

New Economy **Superstar**

How the Biggest Opportunity of This Generation
Will Make You Happy, Wealthy and Independent

by Corbett Barr

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How the New Economy Will Make You Happy, Wealthy and Independent

This isn't a book about fame or celebrity or making millions. It's about a new type of success that isn't reserved for the lucky and well-connected few. This type of success wasn't available until just a few years ago, and you're just in time to take advantage of it.

There's a quiet revolution happening in the way people live and work.

All around the world, smart, motivated people are realizing that it no longer makes sense to rely on traditional big business employment to make a living.

In fact, they're finding that life outside of the cubicle is more rewarding, flexible, profitable and provides more security.

Some people are even succeeding far beyond anything they could have achieved in a typical corporate career.

The New Economy is creating success stories and superstars every day.

You could be next, and your timing is perfect.

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New Economy Superstar is a free report about the happier, wealthier, more independent life that's waiting for you. It's written by [Free Pursuits](#) founder Corbett Barr.

This report is also available free online at <http://superstar.freepursuits.com>

Thanks to everyone who provided original contributions to this book: Gary Vaynerchuk, Chris Brogan, Chris Guillebeau, Lea Woodward, Chris Garrett, Jonathan Mead, Adam Singer, Adam Baker, John Bardos, Colin Wright and Andrew MacPherson (a trailing asterisk * indicates original contributions in this book).

Part 1: Meet the New Economy

MEET THE NEW ECONOMY

WHY IS BIG BUSINESS LOSING CONTROL?

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THE PARTY IS JUST GETTING STARTED

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Meet The New Economy

Instead of being dominated by a few, giant tree-structured organizations, it's now looking like the economy of the future will be a fluid network of smaller, independent units.

Paul Graham, [The High-Res Society](#)

The scales have now tilted in favor of the small and agile.

For all of you who have wanted to stop working for big business and start supporting yourself independently, you're in for some good news.

You may have noticed that the world has been changing ever since the Internet was created. That change is about to radically alter the way we live and work on a scale not seen since industrialization.

Experts agree that we've hit a tipping point brought on by technology, outsourcing, the recent global economic meltdown and a growing desire of workers to take control of their own future. The scales have now tilted in favor of the small and agile. The New Economy will be made of millions of small independent businesses instead of being dominated by mega corporations.

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Big business is losing many of the advantages that allowed them to become so large over the past 100 years, especially in the most modern societies.

This is creating enormous opportunities for smart, motivated people.

In the New Economy, everyone is an entrepreneur. If you embrace this trend early, you stand a good chance of reaching superstar status and being able to design and live your ideal lifestyle.

...most work in the future is organized as temporary combinations of very small companies, even individual contractors. This is already common in the movie industry. Imagine an AT&T that breaks up not into two or three different companies, but two or three hundred thousand different companies.

Thomas Malone, Re-Organization Man

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Why is Big Business Losing Control?

In the old economy, everyone worked together in big vertically integrated corporations because most business opportunities required massive capital investments and economies of scale to succeed.

Technology has changed all that.

Instead of having to perform all business functions in-house and hire all resources directly, businesses can now outsource to find the best value because technology makes it possible to get work done anywhere anytime.

Think of it as peer-to-peer working, where a network of skilled participants make their resources available directly to their peers to accomplish projects in the open market without belonging to the same closed corporate structure.

This is especially true for information businesses like entertainment, media, education and financial services where nothing physical is produced.

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Smaller businesses are more viable now because the cost of starting a new business in most information-based industries is nearing zero. With non-existent overhead, unlimited flexibility and the ability to change course on a dime, small businesses and individuals will start taking business away from the old economy hand-over-fist. It no longer pays to be so large. There are now actually diseconomies of scale.

The decline of the old economy can be seen daily in the news about the death of newspapers, the migration of manufacturing and the shift to digital entertainment and free downloads.

In a highly volatile, hyper-innovative economy in which the means of production, distribution, and marketing are relatively inexpensive and available to anyone, the race goes to the fleetest of foot, not the biggest of bulk.

Richard Hooker, [The Post-Employment Economy, Part 1](#)

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The Golden Age of Gatejumpers

News flash: you don't have to play by the established rules anymore. Look around you and you can find countless examples of people who have bypassed the Old Economy gatekeepers on their way to success. We're entering a golden age of gatejumpers.

Andy Samberg is a popular actor on Saturday Night Live known for hilarious SNL Digital Shorts like "Dick in a Box" and "Lazy Sunday." He joined SNL in 2005 along with the other two members of his comedy troupe The Lonely Island. The group started creating comedy skits together in Junior High and eventually started creating video shorts and parody music videos for the web.

The Lonely Island didn't rely on traditional gatekeepers to find success. Instead, after attracting a raving audience through alternative sources like the short film festival and web video platform Channel 101, the gatekeepers came to them. The Dudes (as they call themselves) were invited to write for the MTV Movie Awards which brought them to the attention of Lorne Michaels, producer of Saturday Night Live. They're now one of the best parts of that show, and it was all possible because they started producing content and distributing it on their own.

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Talent and promotion will once again matter more than relationships.

New media doesn't always have to be a stepping-stone for old media, either. People who find success by bypassing gatekeepers will increasingly choose to continue producing via the "alternative" channels because of the benefits of having a direct connection with your audience.

Just 18 months after Gary Vaynerchuk started his energetic web video series "Wine Library TV," he appeared on the Conan O'Brien show. Since then, Gary has appeared on just about every old media TV channel and talk show, including CNN, The Today Show and Nightline.

Gary is now practically stalked by major television networks who have offered him numerous opportunities to bring his highly successful show to old media. And yet, Gary continues to turn them down. Is he holding out for a better deal? That could be, but it could also be that he just doesn't need old media to get what he wants. He's become one of the most sought-after speakers at new media conferences and really loves what he does. If he's happy and successful already, why let old media rules and constraints get in the way?

All around us, the gatekeepers of the old economy are dying. Talent and promotion will once again matter more than relationships. If you aspire to become a writer, an actor, a musician or a consultant, you no

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longer have to operate within the established power structure to succeed.

New media is much more egalitarian. It has leveled the playing field. Self-publishing is a legitimate path to success. If you're talented and are willing to put real effort into promotion, you will be discovered on the social web.

The bad news for gatekeepers is that information and power is becoming increasingly democratized. It's not so easy for them anymore. In many industries, gatekeepers are on the verge of irrelevancy, and they are in panic mode as they slowly begin to realize it.

