

THE **small** BUSINESS BIG **MARKETING**

show

INSANELY EFFECTIVE
MARKETING

Episode #448
Is running a location
independent
business for you?



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Nat Thomas and Niv Nobacht Interview Transcription

Tim

So we're going to meet first of all Natalie and I started off by asking her to explain her business a little more.

Nat

Long story short my business I'm in a bond cleaning retreat yoga world. So right now my main focus my main business is launching retreat programs. I've been travelling for two years well living abroad for two years I should say and my background came about I was working in entertainment in Los Angeles for four years I was working in the movie industry making movie trailers at 20th Century Fox. What happened was I kind of convince my work to let me go away for three weeks which is huge in the US. I did this whole travel to South America and I'm like wow I'm really vibing with this continent. What happened with me at the time I was at a point in my career where I was very thankful for my job at 20th Century Fox but I was ready to make that leap on my own. I didn't know where to go. The only thing I did have was one yoga teacher training course. So I was having a friend of mine who lived in Los Angeles. We were just talking. And I'm like come visit me Brazil not thinking how far it is. And she was like hey Nat you know my friend is looking for an English speaking roommate in Santiago. You don't pay rent you just help with English and I took that as a sign. I knew I had started a website I didn't know where it was going to go I just knew I just post yoga

Tim

What do you mean post yoga?

Nat

Like post things.

Tim

So there was your little start on a long train to almost maybe a side hustle while your on the holidays from this job in L.A. That was probably going to burn you out another couple of years.

Nat

Exactly. And at that point it was 2017 and about two years ago and since then and as it turned out five years leading up to 2017 I was really deep into mindful mindfulness self-development practices more thinking outside of the box kind of how we live our everyday lives so that definitely was going to be my website which I didn't know it would be at the time

Tim

You did the website as a sort of again almost a hobby?

Nat

It was a hobby. It's called thenowwithnat.com I needed thenowwithnat didn't really know where it was going to go but all the sudden this opportunity to see Santiago popped up and I'm like now or never I am just to going to take the leap and do it because I was a free rent my sister can take over my lease in L.A. So I moved to Santiago with a plan to stay two months.

Tim

Left job?

Nat

Completely left my job.

Tim

Tell us about that one hi boss you're not going to believe this.

Nat

I literally got back from the trip and I was like so I'm moving to South America and he was like you must really loved your trip but they were very very supportive of me and they put me in touch with a Fox office in Santiago. Gave me really good advice.

Tim

Were you fearful of going in resigning thinking you know everyone's going to be naysayers and all you shouldn't do that and don't do this your whole career ahead of you.

Nat

A little bit yes. I was on the certain career path in the 20th Century Fox and I have always been there for four years and at this point in time I was 30 years old and I just took it as a sign that yes I was really nervous

Tim

Tell us about taking things as a sign as a business owner.

Nat

It was interesting because during my travels and just three weeks of living abroad or travelling I was kind of searching within myself for answers and thinking I love my opportunity but I'm looking to do more with my career. I need a sign am I just going back to work and that's it not really travel. And then two days later having that phone call it got me thinking and I was lucky because I travelled with a good friend of mine and she's a very well travelled. She's very very well travelled she's been to over 70 countries so of course speaking with her she's like oh you gotta do it. It's going to be amazing. She's lived in Thailand she lived in Spain in whatever so I'm kind of like just two months I'll try it.

Tim

So when a sign comes along the wrong question is, what does it look like because it's not a

physical thing. What does it feel like and how do you find the courage to listen to it.

Nat

I just got chills. Goosebumps.

Tim

Is it a sign?

Nat

That's a sign. How it feels for me. If something seems very interesting something sparked something you need but it's still a little bit scary and I think that is throughout our lives the kind of experience it's like it's something that's too good to be true or it feels right but our mind tells us it's wrong or it feels right but it just seems so out there or scary.

Tim

Then it's the right thing.

Nat

And it's the right thing.

Tim

And you act on it and I guess it's a muscle almost that the more you use it the easier it is to use it and the less resistance there is.

