

8

UNCONVENTIONAL PILLARS

To Support Your Success as an Entrepreneur

With Founder of
Unconventional Life,

Jules Schroeder



Welcome!

My name Jules Schroeder

I have always been a natural-born leader who has believed in serving something larger than myself. It wasn't until I had a near-death experience after a wakeboarding accident that I had a direct encounter with that "something" and got connected to what my work on earth was really about.

Since that moment it has been clear that my life is being lived through me rather than by me. By following my intuition and excitement, I have created Unconventional Life, a Forbes column, a top-ranked podcast for Entrepreneurs, world class live event and group mastermind that reach millions of people in over 75 different countries. Recently I am using my music as a tool to connect and impact people further on my mission. I always encourage others to follow their highest excitement and take the path less traveled. I can't wait for you to fully step into this challenge, follow your intuition and cultivate the life of your wildest dreams!

Over the next several pages you will learn what the 8 pillars are to creating an unconventional life are. They may not seem difficult but they do require attention and when you practice them, they will transform your life.



The benefits of living an Unconventional Life:

- Freedom and adventure! You will have the ability to do the activities you want to do when you want to do them.
- You, yes you, have the ability to create or help create a product or service that will be life-changing for other people.
- Work from anywhere! If you are operating an online business you could almost move anywhere around the entire world and work.
- The quality of your life will improve because you will be able to design your own lifestyle.
- The “have it all” consumerist society will not bring you happiness in the long run, its experiences that bring more joy than buying materialistic items to fill in the gap.
- Opportunity to travel the world, learn from other cultures & meet inspiring people.
- Limitless creation potential- when you work for yourself you can run with your own ideas and put hours towards attaining your own dreams.



I love this quote by Yung Pueblo on what the Unconventional Life means to him...

“it takes so much courage to understand the dominant culture and being unafraid to walk their own path and owning it.”

Are you brave enough to take the pass less travelled?

1) Innovation

We will start by creating the foundation for the development of internal desires within the external environment.



Writing down and speaking your goals and intentions will help them to come alive. Take a moment to drop in with yourself and ask what is your deep desire, your passion, your idea, something you have always wanted to do but may have doubted your ability to make that idea come to life? Don't focus on status symbols like that new car. Use this time to focus on creative goals.

Jot down your top 3 ideas that first come to mind. Once we have some ideas generating, what is one action that you can take today to bring you in the direction of that idea? What is the logical first step? The task may be as small as spending an hour researching, listening to podcasts, reading an article, or sending out a few feeler emails.

Ideas

1. _____
2. _____
3. _____
4. _____

Action

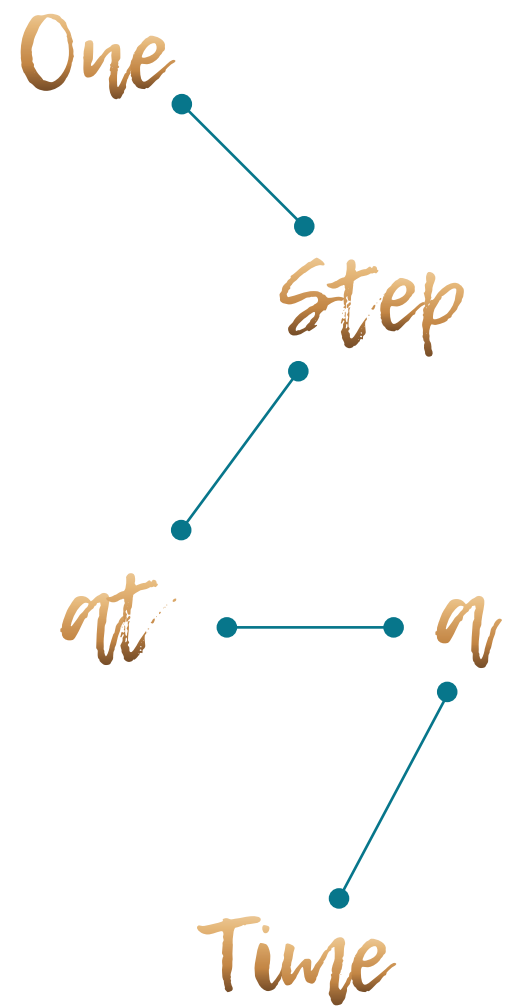
1. _____
2. _____
3. _____
4. _____

The key here is to take One. Step. At . A. Time.

