from Milan to Florence, suitcase in one hand and laptop in the other. I took the seat next to a nice American woman who smiled, glanced at my laptop and asked the inevitable: *'Are you travelling for business or pleasure?'*

That question always trips me up. Work or play? I'm not sure. I thought: I'm here for a month, my entire business is in the bag by my side, and yes I'm going to work but it's work I could do anywhere in the world. Plus, I'm going to explore and enjoy the country (ie eat unfeasible amounts of pasta and say 'ciao' to cute boys serving espressos). Anyway, I'm not sure where the line between 'work' and 'play' ends anymore because I love what I do for a living.

All of which may have been too much information for a smiling stranger on the 9.35 train to Florence. So I gave the easy answer: 'I'm going to Tuscany to write a book.'

True. However, between you and me, there's a better answer. That answer is the reason I've written this book for you. The best way to put it is: *I Am a Free Range Human.*

## Jobs are so last century (welcome to free ranging)

---

That career advice you got at school all those years ago is out of date. More and more people are saying no thanks to the conventional job and are busting out of their beige offices to create remarkable lives on their own terms.

The mission? Freedom and fulfilment: not in retirement, not in their annual vacation, but every single day, starting now. These people are the new Free Range Humans.

*Free Range Humans work when, where and how they want and get paid to do what they love.* Today you can find Free Range Humans all around the world working happily with their laptops from parks, cafés, beaches and their kitchen tables, making a great living without an office or a boss:

- Some free rangers use their new-found independence to travel the world full-time, such as Hannah and Chris, who left office life to help companies hire better talent... while on their laptops on the other side of the world.
- Others stay at home and spend time with their families, such as Emma, who left her job as a marketing campaign manager to make a full-time living from YouTube videos... and watch her kids grow up.
- Others take the opportunity to pack everything they love into a portfolio career so that they don't have to settle on choosing just one thing, such as Carla, who quit her job in the city and now is a photographer and also runs a stationery subscription service.
- Others use the free range approach to break into their dream field without having to convince an employer to hire them as a career changer, such as Charlie, who went from regular office bod to running amazing urban writers' retreats.
- And, of course, others create a life that allows them to make an income while offline, unplugged and lying in a hammock with a mojito (that would be me – on some days!).

The free range tribe isn't united by travel or a particular industry: this growing tribe is united in taking a unique approach to problem solving and income creation that gives you the freedom to get paid to do things in a way that suits the person you are, and create an amazing lifestyle in the process.

This is what makes free ranging different to a regular old 'business' (and very different to a job!): while most traditional

businesses (and careers) require you to fit yourself into them in order to make things work, the free range approach is all about crafting something to fit *your* personality and priorities... so you don't have to leave a piece of yourself at the door in order to get paid anymore.

Sounds completely crazy? I agree: a few years ago, making a living without a proper job (and especially doing it as you) was a crazy far-off dream that only a 'lucky' few achieved, but now things are different. Many people don't know about this new option but those who do are poking their heads out of the career cage, blinking in the sunlight and flapping their wings to a better, free range life. You can too (and this book shows you how).

## ***Why this is possible now***

We are living at a remarkable point in history. Right now, you can make a living from pretty much anything you can imagine. In the last decade alone, technology has zoomed forward beyond anything your college career adviser thought possible *and beyond anything you read in the job ads*:

- Today, you can run a global seminar without even getting out of bed.
- You can pack your entire business in your backpack and take off around the world (while still seeing money drop into your bank account).
- You can reach thousands of people and create a consistent income in ways that were unimaginable 20 years ago.
- You can get going fast without going to a single early morning networking meeting (unless that's your thing!).
- You can have an idea, draw it out, and launch in under two weeks...

Crucially, you can do this right now without even quitting your job. Starting this evening – from the comfort of your kitchen table – you can experiment, run a 'test project', and start with the ideas

in this book *before* deciding to say goodbye to the boss. This is how I quit my last-ever job and how hundreds of other free rangers do it too. (Of course, if you have to change things sooner, we have options to help with that too!)

