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# TRAVEL2GO

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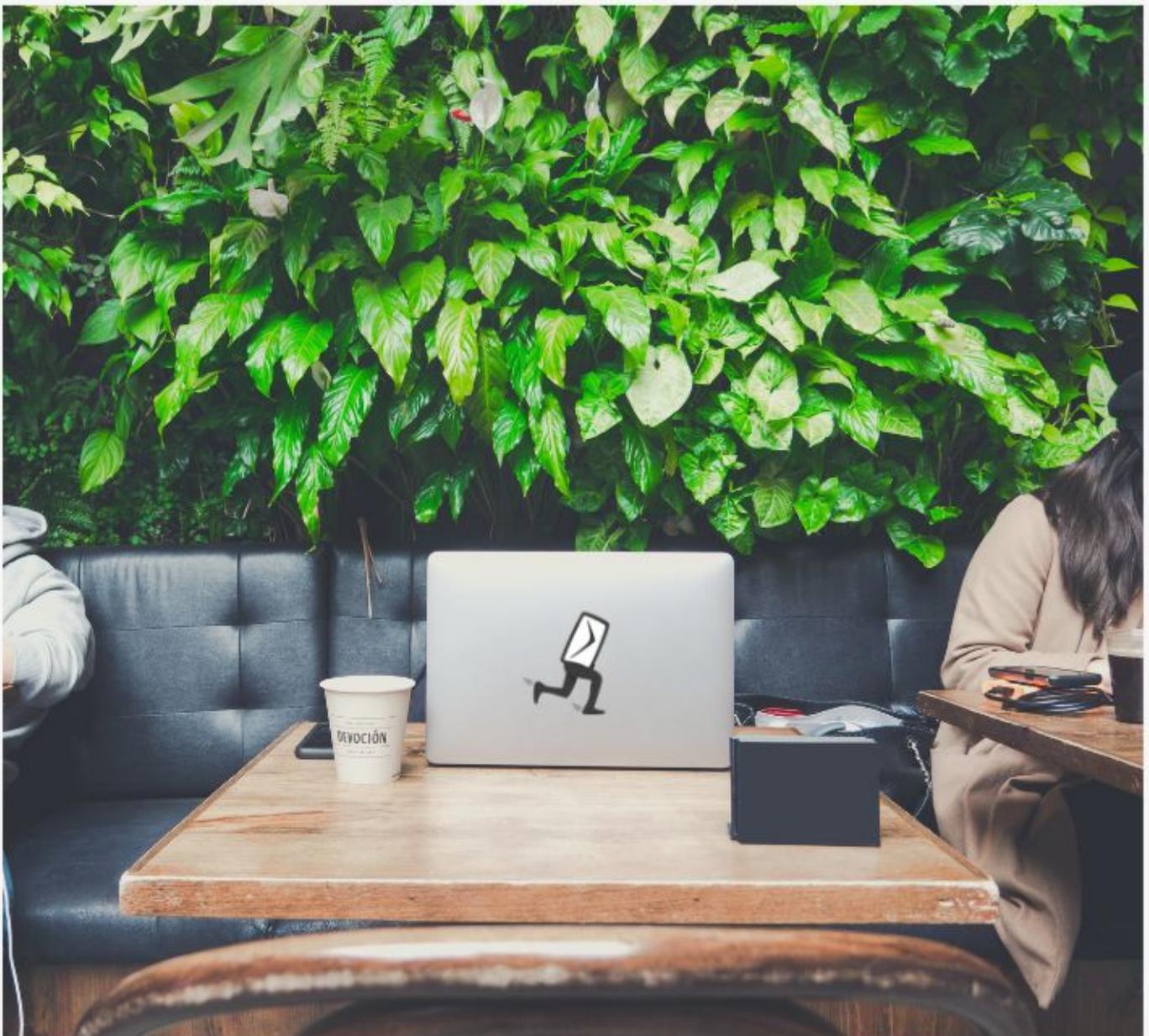
DIGITAL NOMAD LIFESTYLE MAGAZINE