It's impossible to know exactly how this idea is going to take shape. Most people feel they need to know step one hundred before they can take step one, but intuition only gives you one step at a time. So just take that first step and the rest of the clues will uncover themselves.

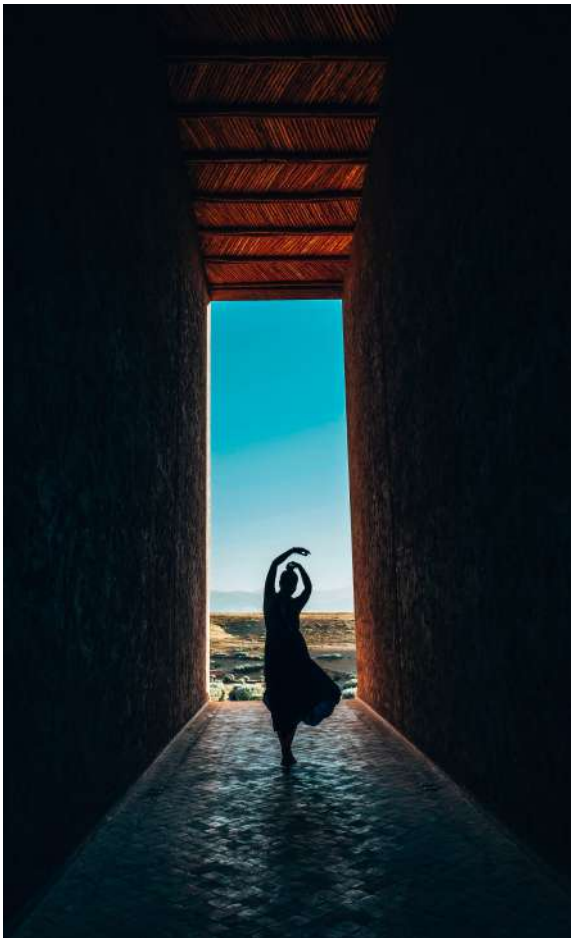
Failure is a part of innovation and could possibly be the most important function. We receive feedback from each action we take which enriches our learning experience and sets the stage for future iterations of development. We can also reframe the concept of "failing" into "collecting data" so we keep our minds in a positive flow and effective at problem-solving.

So double down, collect more data and celebrate all the steps that you take, big or small!



2) Purpose

This WHY is your purpose, and having a solid understanding of your “why” is what fills you with motivation,



It's the catalyst to jumping out of bed with eagerness and starting the day. This why is also that small flicker of light that keeps you focused when you are experiencing your darkest moments.

Enhance moments of extraordinary significance. You can uncover what your WHY is by recalling past events or moments in your life that had a big impact on you. What feelings or moments would you like to re-create and multiply so that more beings can receive its impact? If you are having trouble zooming out and recalling the past, ask friends or family to recall a moment when they saw a sparkle of pure excitement in your eye.

Your purpose is determined by leveraging your skills and aligning your needs, values, and aspirations with the impact you want to have on the world.

What do you love to do? How do you want to feel? What does the world need? What are you good at?

You don't have to have one why, you can have many and they can change numerous times over the course of your life.

Some example of a greater why or driving force for action are:

Action: A social media platform that pays people to post and comment.

Why: Allowing people to sustain themselves through doing what they love.

Action: Quitting 9-5 job and starting an online marketing company.

Why: A mother's promise to never put her child in daycare.

Action: Building a house out of old pop cans and bottles.

Why: To reduce landfill waste and overconsumption. To show that "trash" can be a functional resource.



The important thing to remember here is the deeper reason for your actions. The whys in the examples listed don't directly correlate to the action but they are what motivates the action to happen. Your life will be filled with greater meaningfulness and purpose when you focus on why you are doing something rather than solely the action itself. So trade in your to-do list and 'should's' for your core desired feelings. This is when your heart overrules your head and your soul becomes the director of your life.

Write down your purpose statement and repeat it to yourself daily.

