

Daniel Hall Presents



Episode 124

How to Be a Digital Nomad Author... Travel, Enjoy Life, and Make Money as You Go!

with Ricky Shetty

Welcome to the RealFastResults.com podcast! Ricky Shetty is today's special guest. Ricky is a blogger-extraordinaire. He runs and operates a site called DaddyBlogger.com, and he writes about parenting from a father's perspective. Now, this site also has a big emphasis on family travel with young children. **Ricky and his family travel the world, and in fact, he has been to 81 countries on six continents.** He brings his children with him on these voyages, and he brings his work with him.

It's a rare sort of success that Ricky has been able to obtain, having the freedom to travel like this and give his children some very solid life experiences at the same time. **And, through all of this, he has been able to work as an author, a content creator, and as a course creator.** You may be interested in venturing out and producing materials in the same way, and that's why Ricky has been invited to share his insights. Please welcome Ricky to the show...

Promise: How to become a Digital Nomad Author

The big promise is that I'm going to help you to become "digital nomad authors," just like me. If I can do it, so can you.

There are a lot of benefits to having the lifestyle that I have. Being able to work while traveling... As mentioned, I have visited 81 countries on six continents, and I did this while

working at the same time. I did not do this as a solo backpacker in my 20's. I happen to be 41 and travel. I'm not sure, exactly, if you are a mom, or a dad, or part of a couple, or if you are running solo. I have traveled solo, and as a **couple, and as a dad with three young kids.**

One of the biggest obstacles people have is the whole “money side of things”. I would be a multi-billionaire if I got a few dollars every time someone said, “I wish that I could travel more, but I can't afford to travel now,” or, “Someday, I'd like to travel. I'm hoping and wishing. I'll put it on my bucket list.” Right? The big benefit of listening to what you hear today will be... **I'm going to teach you guys how you can actually fund your travels, and you can work while traveling, doing things like I do. This includes coaching and book publishing.**

I publish Udemy courses. I actually have over 10 of them, and of course, I'm a blogger, I'm a podcaster, a YouTuber, art bidder, social media, etc. So, I encourage everyone to stick around to help make your own travel dreams come true.

Book Publishing/Multiple Streams of Income

I follow the “multiple streams of income” model, where you aren't just relying on book sales alone. **Most authors have other income streams, like they leverage their book to get speaking gigs, sell online courses, to sell online programs, and membership sites, and more.** So, I definitely look at the book as a great foundation, and it's leverage for me to get speaking gigs and media interviews, and for me to be a subject matter expert.

For those of you listeners and viewers who don't have a book yet, I definitely highly encourage you guys to get the book out there. That's the key, to become that authority and that subject matter expert in your particular area. It doesn't have to be what I talk about, like family travel or “digital nomad marketing”. If you have a passion for travel, write about that, or if you have a passion for relationships, write about that. If you have a passion for cars, write about that. I guarantee you, no matter what you write about, there are people that are going to read it and are looking for that specific subject.

The Four Steps to Travel the World

I actually have four steps, and this will be very practical and relative for you today. And, it's called “The Four Steps to Travel the World”. These four steps are, the four “S's”... It's alliteration. The first step is to “Save,” the second is to “Sell,” the third is to get “Sponsors,” and the fourth is to get a “Salary”. Of course, we are going to be discussing the salary and the income side of things in this particular episode, but I'll quickly go over the first three.

Step #1 - Save

Saving is pretty self-explanatory. **Put aside a certain budget, or a certain amount of money towards a travel budget.** You know, it could be like \$10 a month, or \$20 a month, \$50 a

month, or \$100 a month. At the end of the year, you're going to have a nice lump sum saved up for your next vacation overseas, or nationally, or locally.

You know, other ways to, obviously, save while traveling are things like travel hacking, like using points and miles to help alleviate the costs, and even things like house-sitting, or staying at someone's home, in like Paris, France or Barcelona, Spain. You might house-sit their home, their garden, and their pets, and again, you wouldn't be paying for the hotels there.

