

LIFE. CHANGES. QUICK.

- ✓ Get a Six Pack.
- ✓ Get Stupid Rich.
- ✓ Fall in Love



JOHNNY F.D.

Life. Changes. Quick.

*Get stupid rich, have a six-pack and fall in love;
all by this time next year.*

Johnny F.D.

www.LifeChangesQuick.com

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Life. Changes. Quick.

By Johnny F.D.

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Gratitude:

To my editor Russell Walker for volunteering to fix 12 Weeks in Thailand and then again with Life Changes Quick. We've never met, yet you've helped more people than you know. To my friends and family, even if we may not always see eye to eye, at the end of the day, love trumps it all. To my girlfriend for putting up with me and loving me. To my mentors who have made both this book and this life possible. From the bottom of my heart, thank you.

To the people who say I have inspired them,
you are the ones that have inspired me to write this book.

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Introduction.

I thought I had finally figured it out. I managed to get the courage to quit my job, moved to a tropical island and somehow got paid to drink beers on the beach, go scuba diving and practice Muay Thai all day. It was a dream come true and it all started with a short three week vacation to Thailand in 2008.

I talked about it in my first book, *12 Weeks in Thailand: The Good Life on the Cheap*. I went into detail on how I quit my corporate job in California but just in case you haven't read it yet: I moved to Thailand a few years ago and got by on what little savings I had. I didn't speak the language, know a single person in the country or have any source of income at the time. I just knew that I was stressed out in the U.S., so I decided to risk it all for the ultimate payoff.

Up until that point in life I had done everything I was supposed to do: I graduated from university with honors, got a good job with a big American corporation and lived in a big house in one of the best cities in the States. I didn't realize until I had moved to Thailand what I was missing and to sum it all up, it was freedom.

It's ironic that I had to leave the United States of America - the country that prides itself on freedom - to really feel it. I realized that freedom wasn't simply being able to vote, drive a big car, or own guns. Freedom to me was being able to do what I loved everyday without having stress, traffic to contend with, responsibilities or bills to pay, and to finally be happy.

Moving to Thailand instantly gave me the freedom to live a good, comfortable life without worry, which was something I didn't even know actually existed, but once I had a taste of it I couldn't imagine living without it. Then it all hit me. After four years of doing whatever I wanted and living a great life in Thailand, waking up on steps from the

beach, after a night of drinking beers on the sand, I suddenly realized that I had been lying to myself and building another prison around my new seemingly carefree life.

It all came to me when my friend mentioned he was moving to Europe for the summer, with no other reason than Europe was nice during the those months.

It was at that instant I realized I was only content in my new life but was trapped living in cheap places and didn't really have as much freedom as I previously thought. I had gained a lot of weight from drinking one too many Pina Coladas, stopped exploring and sightseeing and, even though I had my share of flings with resort guests, I was single and lonelier than ever. I had stopped being happy long ago but had gotten content once again. I used to dream about being content and had finally achieved it, not realizing it was holding me back from happiness.

My life became a lie. I had stopped loving both scuba diving and Muay Thai as I no longer did them out of passion. Don't get me wrong, for the first few months, even years, it was the best experience in the world. I lived on a resort, got paid to teach people what I loved and to share in their joy and frustrations alike; however, at some point, the joy diminished and all I felt was the frustration. I was never that good at Muay Thai and even though I loved it, I knew deep down inside it wasn't a career.

As for diving, I worked as an instructor for years and was pretty damn good at it. But imagine being a car enthusiast and only working with new student drivers day in and day out. That is exactly how I started to feel but there was nothing I could do about it. I had spent thousands of dollars going through the certifications to become a dive instructor and was now stuck with it as my only means of income.

To make things worse I was out of savings, didn't have a plane ticket home or a job to go back to.

My friends and family, who I thought would have been happy for me all of these years for pursuing my passions and going after my dreams, would finally get to say, "I told you so."

I had made the mistake and assumed everyone I knew would want to see how happy I was and support my decision to move. Instead, I noticed that people were secretly hoping that this lifestyle would fail and eventually go back to the real world. I knew I had given it my best shot, enjoyed four years of traveling and seeing the world, I didn't want to just give up and return to the real world.