Nat

Definitely and the stronger I notice it gets with yoga and meditation which I started this self development path. So I have this feeling of oh my gosh this is so scary but it feels right in a weird way even though I've never been to Santiago and I don't speak spanish that was a whole other thing. But it was a feeling and I was a competitive diver growing up as well so and I use some of that intuition and mindfulness practices that I learned with diving like going within doing what feels right like visioning what you want your future outcome to be.

Tim

Can you give me an example that in your business how you use that.

Nat

In my business. I've used this. For example I'm launching a retreat program thenowwithnat became in to the retreat section and how I use it is right now for me I've had experience doing events but retreats is new it's going with in actually creating a program or creating material that feels great and authentic and I have a feeling I'm in a position similar to when I was moving to Santiago it's like this is new. It's scary. It's a whole new ballgame but it feels it feels intuitively right for me. And so that's kind of how I'm using this to my business.

Tim

Well takes courage I mean there's a lot of rational business owners out there who have to

get a plan together do a strategy research check it out with their you know next of kin I love that. I love it. You've left your job at 20th Century Fox. You have visited a friend in Santiago. You've got this side hustle going all the little blog about yoga called nowwithnat. I'm not sure where that's going. There's no business model. There's no revenue. There's no money coming in. At what point then does nat go nowwithnat is a business. How you start monetizing and where are you. Because this is a digital nomadic conversation at some point.

Nat

Oh yeah and I was not aware of the digital nomad community so much at the time. My first introduction to it was when I did move to Santiago my friend who was working or living in Santiago she write for her start a business and so she said hey Nat we were just chatting. She said why don't you come. We just started the program for a few months why don't you work for us and I said okay. So that was my means of income in a sense while I got to work on my side business and through doing that and working outside of Chile I was around all these central nomads from all over the world and I got my first peek of how it all kind of works in a sense.

Tim

It being the nomadic lifestyle.

Nat

The nomadic lifestyle the different programs there are in different countries just more like of connecting with people from all over the world and understanding their ideas and being inspired just being in an environment

Tim

I always say to my listeners hang out with like minded individuals and there is some quote that says the sum total of the five people that we hang out with the most determines who we are as people. So something like that So you were hanging out with these people who one day you're going to become maybe you didn't know that was that really influential one.

Nat

100%. That really influenced me and I really opened my eyes to okay there is more to life than just 9 to 5 job. Or I can create something that always in the back of my mind or subconscious want to create. That was when I had totally inspiration and I was just saying that my 2 months there turned into a year I did not want to leave. And what was really awesome I was also inspired by in English speaking expat nomad community that taught yoga and I got my training in L.A. and the I went I never tried it I was scared but it push me to start my own classes and it started it push me to do private lessons. So I started kind of creating that little space as well and then that connected with thenowwithnat.

Tim

And so money starts coming in thenowwithnat dot incorporated

Nat

So ok I have my own tiny little business but that is somewhat startling because I am teaching few classes and I had some privates and I got to work at a studio which is cool and then Bali popped up out of nowhere. I have zero plans to come to Bali . What happened with Bali is I was scrolling on Facebook and there is this huge digital nomad community for people on Facebook. It's one of the best resources.

Tim

Any particular page or just generally on Facebook.

Nat

There's particular pages. In here there is Bali community Canggu Nomad Girls. There's a ton I was in a general one called female digital nomads awesome group of women support each other who like to travel and I saw a post on there that a yoga studio or the company was looking for a blogger or some sort of yoga person to come in and get a yoga teacher training work exchange. So I was like I would love to further my yoga career and learn more. And that is why I submitted my blog. I wound up getting a call it was like hey Nat we chose you come to Bali. This was in May 2018. So not quite a year ago and I packed up my bags and I flew to Bali and I did my work exchange.

Tim

Did you know where Bali is at that point in time?

Nat

Kind of yes. I have friends who had been there but I never was like I'm dying to go which is crazy. It's awesome. So I submitted thenowwithnat blog they wound up choosing me so I got to do this work exchange with them.