Step #2 - Sell

Selling. If you are going to be doing a crazy, big adventure like we are, like traveling for a year and a half continuously, you might want to consider selling some of the big stuff, like the house, car, furniture. But, if you are considering doing more short-term travel, then you can maybe sell minor stuff. That's a personal decision. **If you have a house, you can rent it out through things like AirBNB, BRBO, or short-term, or long-term rental.**

Step #3 - Sponsors

The third step is "Sponsorship". **We won't be talking to much about this on this show, but if you are interested, definitely reach out to me.** I teach people how to get sponsors while traveling. So, one of the reasons we've been able to travel so much, and so long is because I get sponsored travel. I'm getting a hotel stay sponsored, sight-seeing sponsored, food and restaurant sponsored, and transport sponsored, even for some flights, but this also includes buses, trains, ferries, and tours. All of that obviously helps cut down all of the expenses.

Step #4 - Salary

Then, there's the last step, which is the most important. That's getting a "Salary" or multiple salaries on the road. **One great way to travel and see the world is by being a cruise ship speaker.** Sometimes it's paid, and sometimes it's for barter or trade, where you get a position for you or a loved one on the cruise in return for speaking and giving some presentations on the cruise.

In terms of the salary, that's a very personalized area, but there are some, kind of, big themes that a lot of digital nomads have when they are working while traveling. It's obviously internet-related. That's the digital part of being a digital nomad. So, you've got to figure out a way to make money online, and there are some broad themes. Of course, there's coaching and consulting. This is a great model. You could trade time for money, where you get X number of dollars per hour. I'd recommend not just doing coaching sessions, but doing more of a coaching program, like two or three months, or a year, and then you charge \$2,000-\$3,000 apiece, minimum, to run your own coaching programs.

Then, of course, you can run, not just private one-on-one programs, but doing group coaching, and doing mastermind groups. **So, I would say, coaching is and could be one of the foundations, but there are other things you can do, like producing your own courses.** There

are different websites you can do that with. There's [Udemy.com](https://www.udemy.com/), and I'm a big advocate of this. There's also [Teachable](https://www.teachable.com/), and [Kajabi](https://www.kajabi.com/), and a whole lot of different websites where you can put your expertise into not just book form, but in terms of an online course. It's actually quite easy.

It's easier than you might think. It involves literally showing up in front of your laptop, pushing record, and talking. You don't want to just talk randomly. **You want to have structured systems, so that you have a module and a curriculum.** But, it's basically pushing start, pushing record, and getting the first course out there. On your first course, you're probably going to be embarrassed by how bad it was, but with every course that you do, you'll get better and better. I've done like 10 different courses, and they are all on Udemy. Definitely, my 10th one is much, much better than the very first one.

That's the online coaching, and the online course side of things. **Then, with Kindle and Amazon, I look at, like, the knowledge as multi-purposeful.** Like, your knowledge, or the content inside your brain and your mind, you can transfer that into many modalities, including:

- Coaching
- Speaking
- Online courses
- Kindle books
- Virtual summits
- Blogging
- Social media
- YouTube videos

Re-purpose your knowledge for different target markets. You know, some people are going to love to consume your online course. Some people are going to love to consume your writing. Some people are going to love to consume your YouTube videos. Some people are going to love to get that personal one-on-one attention that is provided through your coaching and consulting.

Some people also like to attend physical events. You can run events, workshops, conferences, retreats, etc. **So, there are a lot of ways that you can get salaries on the road.** I want to say that it's usually salaries, not just one income source. You are not putting all of your eggs in one basket. It's having multiple streams of both active and online income.

There you go. Those are the four steps. I'll recap. First, you've got to save, second you've got to sell, third you've got to get some sponsorships, and fourth is to get some salaries to help fund your travels for the long-term.

Saving - How Much Should I Save?

That's a great question. **It really depends on the area that you're going to travel in.** If you look at the world, you've got seven continents. You have the expensive continents, and the cheaper continents. So, North America, Europe, and Australia are going to be the most

expensive continents. Like, North America, Canada, and the US, are pretty expensive, and most of Western Europe is quite expensive. Australia, New Zealand, Oceania, and anything in that area is going to be expensive.

Then, you've got to look at the more Eastern parts of the world. There are three continents that are a little bit cheaper, and this includes Asia. I am in the Philippines while I am doing this interview. It's one of the cheapest countries in all of Southeast Asia. Also, my wife happens to be Filipino, so we are visiting her parents over here. But, definitely, our dollars go a longer way in places like the Philippines, Thailand, and Indonesia. So, you've got South Asia, which is "dirt cheap" relative to Canada, the US, Europe, and Australia.

