

"Your time is limited, so don't waste it living someone else's life" Steve Jobs

Building Freedom 101

The Creative's Guide To Free Your Mind,
Increase Your Income, & Do Whatever You Want



Introduction

Welcome to Building Freedom 101 – The Creator's Guide To Free Your Mind, Increase Your Income, And Do Whatever You Want.

Are you tired of feeling trapped by your job or living situation? Do you yearn for the freedom to work from anywhere in the world, pursue your passion, and design your own lifestyle? If so, you're in the right place.

In this guide, I will share with you the exact strategies and insights that helped me achieve my own dream lifestyle as a DJ entrepreneur, digital creator, and location-independent business owner.

A little disclaimer first.

This is NOT something you can achieve overnight.

I've spent years perfecting my craft, experimenting with different strategies, and learning from some of the most successful entrepreneurs and creatives in the world.

If you want to achieve the same, it will likely take time, resources, and energy. But it'll be worth it.

Whether you're a budding entrepreneur, a creative artist, a musician, a DJ, or simply someone who wants more freedom and flexibility in their life, this guide will provide you with the tools and inspiration you need to turn your dreams into reality.

By the time you finish reading this guide, you'll have a clear roadmap for achieving location independence, financial freedom, and the ability to do whatever you want, whenever you want.

The principles & tactics outlined in this guide will change your perspective. I know, because they surely did for me.

My name is **Nick Tribe** and I'm a DJ entrepreneur.

As a DJ, I gained more than 250k global streams as an independent artist, and my music has also been featured on popular blogs like Smash The Club, spinbackpromos.com, and EDM House Network.

My tracks have also reached the #Top10 on the Future House Hypeddit Chart, the #Top10 on the Electro House Hypeddit Chart, and the #Top100 on both the Tech House and the Global Hypeddit chart.

As an entrepreneur, I'm the co-founder of Tribe Brothers LTD, a London based company that starts, grows, & scales digital product businesses leveraging AI, content creation, and sales funnels. I've sold products and services in various price ranges, from € 9.95 up to 5K deals of software and consulting packages.

But it wasn't how I got started.

I used to struggle with my mindset and lacked confidence and security.

Every day felt like a struggle, and I was constantly second-guessing myself.

My negative thoughts would often take over, leaving me feeling down and defeated.

Additionally, choosing a business model and making money seemed impossible for me.

I didn't have a clear plan, and everything felt overwhelming.

I was stuck in a cycle of trying different things and failing repeatedly, which only added to my frustration and disappointment.

To make matters worse, I wasn't excited about life. Everything felt dark and uninteresting. I lacked purpose and direction, and I didn't know what I wanted to do with my life.

But then, a significant event happened: I decided to take action.

As cliché as it sounds, I spent a lot of time and money figuring things out, and eventually, I discovered a model that worked for me.

I now have systems in place, and I can make money on repeat.

As a result of my efforts, I am now more confident and secure.

I wake up excited to take on the day and pursue my goals.

I spend most of my days doing things I love, like reading, working out, and creating content that excites me.

I can do all of this anywhere in the world, and I feel fulfilled and happy.

Ready?

Let's dive in and start building your freedom today.

A handwritten signature in black ink, reading "Nick Faib". The signature is stylized with a large, sweeping initial "N" and "F".

Free Your Mind

One of the biggest barriers to achieving freedom is often our own mindset.

Our beliefs, attitudes, and thought patterns can all contribute to holding us back and preventing us from achieving our goals.

It's essential to learn how to cultivate a positive and empowered mindset that supports you in your journey towards freedom.

Here's how:

Realize The Importance Of Mindset

The first step towards cultivating a positive mindset is to understand its importance. Our mindset shapes our thoughts, feelings, and actions, and it's the driving force behind our behaviors and habits.

If we have a negative or limiting mindset, we will find ourselves stuck in self-doubt, fear, and other limiting beliefs that hold us back.

On the other hand, if we have a positive, growth-oriented mindset, we will be more confident, optimistic, and open to new opportunities.

Action Comes From Belief

One of the most important things to remember about mindset is that action comes from belief.

We must believe that we are capable of achieving our goals, that we are worthy of success, and that we have the power to make our dreams a reality.

By changing our beliefs, we can change our behaviors and start taking the actions necessary to achieve our desired outcome.