Tim

So you do yoga training in Bali you're blogging for this school thats teaching you now that's the exchange.

Nat

Totally got to do pictures and social media that it was the right time because startup chile. So I was working for startup chile and around that time they were not fond to start up chile anymore. So I kind of had to make a decision where the more of my monetary was coming in from and when this kind of popped up it was all paid for so work exchange.

Tim

So you got training what accommodation and food board.

Nat

I paid for my accommodation but they covered most of my food I have breakfast every day. It was really funny so I was like okay so that's how I came here while I was here I was inspired by all of the people the whole community and for me I'm like this is where I need

to be intuitively again and this is where I have to be to grow my business and it was a very tough decision. I love living in South America. I mean I had my friends I loved living there. I love the culture. I love everything about it but I knew if I wanted to kind of take that next leap. I had to leave

Tim

This exchange. You still on it?

Nat

So no. It was one month it was one month long. So came here in my first week. I just really revamp my website. I've been getting more clear on my vision.

Tim

What you mean revamped your website?

Nat

Because it looks really bad before. To look a little bit better. If I want to actually continue with it.

Tim

How important is that? You're talking aesthetically I thought you might be talking about the offers that you have in your website.

Nat

Yes I did because I was in event before and I have a lot of is experience doing events. Mostly charity events. So I added the whole events section to my website I have my events services and my whole yoga services mindfulness services so I kind of tweak to those and I added the event section. Recently I added a nonprofit section. When I was 25 I started a teacher camping that I gave back to nonprofits in Atlanta and when I moved to L.A. that kind of you know didn't really make it to L.A. with me so I kind of brought it back while I was here after Lombok where proceeds from all the shirts sold go back to a nonprofit that I partnered with in Lombok after the big earthquake. So I kind of added more to the site. However nowwithnat is not to the point where it's like this is kind of all I do. So once again I got very lucky when I moved here and right now I am the community manager and the event planner outside which is a coliving coworking space in Bali.

Tim

Coliving. Interesting.

Nat

So I'm able to do that. And then of course I'm got to do some fun events

Tim

So how does that have anything to do with yoga?

Nat

The way I tied in yoga was

Tim

It had always come back to yoga well-being

Nat

There is really no yoga involved. I led a few classes for the members. It's more of the digital it's a whole just digital nomad working lifestyle community and I do some events with them and they have houses all over the world. So that's interesting because I got to see first hand the digital nomads that come into Bali. So I've got to interact and learn a lot from them about their lifestyle and how they expanding their businesses. So while I'm in Bali I'm still doing some work

Tim

So when someone says to you what do you do?

Nat

I don't know. Random stuff. And the end goal is to kind of take with my retreat I do have retreat launching in Thailand and it's called Wonder within that's get to be my first big. I guess the thing that I'm watching with nowwithnat so it's definitely scary.

Tim

Looking at your face its lighting you up and scaring the hell out of you.

Nat

It is so that's why I'm feeling I'm on the right track with it.

Tim

And what does it involve?

Nat

o during my time in Santiago and just traveling in Bali I notice a lot of different retreats and what I felt was this is not everyone this is just kind of in general a lot of retreats or excursions or whatever they're more like in a box. I see a lot of yoga and meditation. Then there is maybe just coliving coworking that's it. I kind of want to take everything into one package. So what wonder within entails is yoga meditation where we go deep within ourselves and we're going to have three mindfulness classes throughout the week as well just about self development. Just some tools used in everyday life and aside from that we have an adventure planned so we're going to do a really cool hike in temple in Thailand. We're doing a visit to an ethical Elephant Sanctuary and we're spending the day at a woman shelter. So it's a chance for people to volunteer and go back as well.

Tim

Sounds awesome. My question is where are you getting your inquiry from? Do you have a

large audience? Do you have a large email list? Do you have a podcast? You've got a blog.