Then, you've got South America, Central America, and just the general Latin America area. These areas are relatively cheaper, with the exception of places like Brazil and Argentina. Those tend to be a little bit higher, but the rest of Latin America is relatively cheap. This is all relative, obviously, to the Western world. Then, there's Africa. Most of Africa is much cheaper and poorer than the Western world as well.

In terms of your question, the long way to answer that question is that it depends on where you're going to travel to. There is no magic number, like if you had \$1,000 or \$2,000 saved up. It depends, also, on how long you're going to travel. Alright? So, if you are going to be traveling for a month, and you're traveling solo, to Bali, in the bank of Thailand, and you have \$2,000 saved up, you're going to be living like a king! You can stay at 4 or 5 star resorts. Use \$100 in the US, you might get a Motel 6 or something. In Bali, Chaing Mai, or Phuket, you can get into a really nice place for \$100, right?

Then, there's the food. You know, a meal in the US would be probably \$15-\$20 at a restaurant. You'll be spending \$3-\$5 for a really nice meal with drinks at a restaurant in Vietnam, Laos, and Cambodia. The same is true for Indonesia. So, the long answer to this short question is that it depends on where you are going to, but I will say that around the \$1,000 or \$2,000 mark will get you around a month in Southeast Asia. If you're going to Europe, you might have to up that, especially in places like London, Paris, Scandinavia, and Switzerland and some of the most expensive parts of Europe. So, hopefully, I have helped answer that question.

In Some Places Your Money Will Go Farther

Yeah, that was totally the point I was making. **If you are on a budget, I would recommend going to some of the cheaper parts of the world.** If you are not on a budget, then of course, you can go to the more expensive areas, and if you are staying for a shorter time, you can do so as well. You might take a two-week vacation in France or a two-week vacation in the Greek Islands. But, if you are looking to begin this digital nomad lifestyle, then Southeast Asia is a great place to start.

Places like Bali, Chaing Mai, or Medellin, Columbia, are digital nomad hotspots. You'll be able to connect with other digital nomads who are authors, and coaches, and consultants, and media marketers, etc. You'll have the same mindset, the same thinking, the same fears, and the same struggles, like Wi-Fi struggles, the loneliness factor, the lack of community factor, and

income instability factors. All of these kinds of things are known to digital nomads who are living and working in these areas, and they will be automatically able to relate to you, and vice versa. You'll be able to relate to them as well.

So, if you are just starting out, I would definitely recommend a place like Bali or Chaing Mai. If you are interested in Latin culture, Medellin is a digital nomad hotspot. Capetown Siracha is a great digital hotspot as well. Yeah, if you are looking for the long-term digital nomad style, then those areas would be my picks of choice.

Selling

There's saving, selling, sponsorships, and salaries. So, next would be "Selling". **This works best if you are traveling long-term. You might consider selling things like your home, your car, or your furniture.** You know, some people have this crazy dream of selling everything and traveling the world. Other people actually do it. We actually did it. We sold our home in Vancouver, sold our car, and sold our furniture. People got our stuff, we got their money, and now we are traveling the world. We were crazy not to act on this, I don't want to say impulse, but it was a desire and a dream. We didn't want it to stay a dream. We wanted to make that dream a reality, and we did, and we continue to do so.

If you are considering a digital nomad lifestyle, and income is a struggle, of course selling something like a house is going to bring you a nice nest egg to help you fund the first six months or year of your travels. That's if you own a house, but even if you don't own a house, but you own some other stuff, like a car, you can sell off that. Obviously, this isn't going to bring in as much money, but even things that you wouldn't expect, like maybe a DSL camera or furniture. Add up all of those things, like \$200 for a couch, \$100 for a table, and a GoPro might bring in another couple of hundred.

You can go from a few hundred dollars on selling, selling, selling, to a few thousand. **Also, you need to have some sort of emergency fund, in case things go wrong, and also if your income is a little unstable.** That way, you don't freak out and say, "Oh man, what if I run out of money? I'm going to have to head back home." So, have some kind of a backup plan. It's very strategic and smart. I wouldn't recommend just going with next to nothing, although people do that too. Some people just hitchhike, and they dumpster dive, but I doubt you are of that caliber.