The thought of moving back home, interviewing for jobs again, even having to move back in with my parents while I got back on my feet, made me desperate to find a solution. Having my back against the wall, I knew I was approaching the end of the line. I asked myself what I had accomplished since then and what would really make the entire journey worth it. I asked myself what the one goal I had never accomplished was.

As it turns out, it was quite simple.

Chapter 1: Going Home With Something To Show

I was running out of money, had no career or backup plan and, as ridiculous as it may sound, the most important thing on my mind wasn't getting a job or even starting a business. It was getting in shape. I figured, even if everything else failed, as long as I went back home in shape at least I would have something to show for it.

I know it seems vain (and it was) but that initial goal started a snowball of success in all other aspects of my life. It was also the only thing I really had control over at the time. I had no idea how to build a business or start anything meaningful but I knew that I had the knowledge to get in shape, I just needed to finally put forth the dedication.

Ever since I was a teenager, being a chubby kid with no muscle, I'd wanted to get in shape. I convinced my dad to take me to the local Big 5 Sporting Goods store to buy my first set of dumbbells; they weighed 10 lbs each and were secondhand. I still have them today under my bed at my parents' house and if I knew then what I know now (about diet, health and exercise) those are the only weights I would have ever needed to be in decent shape today.

The goal was simple: I wanted to return home with a Six Pack, something that I've never even been close to accomplishing before.

I told myself that this is it. I'm at a turning point of my life and I'm not getting any younger. At almost 32 years of age I knew that life could all go downhill from here or back up. Little did I know that once you get over the mountain, all of a sudden you see a panorama of opportunities on the other side.

Most people, however, assume once you reach the top - once you get in the best shape of your life and make it to the summit of the mountain - that you simply plant your flag, say you did it and come back down.

Those people are wrong. Once you make it, you get accepted to a club with unending benefits and you'll want to stay there. But even without knowing what else reaching the top gives you, I vowed to do it. I was desperate for some form of success in my life. I didn't want to return back to the U.S. four years older, completely broke and with nothing to show for it.

During that time my friends had gotten married, started families and furthered their careers.

I knew that with each year that passed it would become more difficult to get in good physical shape: my body was getting older, less resilient and my natural testosterone production slowed down. I knew that if I went back to the U.S. and got a normal job, I wouldn't have the time or energy to focus on my fitness dreams. They would have remained just that - dreams. This was it and, quite possibly, the last time in my life I'd have the chance to summit my mountain. So I vowed to do it, no matter what.



The photo above is of me actually summiting a mountain. I climbed Mt. Kinabalu, the highest peak in South East Asia at 4,000m during my

travels. However, all the running, hiking and cardio I did to prepare for it, the daily training from living at a Muay Thai gym and even the 8,000 calories I burned physically climbing it, wasn't enough to get me visible abs.

My goal was to spend an entire year working towards my fitness goals, no matter the cost. I asked myself: if I woke up on my 33rd birthday with no money in the bank, no career, no girlfriend, no social life or other accomplishments would I be happy as long as I was in shape?

The answer was yes, heck yes!

Chapter 3: Meeting The Man Who Would Change My Life.

“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.” - Marianne Williamson

I now had two goals: first, to continue my path to achieving my fitness targets and second, having enough disposable income so I couldn't have any excuses not to. It was time to make my dreams into reality. The only problem was I had no idea where to start.

Fortunately, Kurt forced me to put it down on paper. I wrote down my first goal, “Make more money”, which turned out to be a bit too vague. Even though I had heard over and over how important it was to write down and properly define your goals I never really did or, at least, I would never take it seriously. This time, however, I had to make it work. I still had some doubts but really what else did I have to lose? I followed Kurt's formula to properly define my goals and wrote down:

“By July 1st, 2013 I will be making an additional \$250 a month in online income through book sales of 12 Weeks in Thailand.”