My mantra that I repeat daily is

"My purpose is _____"

3) Alignment

We can easily be overloaded with the constant stream of decisions that arise each day. Some research estimates that we make 35,000 decisions a day, some of these decisions are small but can still have a crazy ripple effect in our lives. By bringing mindfulness into our lives we can learn to steer our ship in the optimal direction. *Mindfulness practice involves slowing down, tuning into intuition and following what excites you.*



Have you ever heard the saying, what you seek is seeking you? Try it out for size—hold out for the experience that would satisfy you more, and trust it's on its way to you. This way of decision making builds up our skill set of tapping into our intuition. Eventually when larger opportunities arise you will automatically trust yourself in knowing what to let blow away and what to run and catch.

I practice this in my own life by saying no to opportunities most people would call me crazy to turn down, like attending a huge gathering in LA. For me, I ask myself if it's a "hell yes," and if it's not, I know a better fit is waiting to be discovered.

Digging Deeper

Write down all the activities that you do in your day. Be honest with yourself and include feeling certain emotions and activities, write them all down. Now, lets rate all of these activities on a scale of 1-10. A 10 represents an activity is very important in your life and brings you immense joy, A 1 represents an activity that you feel resistance every time you have to complete it.

Daily Activity	Score (1-10)

This exercise clearly shows you how much time is being spent in areas that are or aren't aligned with your highest excitement. Every day you have the ability to decide where your attention and energy goes. When we fully commit and start taking action towards a life full of 10's we become more aligned and life starts to flow more effortlessly and becomes magically synchronistic.

Allow excitement to be your North Star and seek joy above all things else.

4) Connection to self

Self-care is essential. I call it the multiplier effect, where and when I put a little bit of energy in I get a lot of results out.



So often we are the last one to eat at our own table. If a client needs us, if our partner needs us, if our business needs us we put it first. Often our own personal needs are sacrificed for the sake of what seems more important in the moment.

In order to fully optimize your potential that means carving out time for you.

I have found that setting myself up for success requires a specific set of internal and external conditions. When these conditions are met, entrepreneurial alchemy takes place and my best work happens. Some examples are; External/ physical environmental, lots of sunlight, clean house , no noise, long road trips. Internal environment : laughing, eating healthy, a dance, meditation or exercise, relaxing with essential oils.

What are the internal and external connection points, the common denominator, that creates more opportunities for ideas to download , and deeper wisdom to come through for you?

External: _____

Internal: _____

5) Creativity

There have been many times when I have felt like I had a big creative block, each time I went to create, nothing happened. I would then feel even more frustrated which only stacked on another block and created a larger wall. So how do we become a ninja at breaking down this wall that we create for ourselves?