I know it sounds all so cliché, but it's true. Let me prove it to you.

Learning happens when we receive, process, and store new information in our brains.

This means that we learn through information. New information.

We have known this framework since our school days, so that's what we're used to.

And that's exactly what I have done since the beginning of my entrepreneurial journey.

I've begun to study business, marketing and entrepreneurship.

A lot. A constant pursuit of new knowledge.

I've read books, watched videos, learned from online courses, etc.

And yet, with all this knowledge, I've always felt as if something was missing.

I was gaining all this knowledge...All these new concepts...

But apparently, nothing was changing.

I was reading books about specific topics like landing pages, sales tactics, and getting clients.

Yet I didn't have a bunch of people in line waiting to buy from me.

What was the problem? Was the information not good enough?

After some time, I finally got it.

It wasn't about the information, but rather about the weight of it.

In other words, it wasn't the information itself, but my approach towards it.

We don't process all information the same way. Our brain carefully selects what's important and what's not.

If something is considered important, the brain will try its best to store the information. If something is not considered important, the brain will likely discard or bury the information somewhere.

So when a new thought enters the mind and it is considered important, the brain entertains said thought.

When a thought is internalized, it becomes a belief.

And when something is a belief, we become confident about it.

And we act on it.

When we take action, something happens. Things move, and eventually, those actions lead to results.

T. Harv Eker, author of “The Secrets Of The Millionaire Mind”, says it better:

Thoughts lead to feelings. Feelings lead to actions. Actions lead to results.

The cool thing is that it's up to us to choose what's important and what's not. So if we don't achieve the results we wanted, we must reconsider what we deemed important first.

We can reverse-engineer what's working and what's not working by looking at the results we're getting and going backwards. What did we think was important? What were our actions?

Doing this process allows us to assess the way our mind is working and make changes accordingly, if needed.

As stated before, we don't process all information the same way.

We value some pieces of information more than others.

To explain this point, we must think in terms of the weight that every information holds in our mind.

If the weight is enough, the information is driven down into our subconscious mind, where we process feelings and build beliefs. And when it gets there, we act upon it. And, as we know, actions lead to results.

On the other hand, if a piece of information doesn't hold much weight, it will never reach past the belief "line" and it will never reach the action zone, where the mind transforms thoughts into actions.

Let's clarify this point with an example.

Someone you trust tells you to do A,B,C, and D in order to achieve something. If you only value information B and C, without giving A and D much weight, chances are you'll skip these activities. Maybe you'll think about them, but without taking real action. Because you don't believe. The information is considered as superficial.

It doesn't reach past the belief-line into the action-zone. And unfortunately, that's a recipe for failure.

I love this quote by Gilles Deleuze:

"A concept is a brick. It can be used to build a courthouse of reason. Or it can be thrown through the window."

The moment I shifted my mindset around that, everything changed for me.

I started to see information as bricks. And the more weight they had, the more suitable they were to build the foundations of knowledge. Then, I started to take accountability for what I did with these bricks.

I realized that the best way to use them is... By building bridges.

Bridges that can actually close the gap between where we are and where we want to be. That's because knowledge is powerful, and when it becomes belief, it allows us to take great actions.

It allows us to go from point A to point B. It allows us to go from "I desire..." to "I did it". So we can truly achieve anything we want.

Input --> Outputs:

Another critical aspect of cultivating a positive mindset is to be mindful of the content we consume.

The information we take in through media, news, social media, books, podcasts, and other sources can have a profound impact on our thoughts and beliefs.

Think about it. The recipe could be the best, but if the ingredient sucks, you can't get it done.

Put good stuff in to get good stuff out. Simple as that.

You must be selective about the content you consume and ensure that it's uplifting, empowering, and aligned with your most ambitious goals and aspirations.

Learning Machine

A crucial component of developing a positive mindset is to become a learning machine.

Your mindset is not fixed but rather a product of our experiences, beliefs, and the information you consume.

One of the most effective ways to shift your mindset towards one of abundance and growth is to continuously learn and acquire new skills.

Reading is a fantastic way to gain new knowledge and insights, and it's a habit that many successful people have in common. It can be challenging to make time for reading, especially in today's fast-paced world, but it's a habit that's well worth cultivating.