Chris Guillebeau, [A Brief Guide to World Domination](#)

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Old Economy vs. New Economy: A Comparison

Old Economy Standard	New Economy Replacement
Economies of Scale	Diseconomies of Scale
Face Time	Results Orientation
Cubicles	Digital Nomads
Venture Capital	Bootstrapping
The Media	Social Media
Commuting	Location Independence
Corporate Ladder	Passion and Hard Work
Specialization	Generalization
Patents and Copyright	Sharing and Mashups
Trade Secrets	Transparency
Gatekeepers	Gatejumpers
Corporate Greed	Generosity and Caring
Competition	Collaboration

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The New Economy is spreading beyond online shopping and technology-rich industries.

Haven't We Heard this All Before?

How do we know the New Economy is real and here to stay? Haven't we heard this all before?

Yes, you have heard it before, and they were right back then too. The New Economy has already changed the way we shop and find information, and it has started taking down major old economy industries.

The difference now is that the New Economy is spreading beyond online shopping and technology-rich industries. This New Economy (or the "New New Economy" as Chris Anderson calls it) is about the power of the small business across all sectors of the economy.

The best people from the old economy are leaving it. Big business has let us down. The best and brightest are doing something about it because they know it's now more beneficial to work for yourself than it is to work for big companies.

When the best and brightest work for themselves, their passion makes them more effective, creative and competitive than they were when carrying out someone else's vision. Now that the tools to make those

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people successful are cheap and ubiquitous, the New Economy will gain the upper hand.

People weren't meant to work in such giant groups. It's against human nature. People want to have a wider involvement in the work they produce. They want to be recognized for and reap the benefits of their efforts. Until recently, those desires were outweighed by the risks of working for yourself.

The New Economy has reached critical mass, and there's no stopping it now. The question is, who will be left behind?

Large organizations will start to do worse now, though, because for the first time in history they're no longer getting the best people. An ambitious kid graduating from college now doesn't want to work for a big company. They want to work for the hot startup that's rapidly growing into one. If they're really ambitious, they want to start it.

Paul Graham, [The High-Res Society](#)

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What if I Like the Status Quo?

The volatility we've seen in the past decade will continue.

If you like the status quo, you're in for some changes. I'm not saying that traditional employment is going to disappear, but the volatility we've seen in the past decade will continue.

... under pressure from an uncertain economy, bosses are discovering that there are a lot of reasons not to pay you to drive to a central location or even to pay you at all. And when work gets auctioned off to the lowest bidder, your job gets a lot more stressful.

Seth Godin, [The Last Days of Cubicle Life](#)

Traditional jobs will become more competitive and difficult to hold on to. Outsourcing is hard to compete against. If you're going to stick around in the old economy, you might want to start thinking about essential work that can't be outsourced.

This doesn't mean that working for yourself or with a small business in the New Economy is for everyone. Leaving the comfort of a regular job to create your own future can be scary and difficult. Some people

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won't be able to succeed in the New Economy no matter how badly they want it.

What matters is that you're happy. There will definitely continue to be places in the old economy where you can thrive, especially for the highly capable. Just be aware that things are changing, and that everyone needs to think more like an entrepreneur to succeed, even if you work for a big company.

For those of you who are ready to ditch the status quo in favor of a new life and adventure in the New Economy, let's talk about some of the opportunities that await you.

Part of the economic failure we're seeing right now comes to this hard truth - big companies have let all of us down. We've been let down as citizens, consumers, investors and employees. Companies wasted resources and lined the pockets of executives. As I watched the economy start to sink and I realized that some profitable companies were starting to use the poor economy as a way to cut costs, I knew it was time to get real and stop counting on the Corporate American Dream.

Lee Stranahan, [Why I Quit My Job And Bet On My Own Creativity](#)

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The beauty of pursuing opportunities in the New Economy is that you don't need anyone's permission.

The Opportunities are Endless

The beauty of pursuing opportunities in the New Economy is that you don't need anyone's permission. You just need to find paying customers.

Opportunities in the New Economy can be broken into two general categories, freelancing and small business. With each of those, there are unlimited possibilities.

"But wait," you might be thinking. "These categories aren't new, right?" You're absolutely right. Freelancing and small business have been around since commerce began. What are different now are the types of things freelancers and small business can compete to do.

FREELANCING

Freelancing refers to providing services as an individual without any long-term commitment to a particular employer. You work for yourself and have any number of clients from 1 to dozens or hundreds. The type of services you provide as a freelancer is up to you, based on what you're interested in and good at.

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It used to be that freelancing was mostly reserved for writers, editors, designers, photographers and programmers. This is starting to change and new fields are opening up to freelancing as well.

All manner of business consulting is also performed by freelancers, including such areas as human resources, finance, information technology, marketing, legal and engineering. Take a look at sites like oDesk and Elance to get an idea of services people are looking for.

SMALL BUSINESS

The second major category of opportunity in the New Economy is the small business.

Small businesses that provide a service are in a way like bands of freelancers working together as a single entity. This can take some of the unpredictability out of freelancing, and give you a nice way to expand your business beyond what you can bill yourself. The types of services offered by small service businesses in the New Economy are as unlimited as I described for freelancers.

Other common types of small business opportunities in the New Economy include creating software applications, affiliate marketing, blogging, entertainment, teaching and selling information products.

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In addition to these Internet-dependent small businesses, there are opportunities to create new types of "real-world" small businesses as people become disenchanted by big business and start to look for ways to reconnect with their local communities. These include businesses that appeal to people because they are local, fresh, sustainable, hand made or otherwise have a personal touch.

You don't have to start your own small business to take part in the New Economy. There are plenty of opportunities to join one of these small businesses and still reap many of the same benefits as owning one, provided the business owner is progressive and results-focused.

The New Economy is something where people can break out from the crowd, make their own game, and build a small and profitable business without obtaining anyone's permission. Look at affiliate marketing. It's a \$13 Billion business in 2009, and only growing. Those people are finding small fortunes by building their own companies. There are plenty of ways to deliver value in the web-distributed world. It's a great thing, and I'm making my own game. Here's hoping you are, too.

*Chris Brogan, chrisbrogan.com **

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What is a New Economy Superstar?

So, now that we understand what the New Economy is all about, and the types of work people do in it, what is a New Economy Superstar?

In the old economy where mass media prevails, a superstar is typically a celebrity who became popular with an enormous audience. Because so few channels exist in the old economy and so many middlemen and gatekeepers stand between a superstar and his or her fans, an audience of millions was required to make the model work.

In the New Economy, where there are different communities for every imaginable taste or interest, and direct connections with customers are possible, superstars exist on a different scale.

A New Economy Superstar is someone who finds success (as he or she defines it) by leveraging the new competitive power of the individual and small business.

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Being a superstar in the New Economy doesn't imply fame or popularity.