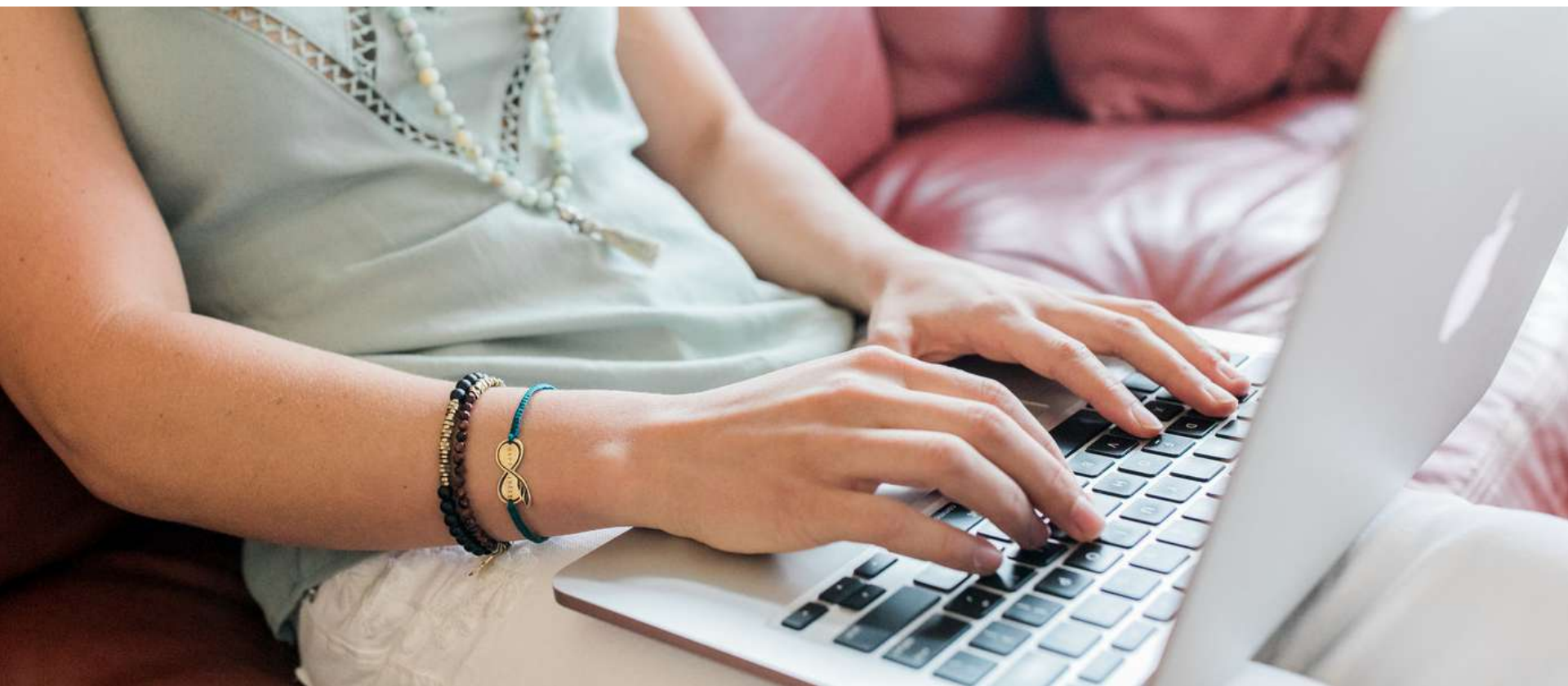


Here are five ways to tap into our spring of creativity, combat creative blocks and experience satisfaction with the progress of businesses and projects.

- 1.** When you are looking at your "to do list" choose the items that excite you. Ask yourself "where is the inspiration and excitement for today?" Maybe one day it's creating content for your online program, another day it's admin work and the next it could be writing a song. Using this method allows you to create from an aligned space, allowing inspiration and creativity to flow effortlessly.
- 2.** If you feel a creative block don't dwell on it and try to force anything to happen. Instead, change your focus and do something that moves the energy in your body around. Often times creative blocks are just stagnant energy.
- 3.** Once your ideas start flowing it might be hard to remember and organize all these ideas in actions. Write in the space below or use your journal and start to write all of your ideas down, this should be spontaneous and free-flowing, plentiful and without hesitation. This is what I call "brain dumping". Once we have our ideas out we can start to see how we can organize them to turn an idea into action.
- 4.** If an idea seems too ridiculous and out of this world give the idea a little space and let it live for a little. Sometimes our rational minds are so quick to dismiss gems.
- 5.** Celebrate all ideas! It takes courage to put forth an idea that is radical or imaginative if judgment or criticism are involved in the ideation process you put up another block.

6) Impact

In today's world, your social media presence is essential. The content you share represents who you are and what you stand for—it is your digital footprint.



Knowing how to cultivate an online presence that works in your favor is key. So how do you make your social media presence stand out? I have found that I receive the most comments and interactions when I post content that empowers others and inspires positive change.

I call the Unconventional Life the "path less traveled" because it requires a rare kind of courage. It's far easier to play it safe and pretend to be a version of yourself that's likable or "society's ideal" than it is to be honest with yourself about who you really are and to have the courage to represent that to the world.

Here are a few tips to get you started.

Your Life as Content- Believe in your selfie! Creating content and your everyday life doesn't have to be separate. If you are living your message and walkin' the talk, there will be little separation between your life and your content that you create.

Your Bio- Should be a short and meaningful snapshot of who you are. Self promote yourself! Include what qualities make you stand out and what your Zone of Genius is in your bio. This will be the first thing people see and neurologically links those keywords with your name. Have a call to action in your bio. A link to your website, free E-book or wherever you are driving traffic. Linktree is a great add on tool if you have many links and you just can't choose one.

Know your audience, the problems they face and provide a solution - Know who your target audience is and what their problems are. Your delivery to new mothers vs digital nomads will be very different and so will the problems that they face.. Research who your target audience is. There are applications such as HypeAuditor where you can check analytics and see what demographic is following you. Once you know who your audience is, find out what problems they face and give them solutions to these problems.

Be Authentic and always add value- People want to feel like they can relate and connect to you. It's okay to be vulnerable and share something that isn't perfect. Life isn't perfect and that little reminder is important.