I'm not judging the dumpster divers, or the hitchhikers, or the people that eat Ramen all of the time. I'm talking about people who are professionally working and traveling. For these people, I am recommending strategies like saving, selling, sponsors, and salaries.

Sponsors

When I talk about sponsorships, you're getting four main things. **You're getting your hotel or resort accommodations sponsored, which means you are getting them for free in return for marketing.** I'm going to explain what that looks like in a second. But, you get your hotels

“free,” and then you get your food, your restaurant meals sponsored, and then you get your transports sponsored. And, you can get, like, sightseeing sponsored as well. This would be like museum entrances, tours, etc.

What I mean by getting it “free,” it’s not that they are just giving it to you, like “Here’s a free hotel room. Thank you very much.” **You actually have to do something for them.** One of the things that I teach people how to do is to start their own travel blog, or they can just become influencers. So, you don’t have to be a blogger, but you do have to have some kind of influence. That could be in the form of blogging, or it could be in the form of social media. It could be in the form of podcasting, or you could be in the form of having a following on YouTube.

People tend to get discouraged. You don’t have to have any kind of massive following to do this. To start off, I would begin at a localized level. No matter where in the world you are, start getting sponsors locally. The way that you do this is to approach the tourism boards. Let’s use the example of the US because a lot of people are familiar with that. I happen to be from Vancouver, Canada. I’ll give you a case study, and this might help explain it better than just theory. So, I’ll give you a case study of when we recently went to San Francisco.

When we were going from Vancouver to San Francisco, I emailed the tourism board of San Francisco, and I would email the Director of PR specifically. For this example, we’ll call her Kate. In my email, I said something like, “Hi Kate, I’m Ricky, and I’m from Vancouver, Canada. I’m a dad with an amazing wife and three young kids. I’m also a travel blogger at DaddyBlogger.com, and I’m coming to San Francisco. I would love to work together with San Francisco tourism to promote the Bay Area of San Francisco to fellow families who are looking to plan their next vacation. So, I’d love to write about the major tourist attractions, about some of the hotels in the area, and about some of the restaurants that are family-friendly, and of course, how to get around.”

Kate will respond to this email, and she may say something like, “Hey Ricky, I got your email, and we would love to work together with you. We are able to offer a hotel room.” This actually happened to us when we were in San Francisco. We got a nice hotel in Union Square, which is downtown, and we got a one-week pass, so we were able to use all of the cable cars around San Francisco. We were also able to hop onto the ferry to Alcatraz, and we even took a trip in a yacht, which took us under the Golden Gate Bridge. We were able to get a MetroCard too. So, we were able to take the Metro from Oakland to St. Jose, etc.

We didn’t get a discount, but sometimes they’ll actually give us a voucher for Rent-A-Car, and sometimes they will give you restaurant vouchers. They might also give you food coupons that give you something like \$20 credit. Sometimes, they actually give you a Visa card, with a \$200 credit limit, but you have to actually use it for the sake of documenting your trip, not to just buy clothes or anything like that. So, when you get that money sum, you’ve got to use it for sightseeing attractions, for restaurant meals, or for transport around the city. You can use it to rent a car too. You get a lump sum credit to use how you like for the sake of journalism.

That's exactly how I did it in San Francisco, but I've done it around Canada and around the US. I've done it in South Africa. I've done it in Brazil. I've done it in Asia and here, where I am now. So, it definitely works, and like I said earlier, do it on a local level first. Like, if you are in the US, and you are living in, maybe, Chicago, do it just around Illinois. If you live in New York, just start writing about the New York attractions, and reach out to the tourism board. The way that **I just pitched it, that's exactly my methodology.**

What Sort of Following Do I Have to Have for This?

That's a great question as well. Of course, you need to have some kind of a following, and I haven't actually covered what you do for them. What you do for them is essentially a blog post, if you happen to be a blogger. If you're not a blogger, perhaps you are podcasting from the location, and so, when you introduce the podcast, you might say something like, "Hey everyone! I'm broadcasting live, on-location from the Ritz-Carlton here in Hong Kong, China." So, you could do it as a shout-out on your podcast, or on a blog post on your blog, or you could do a Facebook Live. You could do an Instagram Live, or a Snapchat story, or a YouTube video.