Being a superstar in the New Economy doesn't imply fame or popularity. Because the New Economy is much more egalitarian, our definition of superstar has similarly been transformed.

Success "as you define it" is another key component of the definition. Success might mean earning enough to take six months off every year.

Or, success might mean being able to live and work from anywhere in the world. Success might mean being able to support yourself by selling your music or art directly to your audience without relying on gatekeepers.

Because the benefits of succeeding in the New Economy (as we'll discuss in the next part of the book) can be so fulfilling, people who do succeed will feel like superstars even without millions of adoring fans and 8-figure incomes.

Kevin Kelly talks about finding your 1000 True Fans. Others talk about micro-celebrity or micro-patronage. Tim Ferriss refers to people he calls the New Rich. Whatever you call it, there's no doubt that we've entered a new era in the way people live and work.

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Everywhere you look, you might notice a new kind of flexible, smart small business. They serve a relatively small number of people. Big businesses drool over their profit margins and adaptability. Their customers are knocked out by what they do and how they do it.

Oh, and one more thing. They're taking over the world.

Sonia Simone, [Finding Your Village of Customers](#)

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Who are the Superstars of the New Economy?

Every New Economy Superstar's story is unique. Some are Internet famous (like Seth Godin, Gary Vaynerchuk, Gina Trapani, Kevin Rose, Tim Ferriss, etc.) and others are much more modest or up-and-coming. Some even operate in complete stealth.

Some earn a living through blogging, some writing books, some consulting, some building web applications, some affiliate marketing and others in countless different ways.

The people who contributed to this book are each superstars of the New Economy in their own way (or on the way to becoming one).

The thing they all have in common is that at their cores, they're all entrepreneurs. They have all opted to become totally self-reliant and to create their own futures.

They each combined the web with the new competitiveness of individuals and small firms to build astonishing success within their own niche.

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In many ways the nature of work is not changing at all. My philosophy of business has always hinged on hustle--outwork the other guy and you're in the game. With eyeballs shifting to the web, what's changing is how much easier it becomes for that hard work to produce tangible results. With successful leveraging of the social web, anyone has the chance to make their voice heard--and as classic 'americana' as that sounds, it is truer than it has ever been before.

Gary Vaynerchuk, garyvaynerchuk.com *

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The Party is Just Getting Started

“Involuntary entrepreneurship” is now creating tens of thousands of small businesses and a huge market of contract and freelance labor. Many will take full-time jobs again once they become available, but many others will choose not to. The crisis may have turned our economy into small pieces, loosely joined, but it will be the collective action of millions of workers hungry for change that keeps it that way.

Chris Anderson, [The New New Economy: More Startups, Fewer Giants, Infinite Opportunity](#)

The best part of the New Economy is that it's just getting started. Most people still believe in and earn a living from traditional employment. If you decide to join the movement now, you'll have some advantages that won't be available in years to come. Anyone who embraces the New Economy now has a shot at becoming a Superstar.

Right now, the ratio of people who make a living online to people who spend a lot of time online is low compared to what it will be. This means that it's easier now to get your message out in front of potential buyers.

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The sooner you get involved, the more you'll benefit from this early mover advantage. Once you get a foothold, you'll also be able to teach others how to join you. This will further increase your authority and create income opportunities for you. The more authority and income you create for yourself in the New Economy, the more you'll be able to enjoy all of the benefits.

In the next part, we'll talk about all the amazing benefits of the New Economy.

For the future, the trend to bet on seems to be networks of small, autonomous groups whose performance is measured individually. And the societies that win will be the ones with the least impedance.

Paul Graham, [The High-Res Society](#)

Part 2: Benefits You'll Enjoy

BENEFITS YOU'LL ENJOY

DOING SOMETHING YOU'RE PASSIONATE ABOUT

LIVING AND WORKING ANYWHERE YOU WANT TO

WORKING HOW MUCH YOU WANT AND EARNING YOUR FULL VALUE

CREATING YOUR OWN JOB SECURITY

**LIVING A GREAT LIFESTYLE NOW, INSTEAD OF WAITING FOR
RETIREMENT**

IMPROVING SOCIETY AND OUR ENVIRONMENT

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How you design your lifestyle is limited only by your imagination and willingness to work to make it possible.

Benefits You'll Enjoy

The New Economy is full of benefits that weren't possible or not offered by employers in the old economy.

When you work for yourself in the New Economy, you can focus your business entirely on results instead of useless aspects like face time, working hours, corporate hierarchies and doing things because "that's how it's always been done."

If you measure results and don't worry about all the Old Economy drudgery, great things become possible. You really can live and work anywhere you want to, or work less, or do things you're passionate about or create your own job security.

How you design your lifestyle is limited only by your imagination and willingness to work to make it possible.

Business and technology should make life better, not consume it. In the New Economy, you can leverage business and technology to live a better lifestyle.

Entrepreneurs and freelancers have long enjoyed benefits that weren't available to cubicle dwellers. The difference in the New Economy is

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that there are some entirely new benefits, and others that will increase in scope and in the number of people who enjoy them.

It's been a long time since there was a direct correlation with the number of hours you work and the success you enjoy. It's an antiquated notion from the days of manual labor that has no bearing on the world today. When you're building products or services, there's a nonlinear connection between input and output. You can put in just a little and still get out a spectacular lot.

David Heinemeier Hansson, [The lifestyle business bullshit](#)

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Doing Something You're Passionate About

The New Economy is about working on something you're passionate about instead of carrying out someone else's vision.

Work is much easier when you do something you're passionate about. Well-known bloggers often say that they don't even consider what they do to be work. When what you do to make a living doesn't feel like work, you don't have to force motivation or waste time with make-work.

Part of this passion comes naturally just from knowing you're working for yourself. Knowing that you'll reap all of the rewards of your hard work will help you enjoy anything you do more.

Beyond the natural motivation of working for yourself, you should aspire to work on things that you're naturally interested in. If you're going to be working for yourself, you may as well choose a subject or cause that gets you excited. Sure, there may already be established players in the area you're interested in, but if you're passionate and bring a unique viewpoint, there's no reason you can't be successful at your passion.

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...there is not a single niche that's too crowded for fresh thinking. Larger players have no defense against something that comes out of left field. It's difficult to fight for attention against a business or individual with a unique vantage point. The power of fusing fresh thinking with strong branding and sound marketing strategy in open networks is just beginning to be tapped, and while at face value it may appear easier to win over less popular/developed niches, that isn't a prerequisite for creating a white-hot content-based site.

Adam Singer, [No Niche is Ever Too Crowded for Fresh Thinking](#)

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Living and Working Anywhere You Want To

The requirement to physically be somewhere for work is a remnant from before the Internet existed.