Nat

So I partnered with another company to do so. I partnered with an awesome company called venture with impact and their business model is they kind of give retreats and excursions to people for let's say a week or a month long and they incorporate nonprofits. So for example say someone comes to Thailand and they're in coliving co-worker space its for digital nomads and they're working but they have a skillset they can develop a website so venture with impact will match them with nonprofit that needs of developing websites so they can volunteer their other time. So what venture with impact is looking to do is expand to do retreats. So we have a partnership where I'm building that retreat program and they're doing logistic work they're handling transportation.

Tim

What about finding people to sign up for you?

Nat

We're doing it together so venture with impact got a bigger following than I do they're definitely way more established and they have a big following.

Tim

Where's your following?

Nat

Social Media. So more of my bigger following is on Instagram on bothe @nataliethomas_ and @thenowwithnat I have two channels.

Tim

Why?

Nat

I started @nataliethomas_ I notice that my personal one is growing a little bit more and it's funny because I was like I have two but then it goes back to the same person. It's just me and so through social media. When I launch events the biggest platform for me with launching events is Facebook. I've had the most responses the most outrage. So that's where Facebook is really really good for when launching more I guess the retreats or events that's huge.

Tim

I want to talked about the ups and downs of digital nomad. Before I do that your income. It's a business show and I'm wanting my listeners to understand how you are monetizing. What is essentially like a passion for you. You've finally taken something that is deeply meaningful to you as opposed to what you're doing with 20th Century Fox. It's fun but its not heart. So you've got your retreat. Hopefully that will generate good income and allow you to do the next one the next one. You've got some kind of exchange happening of work

you do for the live in place

Nat

Yes I am on a normal salary

Tim

What's been the greatest high since leaving LA?

Nat

The biggest high for me is meeting these people from all over the world and having this connections with people from different backgrounds and cultures is something that is just awesome. So that totally has been probably number one for me.

Tim

I'm guessing. Tell me if I'm wrong. There's probably been a moment where you were in your room your bed late at night somewhere. Tears. Going what have I done. Would you mind tell us maybe the darkest moment.

Nat

Yes the darkest moment happened when I first moved to Santiago and I remember this so clearly my roommate that didn't really speak much English and his awesome and he was out of town and I was alone in the house and all of the power went out. It was winter so I was just freezing and I was just sitting there I don't even speak spanish what the heck am I doing. And I remember going on one of the Facebook groups discovere chile I'd be like I'm from the states my names Nathalie does anyone speak english or what. So someone wound up responding and kind of picked me up we went for dinner. That was one of my darkest moments and I was there because I felt like I was just in this country and didn't speak any spanish. But that really propelled me to push myself because from there I enrolled in Spanish program and it started to feel like home.

Tim

You've got to have those ups and downs right.

Nat

Totally. I've had them throughout my time I have them in Bali sometimes its normal. Even when I'm just finding the ins and outs of what I'm passionate and what I want to do and you definitely go through some roller coaster emotions sometimes and then you realise you know there's a huge support system around you. Number one thing you surround yourself with really good people. Generally it totally happens no matter where you are. Even in the most beautiful places

Tim

Great story and it seems to be one it's very early in its development I'll come back in five years time you'll have an entire adventure travel business mindfulness yoga. Who knows.

Nat

Thank you so much for having me.

Tim

Now let's catch up with our next digital nomad in Niv Nobacht he is Persian by nationality but he now travels the world running his career coaching business. Let's go mate.

Niv

I'm a personal and business coach and consultant. So I do basically work on two levels. I work with companies so I am consultant in a company I help them to better their teamwork and leadership skills but I also work with people one on one. For example for a career coach so helping people to find out what they really want to do in their life which skills they have which skills they can use.

Tim

That sounds like a job that previously becoming a digital nomad. You must have been corporate somewhere working for the man in a large corporation is that right.

Niv

My story is a bit interesting because it actually I applied in my work as a coach. I used to do marketing public relations and I didn't like it. I mean I have to say I hated it and then quit the job and spoke with the coach first time in my life and who would do have a session for one hour. He would only ask What do you really want to do.

Tim

Great question and you ask that before.