It doesn't mean you have to do all of those things. Pick and choose from those areas. There are like four main areas. There's blogging, there's social media, there's podcasting, and there's YouTube, right? So, like, the blogging is the written. Social media and podcasting are the audio, and then you have YouTube, which is the video. Social media, kind of, encompasses all three modalities, written, audio, and video.

In terms of the question, "How many followers do you need," there is not a magic number. It's not like you are going to have 1,000 followers, and "Boom!" you start getting sponsors. Even with a small following, and if you follow my advice about starting local... And, having a targeted audience. This is another key that I would recommend. So, like me, I'm a dad traveling with young kids. My target audience is fellow moms and dads with young kids who love to travel, right? But, say you are a female solo traveler. That's another target audience. It would probably consist of other solo travelers who are female. If you are gay or lesbian, LBGT solo travel might be what you'd target.

If you are traveling as a couple, you might target others who are traveling as a couple. Maybe your content is about traveling in luxury or traveling on a budget. There's also the food niche. There are people who just write about restaurants and the food at the different places they visit. So, having a niche area is very important. You start to build up a following, and you do that through networking. Like, I'll be on social media, and I started joining Facebook groups, and I started following people on Twitter who were fellow travelers or food lovers.

You start following people in your industry, or your niche area, on all of the different platforms, like Facebook, Twitter, LinkedIn, Instagram, Google+, Snapchat, Pinterest, etc. Let's say that I am interviewed in a podcast like this one. Well, we can target each other's audiences together, which helps each of our audiences grow. In other words, we can network and support each other as entrepreneurs, authors, and podcasters. Networking is key to building up a following, and again, targeting a specific niche is important.

It's also a good idea to set goals for the numbers you want to achieve. Let's say that you have a total, combined social media following of 1,000 people. Most people have, probably, that if you combine their Facebook, Twitter, LinkedIn, and Instagram, let's say. Then, you might shoot for 5,000, and if you have a following of 5,000, shoot for 10,000. That's because when you write the person on the board, sometimes they'll ask you for the actual metrics and numbers. Like, "Can you tell me how much of a social media reach you have," or, "How many podcast downloads do you have per month," or, "How many unique visitors do you have per month?"

They don't necessarily always ask that. Sometimes they are more interested in your niche. Like, if San Francisco is targeting LGBT travel, which they are because it's one of the largest LGBT hubs in the entire world, then it would make sense for a LGBT blogger to write about them, in terms of that niche area. But, if it's an up and coming city that people don't know about, then someone might write about that.

For me, it's family travel, and there are easy places to write about like LA, Chicago, New York, Toronto, and Mexico, but what about remote places like the Philippines? I'm here and not that many people know anything about the Philippines. They just know that it's a bunch of islands somewhere in Asia.

Well, I'm here to educate you guys by saying, "It's 7,000 islands, and it's three major regions. You've got Luzon, Visayas, and Mindanao. This is one of the cheapest places to visit in Southeast Asia, and there aren't as many tourists as there are if you were to visit Indonesia or Thailand. And, you have people who speak English, as opposed to Indonesia, where they speak Indonesian, and Thailand, in which they speak Thai. But, since the Philippines is an American colony, people speak English."

So, I'm educating and inspiring people to come to the Philippines. This helps, obviously, the tourism in the Philippines because people are like, "Oh, I didn't know that everyone speaks English in the Philippines. I'm going to go there because I was afraid of going to China where they don't speak English as well, and I was afraid to go to Japan, where everyone speaks Japanese or Korean." This is what I recommend doing. I advise starting local, and maybe starting in some of the safer parts of the world and starting with a niche audience. So, there you go!

Salary

This is the biggest and most important component because if you are relying on savings alone, those savings are going to run out, and you are going to go broke, and you are going to have to go back and look for another job, right? Or, you're going to have to build up your business from scratch. So, it's really important to build up a salary that's consistent, stable, and both active and passive.

You know, we hear the buzzword "passive income" in internet marketing all of the time. They say, "Passive income is the way to go," but it might not be a reality that you are going to get

passive income at the snap of a finger. Passive income might, and usually does, take a little bit longer, or a lot longer, time to generate. But, doing active income would be my suggestion, in terms of doing things like coaching, like I have mentioned, while still being conscious and proactive about building up the passive income streams.