Location independence is probably the most sought after benefit of working in the New Economy. The combination of technologies like Skype, email and online project management tools make it possible to do work from anywhere you can connect to the Internet.

For you this might mean becoming nomadic and moving from one place to the next frequently. For others it could mean trying life in a different place each year. Other people prefer to alternate between two places to take advantage of better weather. Some just like to live in cheaper places while working for clients (and earning commensurate rates) from expensive countries.

Whatever your reason, there's no denying that for many types of jobs, the requirement to physically be somewhere for work is a remnant from before the Internet existed. Old economy companies are slow to recognize this (although some are starting to become results-only work environments - ROWEs), but people working in the New Economy already get work done from all across the globe.

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Most of my clients are overseas, I think this is huge. Can you imagine even ten years ago little me saying that? Then when you think I co-authored a book with someone I have never met. A couple of friends and I created a membership site with over 30,000 customers without ever being all in the same room together ... I think the international aspect of the Internet is wonderful and it is changing work forever.

*Chris Garrett, chrisg.com **

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Working How Much You Want to and Earning Your Full Value

Think about this. On average, the 500 companies in the S&P 500 index make nearly \$500,000 in revenue per employee. That's half a million dollars of sales for every employee in the company.

Regular non-executive employees at those companies earn anywhere from minimum wage (about \$14,500 in the U.S.) to a max of maybe \$200,000. Meanwhile, CEOs at those companies were paid \$10.4 million dollars in total compensation on average last year.

Where does the rest of that revenue per employee go? Some is in the cost of goods sold, some is in executive pay, some is in overhead (like office buildings, supplies, software, etc.), and some is in profit.

Wouldn't you like a bigger share of that \$500K? There are a couple of ways you can get it. One way is to put in 20 years of 60-hour weeks at one of those S&P companies and do your best to become an executive. Then, you'd have a shot at making well more than that \$500k.

Another way is to start a company yourself, cut out the overhead and executives and keep the profits and excess yourself. Will your small

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The point is, how much you work and earn is up to you in the New Economy.

business make that \$500K of revenue per employee? That depends on your business and how hard and smart you work.

Maybe instead of working 40-60 hours a week like you would at a big company, you'd rather be able to make better use of your time and earn enough to support yourself while working less.

How about earning what you'd earn at that big company, while working 20 hours per week. Don't think that's possible? The people who have already made it possible would prefer you keep thinking that. There's less competition that way.

The point is, how much you work and earn is up to you in the New Economy.

I'm not saying you'll be able to earn six figures while working 4 hours a week within three months of starting your new venture. In reality, it will probably take a lot of hard work to reach a goal like that. If you want it though, there's nothing but your own potential to hold you back.

80/20 Principle: I know this has been covered by everyone and their mom, but applying this principle has had such an incredible impact on my

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lifestyle that I can't leave it out. By passing a few older clients off to friends of mine who are new to the business (and therefore can use the experience and cope with the smaller rates) and reducing the amount of time I spend on the phone, on IM, etc with people who are very talkative but not very good at getting to the point (while at the same time slightly increasing the number of more profitable projects I take on and spending more time with my more efficient friends) I've cut my work week down from 60-80 hours to about 10-15 in just 4 months. That reclaimed time is priceless to me, and just being able to read a few extra books a month and spend more time on my passion projects has been fantastic.

*Colin Wright, [Exile Lifestyle](#) **

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Creating Your Own Job Security

A big reason to work for big companies in the old economy was job security. With unemployment at 80-year highs, the safer bet may actually be to work for yourself. The risk now is in having faith that your future is safe with your current employer.

There are still situations in the New Economy where business could dry up and you could end up with no income. Those situations are avoidable though through diversification of clients, services, projects and products.

It's mostly the beginning of self-employment that's the scariest and least stable time. After you get up and running, you should be able to create enough stability that the worst case would be losing half of your income. Can you say that about traditional employment? You probably can't, unless you have an employment contract.

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Traditional employment will still be how most people pursue a career. That's where most people are comfortable, so I don't think it will change for the majority. The difference is that traditional employment can no longer be considered the "safe" option. For years, entrepreneurs have been viewed as risk-takers, but personally I think it's far riskier to depend on someone else for your well-being. Ironically, I view entrepreneurship as a much safer option.

Chris Guillebeau, *The Art of Nonconformity* *

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Living a Great Lifestyle Now, Instead of Waiting for Retirement

Instead of waiting to become rich or retired, why not live the life you want to now?

Unless you make a conscious decision otherwise, when you enter the traditional work force you also accept the default life plan.

The default life plan assumes you'll work full time for 30-40 years taking weekends and a couple of weeks off per year until you eventually retire. Upon retirement, you'll then stop working altogether and blissfully spend your golden years relaxing or traveling or doing whatever else you really want to do with your life. This is commonly called the "deferred-life" plan.

In the New Economy, you have the chance to create your own life plan. Instead of waiting to become rich or retired, why not live the life you want to now?

This doesn't mean you won't be working in the New Economy, but maybe you'll work less, or do something you love, or work from exotic places. Maybe you'll take months off every year. Who will stop you from doing what you want to? Your creativity and the realities of your business are the only things holding you back. You're no longer

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beholden to face-time, useless meetings, working hours, commuting and limited vacation time.

There is a movement building around these concepts known as Lifestyle Design, which was made popular by Tim Ferriss in the book "The 4-Hour Workweek." Google "Lifestyle Design" and you'll find an amazing wealth of resources produced by people working to live the good life now instead of waiting to become rich or retired.

Life doesn't have to be so damn hard. It really doesn't. Most people, my past self included, have spent too much time convincing themselves that life has to be hard, a resignation to 9-to-5 drudgery in exchange for (sometimes) relaxing weekends and the occasional keep-it-short-or-get-fired vacation.

Tim Ferriss, The 4-Hour Workweek

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Too much power
and wealth is
concentrated in the
hands of too few
people.

Improving Society and Our Environment

When you work for yourself, you throw a little stone at the corporate power structure that is destroying the American middle class. That may be the best chance society has of returning to greater economic equality.

Real wages haven't increased for the average American worker for over 40 years, and yet during the same time, incomes of the top 1% of Americans more than doubled. CEO pay grew over that period from 39 times that of the average worker to 367 times the average worker's pay.

There is clearly something wrong with the old economy structure. Too much power and wealth is concentrated in the hands of too few people. And because there is so much invested in and protecting the old power structure, it's unlikely that policy changes or legislation will make things better for most people anytime soon.

Instead, the New Economy offers hope that we can all make a difference by creating millions of small businesses that each support one-another, and put in place a system that values more than profits

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and greed. Maybe we can even redefine wealth to mean more than just money and material possessions.