Niv

Well not with that intensity and with the presence of the coach. The funny thing was he was actually seeing and believing me in a way that I didn't and I couldn't. As the powerful thing of working with the coach we can give you direction where you don't really look forward. I was looking in misery and pain I don't want that looking outside. On the other side of the fence grass is green. They're not getting anywhere.

Tim

You're lost in the darkness. He sees the light.

Niv

So I did. Then write down what I want to do and that's pretty much what I do now 10 years later I work with people support them one on one. Dig deep understand the system they're in and consult them to have a better life.

Tim

In leaving your corporate job did you intend to become a digital nomad. Become a creative business that was location independent or did that come later?

Niv

I mean that came step by step. My first goal was to be self-employed. And now I am self-employed and I'm a part time location independent. I still do work with corporations but I have free consultants so it's my choice which contract to take or not. Of course I have to do have a look at the market and have to see the needs of my clients but I have a much much bigger freedom of work so I can steer them. For now I steered it into this direction that I want to make it more remote and more location independent and that really works.

Tim

Why did you make that decision as well. Besides the obvious that it's really interesting lifestyle some would say glamorous.

Niv

Yeah well why. You know I'm an aquarium. I really value freedom. I want to travel the world. I want to see what's out there. I'm interested in people I'm interested in different cultures. I'm genuinely curious and I want to be alive.

Tim

So let's just step through that. Leave corporate work. You start your own business you're Persian. So where are we at this point in time in the world when you're going through this.

Niv

Were in Germany born and raised in Germany. Move to Berlin.

Tim

Highly creative part of the world.

Niv

A really great place. I lived there for about five years then I met Laura my love. She's from the States.

Tim

Did that change anything?

Niv

Oh yeah. Yeah we went on a journey and I quit all the contracts I had in Germany and went on a journey we went to Hawaii.

Tim

So you met the love of your life and said well we're just going to go traveling the world and forget about business or you.

Niv

Well not in a total sense but saying okay let's let's look what can we do to go hwo far can

we push it. Look at this I can do two months three months five months possible. You know let's just go for it let's see and explore it. And it was really also the work that I was doing in Berlin it was okay but I wasn't pushing myself to the place of this is great this is awesome so I realized.

Tim

Are you hard on yourself you didn't like online marketing and public relations. You finally start your own business but you got to a place where and that's fair enough. But I'm just wondering how much of a hard taskmaster are you on yourself.

Niv

Well yeah I mean I think part of my journey is to allow myself to be more free with myself to be more loving. And by that time that is accurate to say that I wouldn't really looking at the coach again would see that wouldn't really aim to my full potential. What would be the greatest workshop I could do rather than like who is asking for something could do that. Now I also think it's very important to have these two parts. One part of what's my idea. What's great for you and the other part like What's my clients idea. What's great for them and to know to just to see okay where are the clients that actually thrive with the idea that I bring and enrich our environment can I bring the ideas were I thrive. So back then I realised this is not it let's go. We went to Hawaii and went into a jungle workshop. Two days in the middle of the jungle

Tim

You and your girlfriend.

Niv

Yeah yeah. And it was with a friend of hers drummer awesome drummer who's been with Shamanic healers from Zimbabwe for many years and it was on such serenity and that was really really powerful. Yeah yeah because everything all my projects I had before blown away and really made me tune in to what is it that I want to give to people. What is it that is my calling. And since then I really like tuning into my calling and make sure and bring this into the world both helping people and enjoying the process.

Tim

Wow you finally found it in a jungle in Hawaii with your girlfriend. That's wonderful story of starting a business and leading a nomadic lifestyle. So coming out of the jungle with that realization. Did your girlfriend have a similar realization was she looking to start a business was she in her own business.

Niv

Well she's a coach as well. She supports people to realize their self-worth beyond their net worth. She's working on the money mindset.

Tim

I haven't heard that before prosperity priestess. She's your princess.

Niv

And yeah well for her it was a bit of a different part of the journey on the job side. She's been in the business for some longer time and has been basically together on this journey since two and a half years and realise that there's so much that wants to be seen and explored.