It turns out even that was still a bit too vague to work. The good news, however, is once I had set a realistic goal and end date, I had to start working towards it, consciously or not. I did the only thing I knew how - the one natural talent I was born with - I started meeting people who were smarter than me.

Up until this point, I had been traveling around Thailand for almost four years and had never really met any successful entrepreneurs or, maybe in retrospect, I was never interested in speaking with any of them. But now that I had a goal and a deadline to meet, picking the brains of internet marketers became both my hobby and my passion.

I started listening to the Lifestyle Business Podcast, which has since been

renamed the Tropical MBA. I started attending ‘Couchsurfing’ meet ups and hanging out at coffee shops, hoping to meet people that could teach me something.

Kurt offered to teach me SEO (search engine optimization) but that was never something I was interested in. Getting websites on top of Google results wasn’t something tangible in my mind; I wanted to sell a physical product, something real, that people could hold in their hands.

Little did I know I was about to meet a guy from New York that would change my life. The funny thing was, I had already been friends with this guy on Facebook for four years but had never spoken to him even once. We somehow met online after both reading Tim Ferris' 4-Hour Workweek and added each other as friends. He never posted much so I don’t even remember seeing any of his updates but, randomly one day, I get a message saying that he would be in town.



I had asked him if he wanted to meet up for dinner and was expecting a 47 year old man based on his profile photo.

I had just started hanging out with a pilates instructor and I hadn't had sex in months at that point. She asked who I was meeting and asked if she could tag along. I don't know what it was but for the first time in my life I had the power to say no to a beautiful woman and focus on my goals instead. I told her that I had to talk business, even though I really had no idea what the dinner would be like. Attempting to get laid didn't fit my two goals of making more money or getting in shape; if anything, it would have been detrimental to both.

Then he walked in, the man that would make me rich - Anton Kraly.

The first thing I noticed was that, even though he looked like my father's age in his profile photo, he was the same age as me. It would later turn out that he was actually a few years younger. Dinner wasn't that eventful; it was simply professional and informative. I had told him about my book sales on Amazon, and he told me a bit about something he had been successful at called drop shipping which I had previously never heard of.

I wish I could say that I instantly knew it was for me and that was the moment my life changed for the better. But I was stupid or, at least, blind. I was so hung up on selling more books and focusing on generating more book sales that it took me a couple weeks to even sit down and google, "What is drop shipping?", and to eventually read an article on Wikipedia that would give me the basics. Then it hit me. It was a way to sell physical products without having to buy them upfront, store them in a warehouse or ship them yourself to your customers.

You would basically become an authorized dealer for name brand manufacturers and sell their products online. When the customer would buy something from your store, you would collect the money, forward

the order to the manufacture and take a cut of the profits. It sounded perfect. The only problem was I had no idea how to get started, so I messaged Anton. He sent me a link to his online training course at AntonMethod.com and wished me the best of luck. I watched the first video and knew I had found something both legitimate as well as doable.

I wish I had jumped straight into building my first store but, in honesty, it took me another three weeks of doing nothing to even get myself to sit down and watch the rest of the videos. I don't know what was holding me back, laziness or simply not seeing the opportunities in front of me. Luckily, a few weeks later, I got another message from Anton saying that he had just spent the past few weeks traveling around the islands and was coming back up to Chiang Mai to settle down for a bit.

I knew I had to finish watching the videos before he arrived so I wouldn't bother him with a bunch of dumb questions that he had already answered. It turns out the entire reason why he recorded the Anton Method videos was because people kept asking him the same questions and he figured it would be easier this way. It worked out well, too, as his very own sister recently used his course to start her own drop shipping business without ever asking him a question, although I'm sure he would have been happy to help.

After watching the videos I started thinking of niches to get into - using the criteria in the course - and a funny thing would happen. Every day around 3:30 I would think of a new, brilliant idea for a niche to get into. I would be tempted to skip CrossFit to stay and do research but, luckily, my first goal was still fitness so I'd force myself to never miss a class. In retrospect, giving my brain a break, increasing my endorphins through the workout and giving myself a night to properly think about the niches, gave me clarity that I normally wouldn't have had. It turns out that mixing business and fitness are really the only ways to become successful.