Reading books on personal growth, entrepreneurship, or any other subject that interests you can broaden your perspective, challenge your assumptions, and inspire you to take action towards your goals.

It can also help you develop critical thinking skills and improve your communication abilities.

I love reading books. I usually read 2+ per week. I know, a lot. I always tell everyone about how cool books are. How much we can learn from them. But even if people feel my excitement, I always receive the same reactions.

"I'd love to read more" they say.

"I wish I could read as much as you do".

"I just don't have the time..."

If that sounds like you, read on.

Here are three simple tricks to read more books that you can apply straight away.

1) Study The Table Of Contents First

If you take a look at the Table Of Contents in every book, you'll get a quick overview of what that book is about.

It's all about the way you read, and the approach you have when reading.

Some business books can be read piecemeal. You can skip around and read chapters at will. Others need to be read in order. Some other ones need to be-read multiple times. But it's all about seeing books as tools and using them accordingly.

If you study the Table Of Contents before rushing to read a book, you'll probably get the "big picture view" of how the author wants to communicate his/her ideas.

Maybe you find out that the book you're reading requires it to be read in a certain order.

Or maybe you can skip around and read chapters at will. Or maybe you discover that the book adds nothing new and it's not worth reading at all. Whatever it is, the Table Of Contents might nudge you in the right direction.

2) Bring Your Books EVERYWHERE

Want to read more books? Bring them everywhere. Take them with you. Make them a part of your life. Going for a run? Put the audiobook on as soundtrack. Going to the toilet? That's a 15-minute-reading time you can use. Taking the bus? The train? Same thing.

Whenever I tell people this advice, they are usually skeptical. If that's you, I'd like to show you a quote that's worth more than a 1000 words.

The means of learning are abundant. It's the desire to learn that's scarce. — Tim Ferriss

3) Make It A Habit

Habits are hard to break. We all have habits in our lives. So if you want to stick to something, you have to make it a habit. A natural part of your day-to-day life. And that's exactly what you should do to read more books.

Make reading a part of your daily habit. The key here is consistency. If you're not reading much, start with very few pages per day. Once it becomes a habit, increase it.

1 page per day means 365 pages per year.

2 pages per day means 730 pages per year.

3 pages per day means 1095 pages per year.

10 pages per day means 3650 pages per year.

Do you see the power in this? Now, let me ask you:

How many books could you read?

We must continually seek out new knowledge, skills, and experiences that expand our horizons and challenge our beliefs.

Gain new insights, perspectives, and information.

The more we learn, the more confident we become in our abilities, and the more willing we are to take the leap and pursue our dreams.

Increase Your Income

For those seeking freedom in their lives, having control over their finances is an essential component. By increasing your income, one can achieve not only financial freedom but also location independence.

How To Make Money In The Creator's Economy

"Nick, what is it that you do exactly?"

That's a common question I get asked all the time.

Some people say marketing consultant because of my past work as an agency owner. Some people say DJ because they support my music or downloaded my tracks. Older people aren't quite sure.

And I get it. Being both a DJ and entrepreneur doesn't make it exactly easy to understand this.

I'm going to break down my business model and explain what I do exactly, so you can see for yourself if this business model makes sense for your situation or not.

If you're looking to start a business, this post would introduce you to probably the 'best' business to start in today's age. Bold claim. I know. But I have my reasons to say that. Hear me out.

This business model... Is a model that:

- ✓ Allows you to work from anywhere
- ✓ Makes it easy to make money from your interests
- ✓ Requires almost no capital to start
- ✓ Gives you an unfair advantage over your competition, because they simply can't copy you

What am I talking about?

The audience-driven business model.

In today's world the competition is fierce and the market is constantly evolving.

It's essential to have a business model that focuses on your audience's needs.

That's why I've chosen a business model that's centered around understanding my audience's pain points and providing solutions that solve their problems.

What Is The Audience-Driven Business Model?

The audience-driven business model is a way of doing business that focuses on understanding the needs, wants, and pain points of your target audience and using that information to drive every aspect of your business.

It's a model that puts the audience at the center of everything you do.

The idea is that by deeply understanding your audience, you can create products and services that solve their problems and meet their needs.

And in doing so, build a loyal following of customers who trust and value what you offer.

In practice, this means spending time researching and engaging with your target audience through various channels, such as social media, surveys, and customer feedback.