Tim

The steps between leaving the jungle of Hawaii and go packing your bags back in Berlin how did you end up in Ubud Bali?

Niv

Bali Yeah well that's. So I mean now.

Tim

You get to say that's another great story this is the thing about lifestyles of people like you whilst it is glamorous and it looks like a lot of fun. The stories that you must accumulate. If you're sitting back and in the company in which Germany its incredible isn't it?

Niv

It is and I mean there is the glamorous and you know just great pictures on Instagram. And then there's also a lot of work involved. In my work I say not I really work to work also in the classical way I produce something but work of allowing to let go of ideas and of mindsets. I'm from Germany so I don't look like that but there is a part of me that's really structured and you know you want things to be alright.

Tim

And just aside you wear socks with your Birkenstocks or not

Niv

Good point. So I have to say so at this point you know and that's valuable. If it's needed but there's times. It's so valuable so it's just limiting and I realise this point of my life is limiting. Why would I need that I don't need instruction I need to be open so to learn to let go of rigid behaviour of how to do things to be flexible. And to be more agile know it comes back to doing leadership consulting a job planning. You don't know what's up so you can structure of plan.

Tim

Probably a question which requires a much longer answer than we have time for. But there are a lot of business owners listening to this who are stuck in a rut who have done what they've always done and got what they've always got and sometimes it's not the result they're looking for. You broke that rigidity. Is there a little secret formula you have for doing this?

Niv

Well maybe let me break it down and try to break it down into three steps to realize. First of all I'd really like to tune in to the need to change the minds. Do you really want this to change or is the pride in your mind maybe subconsciously. That's like oh look let's keep it all this way let's just look for someone to blame. You know that's easy way. And so they deal with that look into that you know meditate get their coach talk about find out you have to get yourself clear your intentions. That's the great powerful most powerful thing that doesn't change. So the second thing I would say is take small steps you know or set your intention I want this to change. Doesn't have to be specific but just you know say for example I'm going to be location independent by 2020 and then you know two small steps and I always get feedback or give yourself and you know follow yourself give yourself credits in the process and say okay we've done this so far this was great. You know don't beat yourself up too. Used to be so upset. I mean that's that's powerful as well yes accepting what you bring to the table. So don't beat yourself up. Rather look what works. Have a look at who does it that way that I wanted to do it and who inspires you inspire your. If you're burned out stop take a rest and you always get on track with your own intention always rehearse. Look in to that and keep it fun

Tim

Love it. Okay with the three steps losing rigidity.

Niv

Yeah. And maybe I can add to that. I'm also planning on doing a workshop on how leaders can learn from Nomad's. The point of the Nomad thing is right here that helps me to let go of this rigidity. You never know what comes up next. That's challenging and that's also adding to your growth. So you know you always get down to problems like your Mac book your keyboard isn't working. So what are you going to do now there is no Apple store. So what do you do. You want to have a air pressure to put it in there. No one has it. Turned out half an hour later I was like you know let's take one of these bamboos straws and put some pressure on the keyboard. And tada it worked and you know to transfer those skills I work with my clients and these are beautiful things that I like oh great that's so important in the work world. No it's not always like to learn one's skills and do that. It is to transform your skills to where you are then and use it.

Tim

As a service provider. Travelling the world not being in any particular location may be very long. How do you get clients because the nature of clients is they like certainty. They like to know they in fact many still like do eyeball the service provided they contracted to. How do you develop trust?

Niv

Yeah good question because it depends on basically the culture of the clients of what do they need to trust you. So I have a couple of clients from Germany cooperates so traveling to Germany do that and talking to them say let's do some online things. You know two third of them are like no we need you to come here. Our company doesn't do this thing and I'm

like okay no not for me. So I offer that and others say hey great you know I want to do an online session. Why would I even want to come even if I'm in Berlin for example. Why would I waste 60 minutes in traffic to see you. I want to do an online session and I see the culture has shifted and we're doing more and more especially in the southeast Asia. People are just like you know we're at home. So that is important to see you I always like check in what people want. And sometimes people would say no I don't want online I said give it a try. You know and I say put in my hours. Exactly. When can you work with me. Make sure that I'm available and that trusts worthy. So when I say that's my word and that's can be taken seriously.