A guy named JP, who is the CEO of a multi million dollar company, once told me that he starts every morning with a workout - no matter what. He mentioned that he's never heard of anyone who is extremely successful in business that doesn't workout or focus on their health. You get a lot of fat, overweight middle managers but C-Level executives are almost always fit or at least value the importance of exercise.

I didn't plan it this way but by focusing first on getting in optimal shape, I would have the energy, mental focus and drive to succeed in business. Even though CrossFit gave me the workout ethics and foundations to get in shape, it was ultimately finding the 'perfect diet' that would help me reach my goals.

The 7 Steps to Success:

I'd love to say that there is a universal path to success but I don't know if there is. It took me 32 years to figure out my path but, hopefully, by sharing it with you it'll save you some of the headache and time I've already spent.

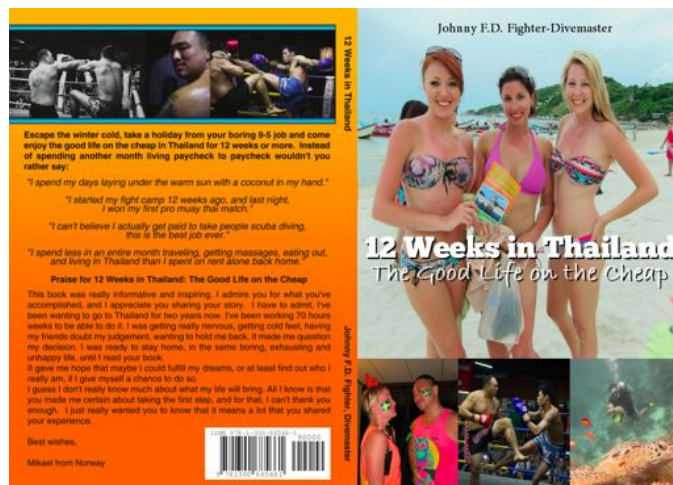
I'll go more into each step in detail throughout the book but here is a summary of each and how it helped me.



Step 1: De-stress Your Life.

I contribute a huge part of my success with having the free time to dedicate to self improvement. The first step I took was decluttering my life. I got rid of everything I didn't need and freed up my time, energy and resources to work towards building a better life. If you haven't already, read my first book at 12WeeksinThailand.com for details on how I quit my job and moved to Thailand - even with no savings.

Also read the [4-Hour Workweek](#) by Tim Ferris, and follow the elimination chapter, which had a huge impact on my life.



Step 2: Get Healthy, Get In Shape.

I truly believe that being healthy, eating clean and being lean has given me the energy, mental clarity and focus to achieve my other goals. Work on this while you declutter, and continue working on it, as it is the longest process. The good news, however, is that once you're in shape it is a million times easier to maintain it. I personally follow the [Bulletproof Diet](#) by Dave Asprey and recommend getting started with a Paleo type diet by following Mark Sisson's [21 day Primal Blueprint](#) challenge.

As for fitness, I started with CrossFit but would recommend finding a good trainer who teaches you great form. I also highly recommend the [Stronglifts 5x5](#) workout as an alternative to CrossFit.



Step 3: Set Specific Goals.

The next step was writing down and clearly defining my goals. Starting with just one goal at a time and dedicating my all towards it, they have since become a reality for me. Write down specific goals, when you plan to achieve each one and, more importantly, how you plan on achieving each goal.

Go to my blog JohnnyFD.com and download my free 5 Steps to Freedom video by signing up for my newsletter to get started setting your own goals.

The image shows a landing page for JohnnyFD.com. On the left, there is a video player with the title "5 Steps to Freedom - How to become a location L...". The video shows a man speaking into a microphone. Below the video, there is a "Downloads:" section with links to "Tim Ferriss' 4-Hour Workweek Dreamline Worksheet.", "Tim Ferriss' Sample Dreamline", and "Johnny's Goal Setting Worksheet. (coming soon)".

