

- 04 Dream big – then get off your butt and do it 33**
How to quit your job, write a book and get on TV
(while baking cakes) 34
Dare to dream 36
Notes 39
- 05 Defrosting – your secret weapon in figuring out
what you want 40**
Is your GPS out of whack? 41
Notes 44
- 06 How to create your perfect ‘career’ when you
want to do everything 45**
The ‘one thing’ myth 46
Myth buster 46
Notes 57
- 07 Spot your superpowers 58**
Average is no longer an option 59
Weaknesses are just strengths in the wrong
environment 61
How to use your strengths to find your thing 65
Notes 69
- FREE RANGE PROFILE: Benny’s story 70**
- 08 Taking free range action 72**
The ‘endless research’ myth 72
Myth buster 73
Free range third way 73
Notes 81

PART THREE Think like a free range human 85

You don't need a wildly original idea, oodles of experience, or even funding. How to start with what you have (and find out if your idea will work in two weeks). Decide on your new free range career (and make it fit you).

FREE RANGE PROFILE: Peter's story 87

09 Why you don't need an original idea 90

The 'originality' myth 90

Myth buster 90

Free range third way 91

Notes 95

10 Think beyond your job title (what you have to offer other than your resume) 96

The 'but I don't have decades of experience' myth 96

Myth buster 96

Free range third way 97

Notes 106

11 What a free range business looks like (or: what can I do other than start a café?) 107

Five free range business types (plus one extra option) 108

Note 118

12 How to free range-ify your idea 119

13 How to start with what you have 121

The 100k question 121

Get 'champagne' results without breaking the bank 123

- 14 How to know if your idea will work (test your idea in seven days) 128**
How to know if your idea can pay enough 129
How to know if people will really pay for what you have to offer 130
Where are you in your idea? 136
Notes 139

FREE RANGE PROFILE: Susan's story 140

Interlude: Free range reality check 145
A rush of inspiration and free range thinking (how to overcome those 'reasons why not' and make anything happen).

- 15 Meet the people who don't want you to escape the career cage cage (or: the beige army unmasked) 147**
The truth is the beige army is just a group of scared but vocal people 148
The beige army's biggest weapon is its pretence that it represents everyone 150
Note 152

- 16 What to do with those Reasons Why Not 153**
The 'not for the likes of me' myth 153
Myth buster 153
Free range third way 155
Note 157

- 17 Wait, but what if I'm not a shiny-haired, always-confident entrepreneur? 158**
Free range thinking (under the surface) 160

FREE RANGE PROFILE: Jon's story 165

PART FOUR Build your free range escape hatch 171

*Get started, stand out from the crowd, get known fast and get paid (without changing your personality).
How to make things work and break free, on your terms.*

18 Making a living without an office (or a boss) 173

19 Why you don't need a business plan (or an MBA) 176

The 'research' myth 176

Myth buster 176

Free range third way 178

Notes 181

20 Why you don't need to appeal to everyone 182

Big lives come from bold steps 184

My journey from bland to bold 185

21 How to decide who gets to give you money 187

From burnout to brilliant: a real-life turnaround 189

How to choose your niche 192

22 How to brand like a rock star 194

The power of branding as you 196

Your brand is more than a name 197

Note 200

23 How to stand out from the crowd 201

How to stand out (by being more you) 203

Who am I again? (the problem with personal branding) 205

Note 207

24 The three Free Range Styles (or: how to get clients without paying for advertising... and without having to become someone you're not) 208

What are the Free Range Styles? 210

Bringing this to life 222

25 The Free Range Faststart 224

How to do the Free Range Faststart 225

Choosing your Faststart partners 229

Faststart with Style 230

Note 231

FREE RANGE PROFILE: Connie's story 232

26 Instant status 235

Status hacking 101 236

Three pillars of instant status 237

Note 242

27 How to communicate in an unsucky way 243

Speak human 244

Notes 247

28 Why you don't have to be an all-rounder (you don't have to do it all alone) 248

29 How to sell without selling your soul 253

The four Es of selling without selling your soul 254

30 Get comfortable with setting your salary 257

- 31 Overcoming information overwhelm (two ‘free range filters’ to cut through the noise) 261**
Filter 1. Is this right for who I am? 262
Filter 2. Is this right for where I am? 264
- 32 What to do when you get stuck (when to give up and when to give in) 266**
When to give up 266
When to give in 267
- 33 Living and working anywhere (or: creating your own lifestyle) 271**
Choose your own adventure 273
Note 278
- 34 How to quit your job: 10 steps to freedom 279**
1. Go free range from today 280
2. Clarify what you need 281
3. Give yourself an escape clause 282
4. Set a date 283
5. Do it 283
6. Get ready for a headrush 284
7. Gather your support crew 284
8. Learn 285
9. Do 285
10. Take the reins 286

Epilogue 287

Index 293