At the same time, working in the New Economy gives you the chance to lower your impact on the natural environment. According to the National Household Travel Survey sponsored by the U.S. Department of Transportation, Americans make more than 51.3 billion combined trips to and from work.

How much of all that commuting is really necessary? Work from home as part of the New Economy and ditch the commute. You'll feel better, and the air outside will stay cleaner.

At nearly every turn, the power of sharing, cooperation, collaboration, openness, free pricing, and transparency has proven to be more practical than we capitalists thought possible.

Kevin Kelly, [The New Socialism: Global Collectivist Society Is Coming Online](#)

Part 3: 10 Tips for Succeeding in the New Economy

TIP #1: STOP LOOKING FOR TRICKS

TIP #2: GET AWAY FROM IT ALL

TIP #3: FIND LIKE-MINDED PEOPLE

TIP #4: BE YOURSELF

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TIP #7: STRIVE TO CREATE YOUR OWN NICHE

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TIP #10: DON'T BE AFRAID TO ASK FOR HELP

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10 Tips for Succeeding in the New Economy

How do you succeed in the New Economy?

I don't have all the answers (beware of anyone who claims they do), but I have successfully been an entrepreneur for the past three years. Along the way, I've learned some lessons that I wish I would have known or paid more attention to when starting out. Incidentally, I also learned a lot about what **not** to do from spending six years working as a consultant to Big Business.

There's a reason so many people choose the "deferred-life plan" beyond just not knowing other things are possible. People also choose that route because it's more of a sure thing. The outcomes and process for succeeding in traditional employment are well known. There is comfort and peace of mind associated with not having to struggle so hard to reach your goals.

What I'm saying is that lifestyle design and success in the New Economy isn't for everyone. You need to realize that it won't be an easy path. For me, the rewards have made the struggle worth it. You'll have to make your own decision about whether that's the trade-off you're looking for.

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If you do decide to jump in with both feet, the following tips will help you succeed. These are things I've learned from running a venture capital backed startup and a couple of other bootstrapped businesses, from blogging at Free Pursuits and from things that other more successful entrepreneurs have taught me. These tips will help you with whatever specific goals you have for being part of the New Economy.

In order to really thrive, you have to stand out. You can't just coast by being "average" anymore. You have to be excellent. People want to connect with people doing amazing things, so the best way to find security is to take risks. Walk the edges, be bold, be brazen. The best safety net is not needing one.

*Jonathan Mead, Illuminated Mind **

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Tip #1: Stop Looking for Tricks

If you're looking for the single trick that will let you "put your income on autopilot" or otherwise earn a lot from doing very little, you may as well stop right now.

Is it possible to earn a living while working just a few hours a week? Yes, probably. I don't happen to know anyone who does that, but I wouldn't doubt that people like that do exist. Do I think it's possible to put yourself in that position in just a couple of months' time? Not likely.

You'll make things much easier for yourself if you start with the assumption that you'll have to work hard to be successful in the New Economy. If you start out aiming to work just 4 hours a week, you're setting yourself up for disappointment.

There are no tricks that will help you get rich quick, but there are thousands of people out there selling those tricks. That's because it's very tempting to believe that you just need to find the right "system" or "method" to propel you to the top. If you start down this path, you'll spend many thousands of dollars and many months on these

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systems and methods only to end up with less money and time than you started with.

Look around at the people who have succeeded before you. Did they have to put forth a lot of effort to get where they are? Be aware that the people who try to sell you "instant riches" are using your desire to believe that such systems exist to make you part ways with your hard-earned money.

You should absolutely expect to have to learn a lot to get where you're going, and you will probably even pay for high-quality resources in the process. Just realize that every story of overnight success probably took at least a few years.

This notion of overnight success is very misleading, and rather harmful. If you're starting something new, expect a long journey. That's no excuse to move slow though. To the contrary, you must move very fast, otherwise you will never arrive, because it's a long journey!

Paul Buchheit, [Overnight success takes a long time](#)

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Tip #2: Get Away From it All

Before you can become successful working for yourself, you need to clear your head. So much of our society is geared towards living the typical Old Economy lifestyle that we're each deeply programmed to want to do just that. Even if you feel ready for a change, you're probably not prepared for the long battle ahead of you.

Feeling like you hate your job or that you just want to do something different won't get you very far. Those are valid feelings, but you need to have a more concrete reason for making the change.

One way of developing that deeper reason is to take some extended time off. I know, some of you might say that's not possible, but if you're serious enough, you can find a way. Thinking it's not possible to take extended time off is just part of the cultural conditioning I was talking about anyways. I used to think that way myself.

If you can get away, a month or more is best. It's best if you can get out of the country, or at least far away from the day-to-day that you're used to. This time and distance is crucial to helping you get to the core of what really matters to you in life. I can't tell you what that will mean to you because it's a very personal thing.

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Examine what you want from life, independent of what you think is currently possible.

Don't force thinking about the deeper questions of your life right away. Give yourself some time on your trip to really lose touch with the life that consumed you before. Try to make a connection with the person you really are. Maybe you've forgotten a little about who you are to your job or societal expectations. Give it time and you'll start to find yourself again and enjoy your time off.

While you're on this journey of self-discovery, you should examine what you want from life, independent of what you think is currently possible. How can you think beyond what seems possible? You can start by imagining your ideal day or week if time, money and location weren't limiting factors. If you find yourself thinking something is silly or not realistic, try hard to banish those thoughts. You want to only think about what you want. Later, you'll consider if you feel it's worth it to achieve those goals.

This shouldn't be a single afternoon project, either. If you have enough time, you should give it weeks to fully form your thoughts and reconnect with yourself. I found a deeper connection to how I want to live after about two months into my recent six-month sabbatical to Mexico. That experience changed my life and became the basis for everything I'm working towards now.

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Once you've developed your new uninfluenced-by-society feelings about what you want from life, you'll be in a much stronger position to handle the battles that await you. Having taken an extended vacation or sabbatical won't guarantee success, but people rarely regret taking time off. One way or another this time off could change your life for the better.

You need to know yourself. Find where what makes you special and different intersects with your audiences most pressing needs. As I tell my Authority Blogger folks, your point of difference needs to be authentic and true, because now more than ever people can spot a fake a million miles away!

*Chris Garrett, chrisg.com **

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Tip #3: Find Like-Minded People

Luckily for you, the New Economy is already well underway. That means that you don't have to reinvent the wheel when it comes to creating your successful business.

One of the best ways to take advantage of the successes other people have already enjoyed is to learn about and interact with like-minded people.

Look around online and you'll easily find people who are already working towards goals similar to your own. You should be able to find groups of people interested in both the structure of the business or lifestyle you're working on as well as people interested in the particular subject or passion you care about.