Never before has it been possible to go from idea to income so easily, but most people still don't know how to make this work (I certainly didn't when I was in my career cage). Here's why:

### ***The gap between assumptions and reality***

A few years ago, I was on a boat trip to some beautiful islands in southern Thailand. Clear blue waters, cavorting monkeys on islands and endless snorkelling. On the boat I met lovely people, most of whom had jobs back in the 'real world'. They spoke of how they would love to stay here forever instead of going back to the office at the end of their vacation. Over the course of the day one person made three comments that stuck in my mind. These comments contain common assumptions about work – see if you can identify them:

- 1** *About herself*: 'I guess the good thing about working in the corporate world is that you can afford to visit beautiful places like this.'
- 2** *About the boat captain*: 'He must be doing well. That's the life. Move to Thailand and get rich off a boat company. Maybe he can hire me!'
- 3** *About me*: 'Being able to write and travel must be nice. Do you work in pubs or something to keep going?'

Did you identify the assumptions?

**Assumption 1.** You have to work in a job to get to visit beautiful places and have a great lifestyle. I hadn't yet told them that I had been hanging out there for four months and hadn't set foot in an office for years.

**Assumption 2.** Big shiny infrastructure – especially expensive stuff like boats – automatically means a great income. Truth? I

spoke to the captain and he confided that even though his tours sell out almost every day, he barely breaks even. The costs simply don't work – the boat makes him look 'rich' but the fuel and the staff don't come for free (so no, he isn't going to hire her).

**Assumption 3.** If you don't have a job and don't have a business that revolves around something you can touch (such as boats) then you're little better than unemployed. You must be broke. That's the killer assumption, and part of what we are going to challenge in this book.

What I'm going to show you is how to figure out what you want, create a life that suits you down to the ground, and build a great income doing it. The strategies you'll learn don't depend on you owning boats, but they do give you the freedom to hang about diving off them as much as you like.

## ***Welcome to the Third Way***

Free ranging is the Third Way between jobs and high-risk entrepreneurship. This is a new game, with new rules. No funding, no big risky investment, no premises or staff, but bags of personality, play and freedom: that's a free range business. I'm going to show you simple ways to start with what you have, and create a free range income that *more than replicates your monthly pay cheque* (but gives you way more freedom and fulfilment).

This book shows that you have options other than staying with the way things are for the rest of your days. Which rather begs the question:

## ***What do you really want to do with your life?***

I'm betting that at least once in the last year you've tried to figure out your 'dream job'. I'm also betting you haven't *quite* settled on one answer yet.

Here's how it usually works: you struggle for years to identify one perfect job. After much searching, maybe you find it, fantastic!

You've discovered your dream career! Now, you'd better hope you're qualified for it, hope it pays enough, and hope the employer agrees to take you on. If you get past those hurdles (which most don't), the next step is to squeeze the entirety of your rich, complex personality and dreams into that one tiny job description and give up on the bits that don't fit. Then, you'd better hope you'll still love it five years down the line – because you don't want to go through all *that* again.

Tra la. Your dream job. Congratulations.

*Doesn't that sound less than ideal to you?*

The truth is that you are way more interesting and complex than a single job description. As a Free Range Human, you get to *create* your own dream career when no one job ticks the boxes. You decide where you spend your days, what you do, and how you do it. You can combine several interests tailored to suit your unique personality. No more packing yourself into a box.

What's more, free range career change is easier than changing fields in the job world. You don't have to convince an employer to take you on and you don't need a perfectly matching résumé/CV. A Free Range Human can build status in a new field quickly, make the move to pretty much anything that takes their fancy, and constantly evolve that as they grow and change.

In this book you're not going to search aimlessly for your dream solution; you're going to learn how to grab the reins and *create* it. The payoff? Your life, lived in full colour every day.