You then use this information to develop products that meet their needs and create marketing campaigns that speak directly to them.

By following an audience-driven business model, you can create a business that is not only profitable but also fulfilling and rewarding because you are providing real value to the people you serve.

The 3 Pillars Of This Model

I have chosen this business model after an intense period of studying and thinking. Over the course of my journey, I tried different business models.

Agency. E-commerce. Live events. You name it, I tried it.

The pillars I'm about to share with you are the assumptions behind my decision.

They drive my strategy, and my vision.

Pillar #1: We live in the age of personal brand

The days when a business was solely judged on its product or service are gone.

Now, consumers want to know who is behind the business.

They want to connect with the people running the show, and that's why personal branding has become crucial in today's market.

As an entrepreneur, you need to understand that your personal brand is just as important as your product.

Your audience wants to see who you are, what you stand for, and how you can help them. Name of the game: content creation.

Consistent content publishing at scale is the first step to implement this model and connect with an audience.

That's why I have built my personal brand as a DJ, producer, and entrepreneur by publishing on SoundCloud, Youtube, Medium, Twitter, Tik Tok, and Snapchat.

And why you should do the same. You don't need to be omni-present at the beginning. Just pick one platform, and start sharing your thoughts and documenting your journey.

Pillar #2: Business is about solving people's problem at a profit

The second pillar is simple yet often overlooked. Your business needs to solve people's problems.

Businesses exist to solve problems.

By understanding your audience's needs, you can develop products that will help them and also bring in a profit.

And that's precisely what I did. By analyzing the problems of my audience, I developed products that solve those problems while also bringing in profit (more on that later).

Pillar #3: 'Products don't make money. Product ecosystems do.' Daniel Priestley

The third and final pillar is an eye-opener. Daniel Priestley said, 'Products don't make money. Product ecosystems do.' This means that a successful business is not just about creating a product but building an ecosystem around it.

In other words, different problems require different products.

Different customers have different needs.

Some people are willing to spend \$ 10 to solve a problem.

Some others are willing to spend 10 times that.

It's up to you as a business owner to design the product ecosystem of your brand to maximize profits and solve your audience's problems the best way possible.

To give you a better understanding of how this business model works, let me give you some examples.

After studying the analytics of my social media channels, my website, and by talking to my audience, here's what I found.

Through consistent content creation I gathered an audience online.

These people have *problems*. These problems are the foundations of my products, which are the solutions.

For instance, I noticed that many nightlife promoters and DJs struggle with event marketing and ticket sales.

So I created *Nightlife Heroes* (www.nightlifeheroes.com), a marketing brand that helps operators sell more tickets and bring more people to their events. In the first two weeks of launching the brand, I got customers from all across Europe. I knew that product would work because...it was audience-driven.

As for aspiring entrepreneurs, I noticed that they want to start a digital business, but often lack the clarity, tools, and strategy to go from idea to execution.

So I created *The Smarter Entrepreneur* (www.thesmarterentrepreneur.com), a brand that helps aspiring entrepreneurs to kickstart their digital product businesses fast.

My audience knows that I am obsessed with books. Especially business books. "What books do you recommend?" Is a question I get asked a lot.

So I created *Business Books Tribe* (www.businessbookstribes.com), a FREE newsletter that recommends the best business books and delivers them straight to their inbox once a week.

Now...here is where it gets interesting. *This model keeps offering opportunities the more you implement it.*

Let me explain that with an example.

Both Nightlife Heroes and The Smarter Entrepreneur use a book funnel.

As you can see, there's a theme here.

Someone that sees the funnels might be intrigued to implement that for his business too.

My audience might be interested in a product that simplifies the process of building a book funnel.

Something that helps them building a funnel from scratch giving access to my templates, tricks and tips to get a book funnel up and running in less than 2 hours.

Another problem spotted.

Product idea generated.

Potential solution to implement.

I could go on talking about each product brand in the Nick Tribe's ecosystem, but hopefully you got the point.

Here's a quick recap of this model.

→ Create content.

→ Build an audience.

→ Spot their problems.

→ Productize the solution.

→ Charge for it.

→ Double down on what works. Cut what doesn't.

The model is simple.

The execution is not.

But the audience-driven business model is probably your best bet if you want to start a business in this decade.