CITY REPORTS

INTERVIEWS

VISAS IN EUROPE

EVENTS



A NEWSLETTER2GO MAGAZINE

# CONTENTS

JULIE ON BEING A PARENT AND TEACHER	04
RICKY ON SEEING THE WORLD WITH THREE KIDS	05
LINDA ON LIVING AS AN ON-THE-GO FAMILY	06
CITY REPORT LISBON	07
PRODUCTIVITY BOOSTER: THERE'S AN APP FOR THAT	09
LET'S MEET: DIGITAL NOMAD CALENDAR	10
FABRICE ON TRAVELING WITH PURPOSE	11
JESSICA ON CULTIVATING THE NOMAD MINDSET	12
CITY REPORT BUDAPEST	13
JAZZIE ON LEARNING FROM SURPRISES ALONG THE WAY	16
JB & ANH ON LEAVING THE SEDENTARY LIFE BEHIND	17
JOHN & JEANET ON BEING AMBITIOUS NOMADS	18
CITY REPORT LAS PALMAS	19
VIKTOR ON NAVIGATING ALL ASPECTS OF ENTREPRENEURSHIP (INCL. TAXES!)	21
NICOLE ON PLANNING FOR LIVING THE DREAM	22
WHAT'S IN MY BAG?	23
BOOK REVIEW	24
MICK ON FINDING YOUR OWN TRAVEL RHYTHM	26
SIMONA ON UNDERSTANDING THE DIGITAL NOMAD COMMUNITY	27
THE DARK SIDE OF THE ROAD	28
EMAIL MARKETING FOR BLOGGERS COACHES AND E-COMMERCE	30
CHRIS ON BECOMING A DIGITAL NOMAD (HE WROTE THE BOOK ON IT)	34
KEVIN ON SURRENDERING TO THE DIGITAL NOMAD EXPERIENCE	35
DENISE ON FINDING REMOTE WORK AND NOT SELLING YOURSELF SHORT	36
VISAS IN EUROPA	37

# WELCOME

Who doesn't dream of escaping the 9–5 grind to spend life lounging on sunny beaches? It's a dream most can relate to but that few have actually actualized. Until recently.

There's a new brand of long-term traveler: the digital nomad. These digital nomads are the stars of our first online magazine, TRAVEL2GO.

They're called "digital" because they rely on digital technologies to allow them to work location-independently. All they need to check in to work is strong Wi-Fi and a laptop. Many are freelancers and entrepreneurs but others have full-time remote positions.

"Nomad" comes from their propensity for living life on the go. Nomadic life can mean you're in Chiang Mai one week and Mexico City the next. But it can also mean you have a home base in Budapest where you spend a few months every year. For the rest of the year, you're fancy-free, dashing off emails between catching waves in Portugal or supplementing your online income with seasonal work at an Argentinian ranch.

Our product, an [email marketing](#) software, is an online tool for use anywhere. We at Newsletter2Go were curious about these folks taking working on the go to new levels. We polled 90+ existing or aspiring nomads, asking what they wanted to read about.

It turns out people wanted to know about *real* nomads. How do they make it work? What are their struggles? Their unvarnished stories? So we interviewed digital nomads originally from the Netherlands, France, Italy, Germany, the U.S. and Canada, to name just a few.

What we discovered was a vibrant, savvy community that inspired us. And the 15 personal stories nomads shared with us became this magazine's beating heart.

We spoke with nomads from a diverse array of ages, nationalities, backgrounds and ethnicities and lifestyles. We spoke with slow travelers who orbit a home base for most of the year and fast travelers hitting dozens of a countries every six months. We spoke with some who had been living the digital nomad life since before it became common parlance and others just one year out. We spoke with families, singles and couples.

From these 15 inspiring tales, we learned one thing. There's no single path to becoming a digital nomad. There are myriad ways. In fact, anyone can do it.

Curious about whether the digital nomad lifestyle might work for you, too? You bet it can. But don't take our word for it – let the stories we've collected convince you.



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# FAMILY MATTERS

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"DO NOT FOLLOW WHERE THE PATH MIGHT LEAD, GO  
INSTEAD WHERE THERE IS NO PATH AND LEAVE A TRAIL."

— RALPH WALDO EMERSON



# JULIE ON...

## BEING A PARENT AND TEACHER

### Q: WHAT DOES A DAY IN THE LIFE AS A NOMAD FAMILY LOOK LIKE?

A: There's no routine in a nomad's life! But here's what might happen any given day:

- No alarm clock, luxury! I start working around 8:30 a.m.
- My husband and I alternate who's teaching our son each day
- We've switched out coffee breaks for a dip in the pool
- When we're staying at the seaside, we end the day at the beach

### Q: HOW SHOULD FUTURE NOMAD FAMILIES BEST PREPARE FOR TRAVEL?

A: First of all, school. How do you combine travel with education? Do you choose a correspondence course, virtual school or home school? Or do you stay longer in one place and find a temporary school? These answers strongly influence how you'll travel.

Second, location. As a traveling family you have to adapt to your child's rhythm.

Depending on your age, this can be limiting. You need to be able to concentrate well enough to work even when the kid(s) are around. The most difficult part? Finding the famous work-life balance while enjoying the journey as a family.

*"What's the point of being a digital nomad if you sit in front of a screen 12 hours a day?"*

Third, health. It is important to deal calmly with any health problems that may arise. In France, the health-care coverage is super, but, for example, a hospital stay in the U.S. without health insurance will bankrupt you for sure.

### Q: WHAT TURNED OUT MORE DIFFICULT THAN EXPECTED WHEN TRAVELING?

A: Being a teacher and being older at the same time. I felt confident when we left because our son is a good student. But it's been more complicated than expected. For many families this goes well, but for us it creates some tension.

In addition, I'd fantasized we'd meet a lot of people on the way. The first few months we actually didn't. Of course we had contact with locals, but it's hard to make conversation when people around you don't speak much English. It makes conversations repetitive. Plus, as a family you're less able to be flexible than when traveling on your own.

Fortunately, as the months go by, we've had more and more gorgeous encounters. In Bali we met a lot of people in just a single month.