## ***You can join us***

The free range tribe is growing and we'd love you to join us. This isn't a pipe dream reserved for the 'lucky ones'. More and more people are discovering that life no longer has to be a choice between trapped and well-off versus free and broke. I'm going to lift the lid and show you how real career-cage escapes happen and how you can do it too.

## What you will discover

In this book you will learn:

- How to figure out what you really want to do with your life (and create your own bespoke ‘dream career’).
- How to tweak any idea to suit your personality so you don’t have to squeeze yourself into another box.
- How to get paid *more* by being more you.
- How to make this happen *without* an idea for a world-changing widget.
- How to test an idea and get going without even quitting your job.
- How to go from zero to ‘go-to’ person in your industry in months.
- How to start for the price of a new pair of shoes, with no funding (ie no debt), and get your first project out there in two weeks.
- How to stand out from the crowd (and get paid what you deserve).
- How to find ways to make things work in line with *your* personality and strengths.
- How to fast-track your journey to get better results in six months than many old-style businesses achieve in six years.
- More to the point, you’ll learn how to create a lifestyle you truly love... while earning an income that more than pays the bills.

In the first half of this book (Parts 1 and 2), you’ll figure out what you want. Then, in Parts 3 and 4, you’ll start to hatch your escape plan.

## What this book is not

---

Before you think that I’m going to paint some crazy vision of quitting your job, finding some dodgy ‘money-making scheme’ and

hanging out all year doing nothing except working on your tan, let's get real here.

**1 This isn't a get-rich-quick book.** I haven't found some easy button you can press – and neither have the successful Free Range Humans I know. In fact, if someone offers you an 'overnight get-rich-quick scheme', run the other way; in my research I've found that overnight success happens after many nights of getting off your butt and *making stuff happen*.

The trick is making the right stuff happen so you can enjoy your life. When you know what works (and what doesn't) you can ditch 90 per cent of the activities that people unknowingly waste time on, and focus only on the 10 per cent that really matters for you. Those fast-track strategies you will learn in this book.

**2 This isn't a conventional business or careers book.** Screw risking it all for the teeny chance of a pay-off down the line. This is a book about you: doing what you love and living the life you want to live *sooner rather than later*.

In this book you'll be putting your strengths, your personality and your dreams smack bang at the centre of every decision you make, so you can create a really-right lifestyle for yourself. To get it right, we will spend time upfront getting crystal clear on what you really want to do, and creating your own solution that fits you perfectly.

This book is written as though I were sitting across from you, looking you in the eye, and telling you, as a friend, what you need to do to get free. I don't care if the critics say this book is too colloquial or informal. I didn't write it for them, I wrote it for you. No BS. Occasional strong language. Why? So that you get this on an emotional as well as an intellectual level. Business-speak sometimes sanitizes important ideas so you go away thinking, 'Oh yeah, I suppose I should do that... one day'. Screw that. This is about your life, a darn important topic (the most important one of all IMHO), and if it takes the occasional enthusiastic italic to make a point, so be it.

- 3 This isn't a book about travel.** Yes, some free rangers use their new-found freedom to travel, but it's not mandatory! In fact, at least half the people profiled in this book have little interest in travelling. This book doesn't tell you to live any particular lifestyle, it empowers you to create the life you want, whatever that may be. (However, if you are interested in travel, Chapter 33 walks you through that lifestyle.)
- 4 This isn't some 'one size fits all' approach** that tells you to become a cookie-cutter version of someone else in order to get paid. This is about making the most of who you are (and discovering ways that fit that for real).
- 5 This isn't for someone else (it is for you).** This isn't about 'luck' or a clever idea. This isn't 'alright for her but not for the likes of me'. This isn't for someone with a different background, and no bills to pay.

This is for you, honey. I know you picked up this book for a reason. You want something more than what you have now and that's not going to come from wishing, waiting or browsing another set of job ads.

Free range is the new career change. And it's far smarter than waiting for retirement, wasting your one and only life settling for second best.