4 Principles To Dramatically Increase Your Income

Principle #1– You can't make money.

When I first started my business, I thought that making money was something that I could do.

But I learned that making money is not something that you can “do.”

Not in the sense that you can create money out of thin air. Money is not made, but rather transferred.

Only governments and central banks have the power to create new money.

For the rest of us, the only way to get money is by providing value to others in exchange for it.

In other words, someone out there already has the money that you want to earn.

It's your job to figure out how to offer them something of value in exchange for it. This may seem like a small distinction, but it's an important one.

When you realize that you can't make money, but must instead provide value to earn it, it forces you to think about your target audience.

Who are the people that are most likely to want what you have to offer?

What do they need, want, or desire that you can provide?

Once you've done that, the next step is to figure out how to convince them to give you their money.

This requires understanding their pain points, desires, and motivations, as well as the unique value that you can offer them.

What makes your product or service better than others on the market?

How can you communicate that value to your target audience in a way that resonates with them?

The goal is to create a win-win situation. Your target audience receives the value that they are seeking. While you earn the money.

Win-Win.

Think about it: who's got 'your' money now?

Principle #2 –The bigger the problem, the bigger the paycheck

The amount of money you can make is directly proportional to the size and complexity of the problem you are solving.

Small problems require less time and effort to solve, so they typically pay less.

Larger problems require more time, effort, and expertise, so they typically pay more.

If you want to increase your income, focus on solving bigger and more complex problems for your clients or customers.

Principle #3 –Money follows assets

This phrase means that financial success is often the result of owning assets, rather than simply trying to make more money.

This is a big mindset shift that many people often fail to realize, especially when it comes to building a business.

Making a sale is a transaction.

Having something that attracts money is an asset.

The first is a one-time-thing, the second is the key to true wealth.

Assets can include things like real estate, businesses, or investments in stocks or other financial instruments. Building and growing these assets is the true key to generate income and long-term financial stability.

A business must have assets in order to succeed.

You must develop assets to succeed.

The brand reputation is an asset.

Systems and processes are assets.

The culture is an asset. And so on.

Money follows assets.

Your knowledge, skills, and expertise are valuable assets that can help you increase your income. The more you invest in yourself and your education, the more valuable you become to others.

Think about how you can turn your knowledge, skills, and expertise into valuable assets that others are willing to pay for.

Principle #4 –Everything is an offer

Every interaction with a potential client or customer is an opportunity to make an offer.

An offer can be as simple as inviting someone to sign up for your email list in exchange for a free resource, or as complex as pitching a high-end service or product.

The key is to understand that everything you do or say is an offer of some kind, and the more you can improve your offer-making skills, the more successful you will be at increasing your income.

This means understanding your target audience, identifying their needs and pain points, and crafting compelling offers that provide a clear solution to their problems.

Do Whatever You Want

Steve Jobs famously said that time is limited, so don't waste it living someone else's life.

Have you ever felt like you're living someone else's life, following someone else's rules, and pursuing someone else's goals?

Have you ever wondered what it would be like to live life on your own terms, doing what you love, and pursuing your passions?

If the answer is yes, then intentional lifestyle design is the key to achieving the freedom and fulfillment you seek.

Lifestyle design is about creating a life that aligns with your values, priorities, and aspirations, and designing your business, job, or activities to support that lifestyle.

Here are some steps to help you get started with lifestyle design:

Step 1: Imagine Your Ideal Day

The first step in lifestyle design is to imagine your ideal day.

Close your eyes and picture yourself waking up in the morning.

Where are you?
What do you feel?
Who is with you?

Next, think about how you want to spend your time.

What activities do you enjoy?
What work do you find fulfilling?
What hobbies do you pursue?
What kind of people do you want to surround yourself with?

Write down your answers and be as specific as possible.

Step 2: Reverse Engineer Your Business Model or Job

Once you have a clear vision of your ideal day, it's time to reverse engineer your business or job to support that lifestyle.

The key part here is to understand that your lifestyle should dictate your business, not the contrary.

If you're already in a job or business, ask yourself whether it aligns with your life vision.

If it doesn't, think about what changes you can make to bring it closer to your ideal day.

If you're starting a new business or looking for a new job, consider your values, strengths, and passions.