On the right side of the page, there is a sign-up form with the heading "NEW! Sign up now! It's free. :)" and a "DONOR SEED" logo. The form includes fields for "Name" and "Email" (with the placeholder "you@example.com") and a "Subscribe" button. Below the form, there is a "Keep in touch!" section with a "Follow @JohnnyFDK" button and a "Like" button. A notification says "You, Ed W and 477 others like this." and there are small profile pictures of users.

Step 4: Become Your Own Boss.

Even though it's possible to have a location-independent job while still working for someone else, I truly think the goal should be to be in charge of your own destiny and income. Instead of spending the hours of your day working and making money for someone else, why not do it for yourself and build your own legacy?

“There's always a sucker in the room and if you don't know who it is, it's normally you.”

Either you are working extremely hard and making your boss a ton of cash (instead of making it for yourself) or you are selling yourself short by being lazy. You may think you are getting ahead by doing the least amount of work possible and still getting paid for it but trust me, at the end of the day, you're just wasting your own time. You are the sucker in the room for wasting everyone's damn time. Everyone will have their own path to starting a business but if you want to follow the same path I took you can [start here](#). (johnnyfd.com)

If you want to read the full 5 year story about how I made enough money to finally fund my travels you can read the entire blog post here: [The Full Story](#). (johnnyfd.com) It wasn't easy by the way; it took me 4 years to figure out that blogging was never going to replace my income, and neither would writing books. I looked into freelancing and working for others, working as a teacher or a guide wherever I went but, ultimately, it was starting my own business that finally paid off. But even then it wasn't easy, it still took months of hard work and dedication before I made my first sale.

Step 5: Stay Motivated, Motivate Others.

By having a public blog and a podcast, it makes it extremely easy to stay motivated. If a week passes and I'm not doing well in business or making progress, it's embarrassing for me. Make yourself accountable and help others along the way. The best way to keep ahead of the game is to teach it, this forces you to constantly review the basics.

Help others who are just starting out by sharing your experience, creating a group, blog, podcast, or any other means to force yourself to stay ahead of the curve. Ever since I've started my blog and podcast I've forced myself to stay in shape, to take time off to travel and to continue to build my business to be more and more successful. You can do the same.

Some of my favorite guests have been people who have taught me something that motivated me right away. Sabrina from [episode 41](#) (travellikeabosspodcast.com) who makes \$3,000 a month from her blog 'Just One Way Ticket', taught me how to change my style of blogging from random one-off articles, into comprehensive evergreen articles that people will actually share and go back to months or even years later.

I also learned a ton from interviewing guests such as Ryan Daniel Moran, Dr. Alyssa Marshall, Mark Brenwall, Ben Hebert, Alan Vantoai and others.


Step 6: Don't Look For Love, Welcome It.

I used to think that I'd be lucky if I met a nice girl that wanted to be with me. Now that I've been in a great relationship I've realized that it's not luck. When you have your life together, love comes to complete it.

When your life is a mess and you are looking for love to complete you, love will hide; however, as soon as you don't need anyone else to fulfill you, doors open and all you have to do is walk through.

Confidence is earned not learned. For every hour you would have spent looking for love or figuring out ways to make yourself seem attractive, you could have actually spent it becoming more attractive. People often forget that the root word of attractive is attract. Work on yourself first and you will naturally attract others into your life.

at·tract

/ə'trækt/ 

verb

cause to come to a place or participate in a venture by offering something of interest, favorable conditions, or opportunities.

"a campaign to attract more visitors to West Virginia"

• evoke (a specified reaction).

"I did not want to attract attention"

• cause (someone) to have a liking for or interest in something.

"I was attracted to the idea of working for a ballet company"

synonyms: entice, allure, lure, tempt, charm, win over, woo, engage, enthrall, enchant, entrance, captivate, beguile, bewitch, seduce

"he was attracted by her smile"

*“Love yourself first and everything else falls into line.
You really have to love yourself to get anything done in this world.”*

- Lucille Ball

Step 7: Enjoy Life, Don't Sabotage Your Success.