Tim

What are the tools software hardware apps that you can't live without?

Niv

Well just general self-management things evernotes running and getting things done. So there's a system to actually manage yourself.

Tim

Some I've interviewed in.

Niv

David Alan brilliant setup super simple super smart. If your system doesn't run that slim I highly suggest getting things done I read the book. I do workshops on that. So yeah macbook. iPhone. The set up is almost everything I need a good microphone or I go to the office. Of course working with PowerPoint.

Tim

You don't need a lot do you? To run a serious business that's turning over. I'm guessing good enough coin for you to live a very comfortable life in a beautiful part of the world.

Niv

That's it. That's beauty right now and that's why a lot of people went with the trend of Nomad. I can really have everything I need just in my pocket.

Tim

I bet the life obviously for you is one that you thoroughly enjoy. Could you go back to not being nomad?

Niv

Yeah I think so one thing to really think about is that you have the picture of a nomad and the nomad life or like being in a nomad job. These are always probables it's like for me it's not that extreme. And for me this is now just where I want to be and how I want to live. Travel a lot. I don't know if in five years I'm going to travel so much and I do think it's really great for people to go explore and live this lifestyle. However if it's just some five months or whatever and then decide. So I don't think it's like okay look this is my career Im a nomad

but this you know rather it would be better to say Oh I am looking for a career in consulting and maybe I just go nomad now

Tim

Earlier I spoke to Natalie. It would appear that focusing on the fact that you are like hessian independence is kind of secondary or even tertiary at the end of the day primarily your business owner. You are a business as much as the person back from where I am who has an office in high street.

Niv

Absolutely.

Tim

And that's the important part. You happened to run your business differently but then what's normal now.

Niv

That's the good part because I actually like you know a lot of people see pictures on Instagram. People do this and that thousands of followers they are like this is amazing and then that's their business model. I have a business model and you know if it works for them great Yeah but again then it's also yeah maybe it's boring it's just you know selling ads.

Tim

What I was going to ask earlier the question I forgot was the fact that you must be in a coworking space like we are here. Do you see people who are kidding themselves first and foremost they're going I'm a digital nomad. Look at me and the business is secondary and they're kind of kidding themselves. They're just trying to live a lifestyle that is not real vs. starting a business.

Niv

That's a great question. I first of all see those people everywhere and I think the process of growing and but your question directly for here is yeah there so many different people. Some are like just a month here some are two weeks and do that. The interesting thing is if you stay nomad you will get the feedback of everything you do right and see business owner you know take care of what your clients want if you don't look for your clients well you're going to run out of money. If you don't focus on whatever you want to build it wouldn't work so you would get the feedback real quick that's valuable thing about it and it doesn't come in the personal of your boss or someone living next to you it comes from wherever.

Tim

Is it lonely?

Niv

It can be. A lot of people that have problems with that because when you move a lot you are

a social ties don't necessarily come along. For me no because I'm with people I love I have a great connection to people all over the world. I have to maintain that. I see that a lot of people and the coworking hubs and the communities actually serve that pinpoint so you can come here. People are all open there is a movie and whatever. You know you can just and the great thing here is people are really open and you wouldn't believe it. I came from berlin then I was like yeah people are very open there. Coming in here with such friendly vibe and learning they've skillshare you know also learning comes in to different aspects and things the world is changing in so many ways and all these many ways you can really witness in the nomad scene because that's all there and it's all accelerated it's all much more travel possibilities and much more chances. But also like really a challenge to focus on finding out what you really want to do and what it is you want to go to the beach or do you want to focus right now that's a challenge as well.

Tim

Self discipline would be a major challenge. I think it's a great story. Thank you for sharing it. If people want to hear more about it or maybe contact you how will they do that

Niv

Yeah go www.nivnibacht.com I'm happy to support anyone. And thanks for having me as well. And greetings to Australian friends.