What kind of business or job would allow you to do what you love, work with the people you admire, and make the impact you desire?

Research different industries, niches, and job opportunities, and choose the one that aligns with your vision.

Step 3: Create a Daily Routine That Supports Your Ideal Lifestyle

Once you have a business or job that aligns with your vision, it's time to create a daily routine that supports your ideal lifestyle.

Think about what kind of routine would allow you to be productive, focused, and energized.

Consider your work schedule, your leisure activities, and your self-care practices.

Create a schedule that balances work and leisure activities, and allows you to take care of your physical, emotional, and spiritual needs.

Step 4: Clarify Your Values

To design a life that aligns with your values and aspirations, you need to clarify your values, priorities, and goals.

Take some time to reflect on what matters most to you.

What are your core values?

What are your top priorities?

What are your long-term goals?

Write down your answers and refer to them often.

Use them as a guide to make decisions, set boundaries, and stay focused on what truly matters to you.

Intentional lifestyle design is the key to achieving freedom and fulfillment.

By imagining your ideal day, reverse engineering your business or job, creating a daily routine that supports your ideal lifestyle, and clarifying your values, priorities, and goals, you can design a life that aligns with your deepest desires and aspirations.

Final Thoughts

Imagine you're on a plane, falling out of the sky.

The oxygen masks drop from the ceiling and you put yours on first, then help your child put theirs on.

The flight attendants are running around strapping themselves in and trying to get everyone else strapped in.

You look at the person next to you, who's looking at you with wide eyes.

Everyone is scared. The flight attendants are scared. You're scared.

But there's nothing more that can be done except for waiting for the impact.

How do you feel? Sounds dramatic, doesn't it?

It shouldn't be.

This story is actually a great metaphor for life. Because we are sitting on a plane that's going to crash someday.

It might be tomorrow. It might be in six months. Or it might be in sixty years. But it's going to happen. There's no doubt about it. The only thing we often fail to realize is that we aren't just passengers in our planes.

We are the pilots.

We can control our route and select our destinations.

With a constant reminder that this traveling is going to stop someday.

Whether we're ready for it or not.

Freedom 101 Recap

→ Free your mind.

→ Increase your income.

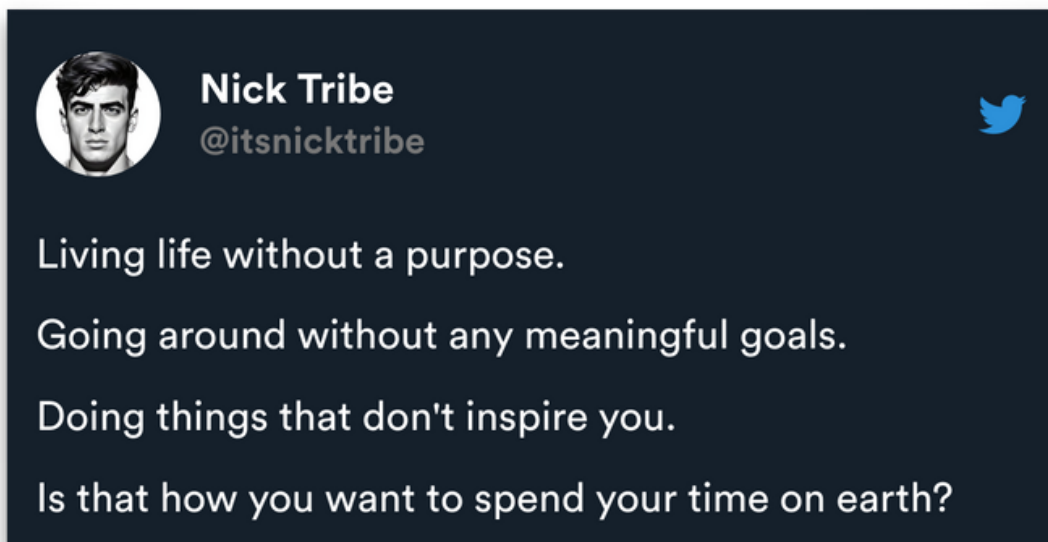
→ Do whatever you want.

→ Live your dream life.

And never forget:

The plane is crashing.

Memento Mori.



PS: If you liked this free guide, feel free to drop me a DM on Twitter or shoot me an email at info@nicktribe.com

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