Finding these people will help you in a couple of ways. First, they will help you think through all of the tactical and strategic issues you'll encounter along the way. Second, they will help you stay motivated and provide a counter-point to all the mainstream cultural messages that threaten to draw you back to a "regular life."

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You might even want to take your connection to these like-minded people beyond just interacting over blogs and social tools. Creating an alliance or small group of people who meet regularly and critique and support one another can become a powerful force. Just make sure the people you choose are as energized and serious about succeeding as you are.

Network, network, network. And not selfishly but generously. Think every morning "who can I help today?"

*Chris Garrett, chrisg.com **

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Tip #4: Be Yourself

People are desperately looking for authenticity in a world where we're constantly bombarded with marketing messages, ulterior motives and political correctness.

With thousands of startup companies being launched every day and nearly a million new blog posts being written daily, how can you possibly create something that stands out?

Being different isn't hard, but many people struggle with it. Your winning difference is being yourself. Everyone is different, and if you just be yourself and bring that to your business, that difference will stand out.

People are desperately looking for authenticity in a world where we're constantly bombarded with marketing messages, ulterior motives and political correctness. Think about the difference between how most people act at home or with friends and at work. Where does all the authenticity go? It's lost in the bland world of mass marketing.

Businesses are so afraid of alienating potential customers that they end up saying nothing interesting. People who work in that business environment get used to silencing their own personalities in order to fit in with the "company culture."

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In the New Economy, you don't have to worry about succeeding in the mass market. If you're running a small business, you don't have to appeal to millions of customers. Somewhere between 10 and 10,000 customers is probably all you need to support your business. It will be easier to find those customers if you stand out from the crowd by just being yourself.

When you really figure out how to be yourself, it will also make your life much easier. It's exhausting trying to mimic someone else and to constantly wonder how you should be acting or behaving or what you should say. Let your conscience, passions and values shine through and your job will be easier, and your customers will appreciate it.

Be transparent. People want to see you.. feel you... know who you are before buying from or working with you. The New Economy has made people think twice about trust. Transparency will deepen trust with those that connect most with your product or service and quickly eliminate those that would be a waste of your time and energy anyway.

*Adam Baker, [Man vs. Debt](#) **

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Tip #5: Create Value and Sell It

Without marketing,
the greatest product
in the world will go
nowhere.

How do you know if what you're working on will be successful? To begin with, you must be creating value. Creating value simply means that other people will be willing to pay or trade for what you produce (or service you provide). Another way of putting it is being helpful. If you're helping someone solve a problem, you're creating value.

Value can come in the form of a useful product, a service that you provide, software, information, entertainment or anything else that other people will be willing to pay for.

Creating value is only one half of succeeding in business, however. The other equally important part of business is making people aware of your product or service and convincing them to pay you for it. This is the fundamental purpose of sales and marketing.

Without marketing, the greatest product in the world will go nowhere. It's true that having a great product will make your marketing activities easier and more effective, but you must not fall into the trap of thinking that if you just create a great product, everything else will fall into place.

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It's natural to be better at one of these two things. Some people are inclined to create great products. Other people are naturally good at sales and marketing.

To succeed in the New Economy, your business must execute both good value creation and marketing. If you're not good at both, you have to make a decision. Either you can spend the effort required to learn and improve, or you can get help from someone else. If you're not willing to do either one of these things, you will probably be better off working for someone else in a business that has people who do what you're not good at.

The ability to market yourself and your business with digital communications tools is absolutely essential to success today and in the future.

Technology has not changed the core efficacy of marketing and public relations at both the personal and corporate levels. Rather, it has acted as an equalizer for those with the strongest ideas and largest commitment to emerge as trusted voices in a connected society. Many are realizing this, however it is in opposition to a previous world where attention at scale was reserved for a select few.

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The new rules of marketing are already on display in black and white on blogs, in emerging books and by studying what others are doing. With that said, the most effective path to success is to participate.

*Adam Singer, [The Future Buzz](#) **

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Tip #6: Work Hard on the Right Things

Working hard
without working
smart won't get you
very far.

What's more important, working hard or working smart? They're both important, but working hard without working smart won't get you very far. The problem with just working hard is that it can mislead you to believe that if you only work hard enough you'll succeed. The problem with just working smart is that even if you work on exactly the right tasks, you might not put in enough effort to get where you want to go.

The best solution is to work hard on the right things. That doesn't mean working your ass off blindly for 80 hours a week. That also doesn't mean kicking back because you think you know what to do.

What's the right thing to be working on? It's the highest value task you can currently think of. Sometimes the highest value task might be thinking of other high value tasks. Most of the time, working on the right thing won't mean working on what's easy or mindless. High value tasks are often difficult or mentally taxing.

A big part of working on the right things may not seem like work at all. That's because you need to give yourself time and perspective enough to figure out where to put your efforts. I find that the best

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place to find this perspective isn't sitting at a desk. Some of my clearest thoughts come while going for a run or a walk, or when sailing, or during a casual conversation with friends. Those things may not sound like work, but they're often much more valuable to my work than sitting at a desk.

What I'm telling you is not to fall into the "work = desk time" mindset that is so common in big business. We need to remember that big business got that way because face time was the easiest aspect of work to measure for information workers, not because it was the most effective thing to measure. In your own business, you'll have many more important things to measure than time spent at your desk.

Much more important than working hard is knowing how to find the right thing to work on. Paying attention to what is going on in the world. Seeing patterns. Seeing things as they are rather than how you want them to be. Being able to read what people want. Putting yourself in the right place where information is flowing freely and interesting new juxtapositions can be seen. But you can save yourself a lot of time by working on the right thing. Working hard, even, if that's what you like to do.

Caterina Fake, [Working hard is overrated](#)

Tip #7: Strive to Create Your Own Niche

Besides being yourself, how can you gain an edge on your competition? One way is to try and define the space you operate in, such that no direct competition currently exists.

This doesn't mean you're inventing a new service or product exactly. It's more about how you define what you do. If you do this right, you'll end up with a new term that is synonymous with you or your business.

For example, Chris Guillebeau wanted to write generally about "being awesome." Instead of referring to his blog as yet another personal development blog, he decided to write under the concept of nonconformity. His blog is called *The Art of Nonconformity*. This has worked very well for him. He was able to become a professional blogger after just nine months, which is an amazingly short timeframe for a full-length essay blogger.

Defining your own niche is something that Chris Garrett has stressed to me, and that I've heard from Chris Brogan and others on numerous occasions. If you can do it right, your brand can take on a life of its own. Tim Ferriss has been phenomenally successful since defining the term "lifestyle design" in his book. Now every time someone writes

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about the topic, Tim is likely to get a mention (or at least mind share from readers).