Right now, thousands of people just like you are realizing that the answers to 'What do I really want to do with my life?' and 'How do I get paid to have fun?' are much closer than you think. Odds are you've been thinking about this for a while, going around in circles trying to find the solution. This is where that cycle ends. Today, we start your journey from career-cage to Free Range Human.

## Who am I to write this book?

---

Two answers:

### **1. I'm someone who has done it for real**

A few years ago I was where you are now. Book in hand, trying to figure out what to do (and how to get paid for it). Soon after that phone call with my Dad, I fell into a corporate career working with companies such as Disney – until I woke up one day, years older, knowing I desperately wanted out... but with no idea where to turn.

Long story short, everything changed when I stopped furtively browsing the job ads looking for that dream job, and invested the time in discovering how to create my own career instead. I built up my business on the side... and then quit my job to launch as a newbie in a crowded field, in the middle of a recession.

Yet by the end of my first year I was earning *more* per month in my free range life than I ever had in that 'good job' (you know, the one I hung on to for fear of going broke) – but this time while living and working in a way that really fitted me. In this book you'll learn the techniques I used to make this happen (plus some others that might suit you even more!).

Today, I'm living the free range life for real. Because travel is important to me, I sometimes choose to run my free range career around the world (this book was written in five different countries). And that's all fun.

But here's the main reason I'm writing this book:

### **2. I've helped thousands of others do it too**

When I quit my job I had no intention of showing others how to go free range. But after I broke free, people would take me to one side and whisper, '*How did you get out? Can you help me do it too?*' So, one rainy afternoon, I started a little blog called *Free*

*Range Humans*. It quickly grew into what became my main vocation over the next decade, spawning a business, courses and global online events – taking tens of thousands of people on this journey.

Today, I help people discover what they *really* want to do, then help them take that step to create amazing lives in which they get paid to be themselves. To do this, we run Free Range Humans courses online, I speak around the world, and do a happy dance each time we receive an e-mail from a client who has broken free (you’ll see some of their stories throughout this book).

This book is informed by years of helping people discover and live their own adventures, whatever they may be. So, while I opened up with my story, this isn’t a book about me. It’s a book about what really works to discover your dreams and turn them into a (paying) reality.

This is the book I wished I’d had when I was back in my job. Use it well.

## ***How to read this book***

### Do the damn exercises

If you’re as impatient as I am, it is tempting to skim through looking for an answer. However, you can’t get the answers just from reading. Real insights come in doing, not in ‘thinking about it’. You are worth the extra five minutes it takes to do an exercise, so get that pen ready.

(Tip: as you go, watch out for those ‘I already know all about *that*’ moments. In my experience, the exercises that feel most uncomfortable are probably the ones that you most need to do.)

### Take the reins

This book is intended to be read from start to finish and that’s how I suggest you approach it for the best results. However, feel free to ignore this advice. Want to skip ahead? Do it. This is your journey, do it in whatever way will work best for you: that’s the free range approach and it applies to everything you do from now on.

## Think like a Free Range Human

Don't look for the perfect example of someone exactly in your situation who made the exact move you're thinking of making. You simply won't find them: look hard enough and there will *always* be a reason why someone's situation was different, and always a reason why it might not be possible. The question is, are you going to choose to let that stop you?

Remember, no one who made their escape is any better than you. Free rangers are not smarter, richer, younger, older or more attractive; they don't have a certain career history, and their situation is not down to fate. Fate is what happens when you get up and do things other people thought they could only achieve when 'luck' came knocking.

My journey from stressed career-cage worker to Free Range Human was not about luck or connections, it was down to thinking like a free ranger and learning about this new world's possibilities. Possibilities that, back then, I didn't even know were out there. In this book, you're going to discover them too. We're going to explore, have fun and bust you out of there.

You've reached the end of your free sample!

Keep reading by getting your copy here now while it's fresh in your mind:

UK and world: <https://amzn.to/2zC8GoC>

USA: <https://amzn.to/2zCkt6e>