Be proactive and engage- Post content frequently and keep platforms updated with current information about you, especially new jobs, training's, giveaways and partnerships. Whether it's through your LinkedIn profile, a personal website, Instagram or Twitter, be proactive in posting content and engaging with others.

Don't be afraid to go live and share your voice- Lives are SO popular right now and get much more views than just regular posting. Let your content emerge spontaneously by sharing your day-to-day activities and opinions. If you have an idea, take a few minutes to formulate your thoughts and go live with your new idea, inspiration or opinion. Your message isn't going to be heard if you don't talk about it, open up and share, share, share!

Recycle and reuse- If you recorded a live video that same video could be turned into a podcast, a few different social media posts, an email broadcast, abstracted into a single quote, or expanded on in another video, or masterclass. All with the same information, just in different forms!

7) Collaboration

I'm sure you have heard of this saying; "You are the average of the five people you spend the most time with." The people you choose to surround yourself with have a bigger impact on you than you might think. We're social creatures, and we often "merge" with those closest to us, taking on their qualities, habits, and ambitions.

I promise you, one of the quickest ways to reach your goals is to surround yourself with others who are pursuing, or better yet, already living the kind of lifestyle you desire.

I encourage you to make new connections with those who inspire you and generate meaningful conversation around your vision. There are a few key reasons why constantly sharing your purpose with like minded people will be of benefit



- 1)** You will be able to refine your mission statement and see if it consistently resonates with you. You also become a whiz at delivering your enticing elevator pitch on what your organization does.
- 2)** Others may share a similar purpose to yours and you may be able to leverage this common purpose to create shared action and collaborate to achieve more together.
- 3)** People may have ideas or feedback for your vision and give you leads on friends you could contact or other ideas to enhance your growth.

Getting around like-minded, soul-driven entrepreneurs who are doing big things in the world inspires growth.

It expands your thinking.

And challenges you to see things in a way you haven't before.

8) Leadership

Once of the most important things for new entrepreneurs to do is find a person that is way ahead of you in the game that you can learn from.

The greater leader you want to be and the greater leader you are requires you to be more resourced.



So who are you inspired by?

What qualities do you admire from them?

Attend a live course or class, watching their youtube videos, or sign up for their email list to receive daily inspiration. **Your mentors usually have years of experience that they are willing to share with you.**

Connection

At [Unconventional Life](#), we believe that each of us is the intrinsic author of our own lives. Yes, YOU have the agency to create a life that brings you joy in everything you do! It's my mission to empower each and every one of you to live a life by your own design that reflects your deepest values, passions, and interests. That's why I've created this community—to provide you with the support, mentorship, and resources you need to learn how to live the lifestyle you love.

Conventionally, We are taught to play it safe, to consume, to spend money on university, be forced to stay in the same job for the next 50 years and the worst one of all, that we lose our sense of imagination and wonder when we grow up.

But were not falling for it, and neither are you.. We are the revolutionary renegades! Here to let our creativity run free, to believe that we are worthy of financial abundance, to be our own boss, to travel the world and become masters at multiple things.

The amount of Digital Nomad jobs are growing every year. So the chances that you can have a lifestyle that is deeply fulfilling are bigger than ever. If you are determined and know where to look, finding a remote job can be feasible and surprisingly easy.

On the following page, I have included a list of Unconventional Career paths that may spark interest and some places to scope out remote jobs.



Examples of Unconventional Career Paths:



1. Blogger
2. CopyWriter or Content writer
3. Photographer
4. Video Blogger
5. Graphic Designer- Artist
6. Programmer- Web or App Development
7. Instagram Influencer
8. Social Media Manager
9. Videographer
10. Video Editor
11. Online Coach
12. Event or Retreat Planner
13. Digital Marketing Consultant
14. Recruiter
15. Digital Entrepreneur
16. Podcast/ Interviewer
17. Drop shipping / E-Commerce
18. Affiliate Marketer (Cj.com or amazon)
19. Search Engine optimization Consultant
20. Virtual Assistant
21. Freelance Translator
22. Teaching English
23. Impact Design Strategist
24. Tour Guide

Websites to find digital nomad jobs:

- LinkedIn
- Simply Hired
- Upwork.com
- Talent.hubstaff.com
- Remoteok.io
- Remotey.com
- Jobspresso.com
- ZipRecruiter
- Indeed.com