As soon as I started making money I started looking for ways to spend it. First came the gold watch and the window shopping, then came the investment ideas. Either way, it felt like the money was burning a hole in my pocket and I needed to unload it. Luckily, I spent my \$20k in Facebook stock and it happens to be doing well. It doesn't seem logical (and it isn't) but as soon as you start becoming successful you'll look for a way to destroy it all - don't!

The first book that really changed my outlook on money was [Rich Dad, Poor Dad](#) by Robert Kiyosaki. Another book that was a bit slow and tedious but really shifts your way of thinking about money is [The Millionaire Fastlane](#) by MJ DeMarco. Both are great books to read if you still think owning a house is an asset or if you think the term 'down payment' is an option.



The image is a screenshot of a website titled "JOHNNYFD.COM" with the subtitle "Adventures of a Location Independent Entrepreneur". The website has a blue header with a navigation menu containing "Home", "About", "Recommended Resources", "Contact Me", and "Start here". The main content area is white and features a section titled "Recommended Resources" in red. Below the title, there is a sub-heading "Recommended Resources:" followed by a paragraph of text: "Everything on this page I personally use and pay for. I will never recommend anything that I don't personally think is valuable, the only thing I ask is if you're going to sign up for it anyways, please use my links so I can get credit for referring you." Below this is another paragraph: "Keep this page bookmarked as I continuously update this page whenever I start using something different or better." In the center of the page is a square photograph of a man with a shaved head, wearing a pink t-shirt, smiling and holding a small tabby cat. Below the photo, the text reads "Below are my personal recommendations."

I know it's a bit strange to put these '7 Steps To Success' in the middle of the book. Some of the topics I've already talked about, some I will go into throughout the rest of the book, but the reason why it's in here is because I want everyone reading this to take action sooner than later. The steps work; all you have to do is put one foot in front of the other and start walking towards your goals.

Check out my [recommended resources](#) page on my blog (johnnyfd.com) as I often update and add to things I currently use that have helped make me successful in health, business, and productivity.

Enjoy the book so far?

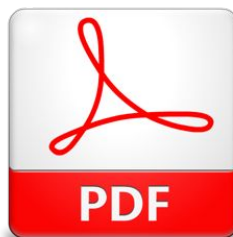
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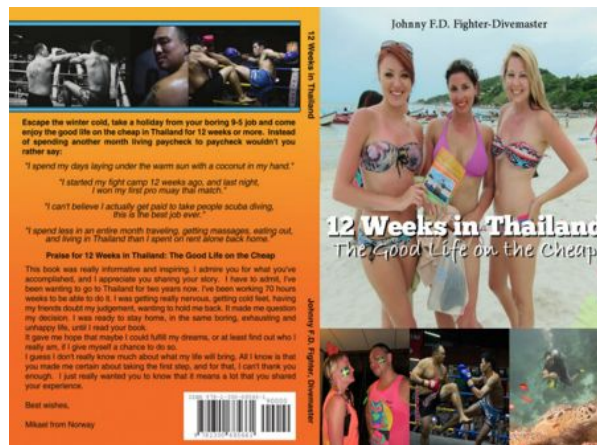
www.LifeChangesQuick.com

If you haven't already, make sure you read my first book:

12 Weeks in Thailand: The Good Life on the Cheap
(www.12WeeksinThailand.com)

Topics include:

- Costs of Living in Thailand
- Travel on the Cheap
- How to live off of \$600 or less a month
- The single life in Thailand
- Working as a Professional Scuba Diver
- Living and Training at Muay Thai/MMA Gyms



How to Keep in Touch:

I love hearing success stories and meeting up for a coconut with anyone who makes it out to Thailand or wherever else I am in the world at the time.

Find me at www.facebook.com/johnnyfdk

Tweet me [@johnnyfdk](https://twitter.com/johnnyfdk)

Stay informed:

As much as I love laying around poolside, I'm always up to something new. Stay a part of the journey and join me as Life Changes Quick.

Listen to the podcast at: www.TravelLikeaBossPodcast.com

Read my blog at: www.JohnnyFD.com

Tell your friends to check out the book at:

www.LifeChangesQuick.com