It's not just for writers, speakers and bloggers, either. If you're creating a product or service, the power of defining your own niche can work for you too. The real benefit comes from not only defining the niche, but in applying a label that catches on with people.

Create your own niche: A big part of why I was able to get so many clients so quickly when I went off on my own is because of the skills I have and how I apply them. I am a graphic designer, illustrator, web developer, motion graphics artist, copy writer, social media marketer and sustainability consultant. I don't need all of these skills for each job, so I usually only bring up the ones that are directly applicable to the task at hand, but when I tell a potential client that not only can I design the site for them, but I'll also get it live, market it and make sure that the accompanying business cards and stationery are made from post-consumer waste and vegetable oil ink (and all for a total price that is much lower than if each piece of the puzzle was farmed out separately), that's a value-proposition that's hard to pass up.

*Colin Wright, [Exile Lifestyle](#) **

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Become an agent for industries not traditionally represented by agents. Through my past experience owning and running a web development company (with offices and employees, not this freelance, one guy in his underwear stuff) and now with my ad agency, I've discovered a huge gap in the ability for designers and developers to price jobs and put together deals... even when they have steady referral business coming in. So, I'm implementing a program where I sign freelancers and small design/dev companies to act as their agent. This aligns with my existing company, but I could easily see it applied to other things and in a standalone capacity. The fee is of course based on the standardized practice of a percentage of the billing. I think of it as literary agent for designers.

Andrew MacPherson, [Rules Optional](#)

Before you jump in, do yourself a favor and consider how you'll deal with big things that go wrong.

Tip #8: Prepare for the Emotional Roller Coaster

If there was one thing I wish I had been better prepared for before quitting my regular job, that would be the roller coaster of emotions that you go through as an entrepreneur.

So, before you jump in, do yourself a favor and consider how you'll deal with big things that go wrong. In a startup, anything that can go wrong probably will at some point. How you react to what will seem at the time like the end of the world may become the deciding factor between making it big and flaming out.

What causes the emotional roller coaster? Some causes are things that you already experience today, only they're amplified 1000%. Things like self-doubt, ego, social anxiety and all your hopes and dreams will cause you to feel like a heroin junkie. One day you'll think you're about to solve world hunger, and the next day you'll wish you were never born.

Other causes of your new found manic-depression will be things that maybe you've never experienced before, like running out of money, or having to lay people off, or having complete strangers publicly verbally destroy you or your company. These things all can and do happen in

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the course of entrepreneurship. To reach great heights, you'll have to take risks and you'll probably attract some people who decide to hate you for reasons not even related to you.

Many of these things will be unavoidable because you can't control everything. However, some pre-planning and awareness can go a long way towards helping you cope better. Try to imagine how you would feel when confronted with any of the scenarios I mentioned. Do they scare you? Your best chance of survival is to grow some thicker skin. If you don't, the emotions can cause you to make ridiculously bad decisions or even put you in the doctor's office from stress.

Here are a few things I've learned about how to stay off the roller coaster:

Be prepared for failure. Failure is the most valuable thing an entrepreneur can experience. It's a good thing in many ways. Just because something you attempted fails doesn't make you personally a failure. Learn to compartmentalize different projects and let them fail individually without causing you to call into question everything you stand for and have worked to become. There is something to be said for failing fast so that you can learn about what worked and move quickly to your next project.

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Don't seek perfection. Perfection is cancer for a new business. Your goal should be to do only what is necessary to make 80% of your customers happy. Use the Pareto principle (the 80/20 rule) ruthlessly. Fix time and budget and let scope flex. Seeking perfection will only cause you to miss opportunities and ultimately fail.

Take a longer-term perspective. In a startup, everything will seem to be urgent, and you'll have a keen sense of how valuable every day is. Because of this focus on the short-term, you may be tempted to measure your success on a daily basis. Don't give in to that temptation. Whatever it is you're measuring could fluctuate enormously from day-to-day and that fluctuation will also cause you to feel high and low along with it. Take a longer-term perspective and remove the fluctuations from your measurement. If you're building a website, it's probably best to measure statistics (pageviews, subscribers, etc.) on a weekly or monthly basis.

First and foremost, a start-up puts you on an emotional rollercoaster unlike anything you have ever experienced. You flip rapidly from day-to-day – one where you are euphorically convinced you are going to own the world, to a day in which doom seems only weeks away and you feel completely ruined, and back again. Over and over and over. And I'm talking about what happens to stable entrepreneurs. There is so much

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uncertainty and so much risk around practically everything you are doing. The level of stress that you're under generally will magnify things incredible highs and unbelievable lows at whiplash speed and huge magnitude. Sound like fun?

Marc Andresson, Founder of Netscape and Ning

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Tip #9: Push Your Inner Leader Up to the Podium

You must embrace your inner leader to succeed in the New Economy. More than just embracing your leadership skills, you have to push them up to the podium to speak on your behalf.

There are people out there (your potential customers) who want to be part of something. They want to share a connection and a passion with you and a community of other people. Your job as a freelancer or small business is to lead those people and build that community.

As I mentioned before, the key to your success may be what Kevin Kelly calls 1,000 true fans. These are people who will buy whatever you create because you've led them somewhere and given your time and knowledge to them or otherwise inspired them.

Seth Godin says that the barriers to leadership have fallen because of the web. There are millions of "tribes" of people everywhere, searching for a leader and waiting to connect and create change. "All that's missing is you, and your vision and your passion," he says.

How do you become a leader and connect with your potential fans? Gary Vaynerchuk likes to say that your entire marketing strategy could

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consist of the word "care." You need to care about people to forge an authentic connection with them. Once you show people you care, they will trust you and be more likely to join the community you've created.

There are a lot of factors coming together. I think people are seeing through the BS, and can communicate when they have been burned, scammed or let down at light speed. People think about leadership as being a power thing but I like Seth Godin's approach about Tribes, about it being more about community and showing people there is another way. Gather your tribe, everyone has one, give to them generously. Your rewards come if you focus on creating something worthwhile and special for your people.

*Chris Garrett, chrisg.com **

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Tip #10: Don't Be Afraid to Ask for Help

If all this seems a little daunting at first, don't worry. Anyone who has ventured into becoming self-employed can tell you that it's scary at first, but it gets easier. One way of making things easier on yourself in the beginning is to find help.

What kind of help can you enlist when you're just starting out? There are at least six places I can think of where you can get assistance with various parts of your new business: partnerships, outsourcing, books and resources, consultants, peers in your community and the big names in your niche.