You can do this through Udemy, or by building online courses, generally. And, you can do this by publishing to Kindle and Amazon. You can get royalties and residual incomes from these sources, through your book sales and course sales, but you should definitely generate active income. This is especially important if you don't have if you don't have amazing savings and if you don't have consistent, full-time, passive income streams. In that case, you're definitely going to have to hustle and build up the active side to your income.

My suggestions here are to look at a few different variables. The first is, what are you passionate about? Focus on passion and purpose. Then, what are your talents, your skills, and your abilities? So, you've got your passions, and you've got your skills, abilities, and talents, and then you've got to look at the marketplace. What does that marketplace actually need? You can be passionate about something, and you can be good at it, but if the marketplace doesn't want it, you're not going to sell anything. So, I definitely think that you need to do your market research in terms of, like, "Is this a salable idea?"

You can do some market research by just Googling it. Go to Google, and search for the term, and unless it's super niched, and there's low competition, you're going to get people interested in it. And, there's obviously the three big areas that people are always going to be interested in. The first is money/wealth, the second is health/fitness, and the third is relationships. I would recommend choosing something in one of those three areas. You know, from the dawn of civilization to 2018 and beyond, people are always going to want to try and make more money, be healthier, and have better relationships.

Put up your hand if you want to have a better marriage, be a better dad, if you want to make more money, and if you want to be healthier. I'd put up my hand for all of those things. So, just remember, if you pick one of those three big areas, and you are passionate about that area, and your skills, experience, and expertise adhere to that area, and there's a need in the marketplace, that is the sweet spot. It's "The Golden Circle". Simon Sinek, by the way, talks about "The Golden Circle". Start with "why," and start with purpose and passion, and then figure out the "how" and the "what" that you're going to sell later.

So, go back to the core of who you are. What are you most passionate about, and what drives you? Is it people? Is it animals? Is it the environment? Start there, and then build up products and services around that. Like, I am a dad with three young kids, and I have created a whole business around it, right? There's DaddyBlogger.com, and then I create help, and support, and resources for dads because I saw...

I realized that I was passionate about it, I realized that I had experience as a dad who has traveled the world with three young kids, and I saw the need in the marketplace. There's a lot of dads, and there are very few resources for dads. Most of the parenting resources are geared towards

moms. So, I just saw that there was a need in the marketplace, and I happened to create products and services with the right timing, for the right people, at the right price.

Those are some of my top suggestions, in terms of starting out, if you haven't already established a digital nomad business, or an internet marketing or "making money online" business. But, even if you're growing your existing business, I would tell you to add the income streams. You know, one income stream might go down over time, so it's good to have other income streams to rely on. So, those are my thoughts on how to make an income on the road.

What About Email Marketing?

Every internet marketer is going to tell you, "The money is in the list." On social media, they are constantly changing the rules. Look at Facebook fan page business owners. It's so hard to use Facebook fan pages unless you pay to play. All of social media is constantly changing and evolving, even YouTube. They just made a change earlier this year. Before you could monetize a YouTube channel quite easily, but then they put in a minimum in the number of subscribers that you had to have before you could monetize it.

So, a lot of people freaked out and were like, "Oh man! I'm going to lose my YouTube revenue." With an email list, you have 100% control in terms of the list, right? It's real people with credit cards and PayPal accounts, and if you can help solve their problem, they are going to pay you.

Connecting with Ricky

Yes, it's quite easy. I have DaddyBlogger.com, and I also have my personal brand, RickyShetty.com. If you are interested, there's also DigitalNomadMastery.com. But, the thing that I'm known mostly for on the Internet is DaddyBlogger.com, and that has links to everything that I do, in terms of social media, my YouTube channel, and my podcast. If you are interested in getting some of my books, I have a seven-part series about the seven continents, written in seven months. And, I have a book about North America, South America, Asia, Africa, Australia, and Antarctica. So, you can check out the book series there.

Of course, there are also my UdeMy courses. Any of the things that we talked about today, I have a specific course on all of those things as well. But, the central hub is DaddyBlogger.com. I would love to see you guys there! And, I just wanted to thank you all. It was an honor and pleasure to be on this show. Keep up the great work!

Resources

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