PARTNERSHIPS

Partnerships make a lot of sense, especially for your first business. Basically, you find someone else who is good at the skills you aren't and join together to build a business. It's critical that you're very compatible with the person you find on a number of levels. Be sure to spend a lot of time talking about your views of the world and your goals for the business before you commit to anything. I won't go into legal structures here, but you should make sure you understand how to structure your relationship with your partner to protect both of your interests. I've had both good and bad experiences with partners and

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have found that personality and motivation are the most important factors.

OUTSOURCING

A big reason why the New Economy is growing is outsourcing. Like it or not, outsourcing is a reality of today's global business environment. Your competitors who are most successful probably use outsourcing to some degree. Outsourcing could help your business enormously, depending on what you do and how you use it. Be sure to check out the tips on outsourcing from John Bardos at the end of this section.

BOOKS AND RESOURCES

There are countless books and resources out there to help you build a small business, some good and some bad. The hardest part about knowing which to spend time reading (and possibly pay for) is in figuring out if the author really knows his or her stuff. Beware of shysters. Look for legitimate reviews of products on other unrelated sites before you buy. Ask around on social networks and in forums to find out if something might be worth your time and money.

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CONSULTANTS

In the past, consultants were typically only used by big businesses because of their cost and overhead. In the New Economy, many consultants work in much smaller groups, or even as individuals. These people bring experience from multiple clients and different types of projects and can help you solve some of your most pressing business problems. If they do work for small businesses, they will have packages or pricing that make it economical for startups to use them. Don't be afraid to look into using some consulting services if there's an area of your business that you just can't do alone or with any of the other avenues of help listed here.

COMMUNITY PEERS

The other people who are building small businesses just like you can be a gold mine of valuable help and information. You just need to know where to find them. Blogs are one place to look. You can interact with people in blog comments. Another good place to look are forums dedicated to the topic you need help with. Social networks like Twitter are another great place to connect with people. Once you've found some places where your peers hang out, don't be afraid to give back. Asking questions is fine, but answer some in return too.

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BIG NAMES IN YOUR NICHE

The "big names" in your niche, or people who seem to be at the top of the game you're trying to play, are also a potential source of help to you. People are generally much more approachable than you might think. Don't be afraid to reach out and connect with these people. Advice or exposure from them can mean a great deal to your business. Just make sure to be genuine and seek a real connection before asking for anything. Some people won't ever respond to you, but some will, and it will be worth the effort to get to know those who do.

Outsourcing is everything. It is impossible for any individual to do everything to a high enough standard. At the same time, it is no longer practical or economical to hire full-time staff like traditional companies. You want access to the most cost-effective talent regardless of where in the world they are. It is imperative to master the art of outsourcing yet it is not easy. I have been outsourcing for about 5 years now and have worked with dozens of people from all over the world. The best way to get good at outsourcing is to do a lot of it. Start small and work your way up to larger projects. Here are some tips to get you started:

1. Price is not indicative of quality. I always eliminate the lowest and highest bids from projects. The best quality is generally moderately priced.

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- 2. Stay away from affiliated groups. There are many companies out there that bid on projects and pass them off to junior developers. This is a recipe for communication disasters. Always try to work with individuals if you can.*
- 3. Never pay a deposit up front. I have received shoddy coding and extensive delays every time I gave a deposit. If the developer doesn't agree to your terms, hire a different one.*
- 4. Start with a small project first. Only give larger, mission critical projects to people you trust to do the work.*
- 5. Clearly define everything in advance. This is good for you and the developer. Changes are expensive to make later on.*
- 6. Communicate regularly. Ask for regular progress reports to make sure the project is on track.*
- 7. Trust professionals. If you don't know what you are doing, let the professionals do their job. You want them to disagree with you, that means they are finding ways to improve your ideas.*
- 8. Give bonuses for great work. Finding good people is hard, so pay them what they are worth.*

*John Bardos, [Jet Set Citizen](#) **

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Conclusion: It's Your Choice

If you were waiting for the bad news in all this, here it is.

You have a choice to make.

Not all of you reading this will actually do enough to change your situation and thrive in the New Economy.

Sure, you might be pumped right now about starting a business or new independent career, but how many of you will really follow through?

Here's one suggestion to keep you motivated. Even if you ignore the rest of my advice for now, you still have a chance to join the revolution.

Join a community for support.

After you put this book down, jump on the Internet and find a group of people who share your interests and passions. Whatever your interests, whether it be roller derby or pet sitting or travel or entrepreneurship, you'll be able to find like minded people out there somewhere.

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I'm building a community for people who want to embrace the opportunities of the New Economy and help each other to thrive.

Ideally, you should find both a community on the passion side (the thing you love) and on the practical side (the way you'll make a living at what you love).

Connect with each of those communities and you will plant the seed for your future success. Subscribe to the blogs you find, and reach out to others in the comments. This will be your support group who will help you stay motivated.

That's the goal of Free Pursuits, the blog I started about lifestyle design and success outside the cubicle. I'm building a community for people who want to embrace the opportunities of the New Economy and help each other to thrive.

[Sign up for free updates from Free Pursuits](#) and join the community.

Thanks for reading!

If you enjoyed this report, please share it. You can link to it from your site, quote from it and/or visit <http://superstar.freepursuits.com> and share it using one of the social links in the right sidebar.

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Please share your feedback about this report here:

<http://www.freepursuits.com/new-economy-superstar>

I'll leave you with a quote below from Lea Woodward. She sums up the choice you have to make perfectly.

Sincerely,

Corbett Barr

Founder and Editor

www.freepursuits.com

CONTACT ME

Email: [editor\[at\]FreePursuits.com](mailto:editor@FreePursuits.com)

Twitter: [@FreePursuits](https://twitter.com/FreePursuits)

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The writing is on the wall as far as I'm concerned; we're barely getting over this recession and experts are already predicting we'll suffer another one again sometime in the near-ish future.

If you've found yourself struggling this time round, either by being laid off, having your savings/pensions disappear without trace or any of the other awful circumstances people have found themselves in, then now is the time to act. There is something you can do about it. You do not have to sit back and take it next time round.

We did something last time round and we are living proof that it can be done.

There's a secret you should know however...most people will read this book, resolve to do something about their circumstances and then do nothing at all.

But if you're one of the determined few, opportunities abound. What it will take to succeed are the following ingredients:

*The conviction & resolve to change ***your*** status quo*

A passion and enthusiasm that doesn't falter even when challenged by proponents of the "old" economy

Patience and determination to follow your path

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On a practical level, you are also likely to need a 'new' education in online marketing (including social media & online branding), online technologies and online business models.

There has never been a better time to create your own economy – and make it a thriving one. But now – right now – and not later, is the time to begin."

Lea Woodward, Location Independent