*"Our state of mind has definitely changed – in an unconscious manner. We've had to become more open to others."*



- Julie, JM and A1 (nickname)
- From France
- [www.nomadicbernique.com](http://www.nomadicbernique.com)
- Blogger
- On the road since October 2017
- Currently in Bali



## TRAVEL TIP

- Spain and Portugal are great because of the pleasant atmosphere and climate.
- Chiang Mai is popular among nomads because of the low cost of living, the many coworking spaces, the good food and the quality of the Wi-Fi and mobile network. A perfect mix of tradition and modernity.



## BIGGEST CHALLENGE

*"As a freelancer you need to know exactly where you want to go and what will get you there. There is always something important to do and the boundary between work and private life becomes almost invisible. To work effectively you really need to be a time management expert."*

# RICKY ON...

## SEEING THE WORLD WITH THREE KIDS

### Q: HOW CAN A PARENT BEST PREPARE FOR DIGITAL NOMADISM?

**A:** It's easier than you think! Kids are adaptable, flexible and malleable. It's often us parents that get stressed. As you take the big step, you need to think about your educational plan. Here are some options:

1. Home schooling: Depending on where you live, you may have access to state resources, such as online aids, assigned teachers who can help you, even funding
2. World schooling: A form of experiential learning with no formal curriculum. This way, children learn things by hand as they encounter them
3. Unschooling: Similar to world education, but even less directed. There is no formal "schooling" because the kids are "always" learning
4. Local or international schooling: If you have been in a place for 6 months or longer, you can enroll your children in a public or private school

Finally, you need to create socialization opportunities. You want to plan situations that let them play with peers, especially during milestones. For example, we celebrated our daughter's birthday in an orphanage in the rainforest so she could spend her special day with other kids.

### Q: WHAT IMPORTANT LESSONS DO THE KIDS LEARN ALONG THE WAY?

**A:** There's so much! They grow up more open-minded and experience more things "live" than other kids might. They learn about culture and language but also about dealing with deeper problems such as extreme poverty. It is important to talk about the difficult situations they encounter but also to let them draw their own conclusions.

The most memorable moments from the past year with our kids:

1. A 3-day jeep safari in Africa, where we saw animals in their natural habitat and taught our children about captivity, cruelty and hunting
2. Canoeing through the Amazon rainforest in Brazil
3. A visit to the Machu Picchu in Peru, where the kids were introduced to architecture, the history of the Incas and UNESCO

### Q: WHAT'S THE SECRET TO A RELAXED NOMADIC EXISTENCE?

**A:** Don't take life too seriously. If you're too nervous, that's going to take over. There's a lot you just have to roll with. If I miss the bus, I miss the bus. If I need to modify plans, people are usually understanding. Don't sweat the small stuff. Have a sense of humor.

Plus, gratitude. Say to yourself, "I'm so grateful I can travel like this. Grateful for the travel I've done. Grateful the kids and I have seen so much. Grateful for my awesome family." Be mindful of the stress and replace the negative thinking.



- Ricky, Anne and their 3 kids
- From Canada
- [www.daddyblogger.com](http://www.daddyblogger.com)
- Blogger and digital marketer
- On the road since 6 Dec. 2016
- Currently in the Philippines



## GOOD FAMILY DESTINATIONS

- Bali, Indonesia
- Chiang Mai, Thailand
- San Miguel de Allende, Mexico
- Medellín, Colombia

*"If you've never traveled before, try out the U.S., Europe, Thailand or Indonesia. As soon as you get comfortable in your new lifestyle you can go to more 'advanced' destinations like Africa or the Middle East."*



## PRODUCTIVITY TIP

*"Make time for everyone, including yourself. Encourage each other's hobbies and interests. Plus, write everything down in the calendar – date nights, family time, time for yourself. All these appointments are non-negotiable."*

# LINDA ON ...

## LIVING AS AN ON-THE-GO FAMILY

### Q: HOW DOES YOUR DAUGHTER FEEL ABOUT TRAVELING?

**A:** She is a real traveler. If we come back from vacation one day, the next day she'll ask when we'll be leaving again. She has some long-standing friends in Holland whom we see regularly. Otherwise she meets a lot of other children on the road – sometimes she'll keep in touch and sometimes she won't. Children live in the moment, enjoying the here and now.

### Q: HOW DOES HOMESCHOOLING WORK?

**A:** Tess is 5, so home education is still easy. She's learning so much more than she'd be learning in school at this age. Because she's spent a lot of time playing with children from other countries, for example, she speaks several languages.

As a rule of thumb, we stick to what children in her age group would be learning at school and look if we can incorporate this in play. This tends to go well and makes learning fun because she always chooses it for herself.

### Q: WHAT LESSONS HAVE YOU LEARNED AS AN ON-THE-GO FAMILY?

**A:** That the security we clutched so tightly for years was no security at all. Before we hit road, we nearly went bankrupt because two large customers couldn't pay us.

To me, it was scarier to be dependent on customers to pay our bills than to be on the go. Now, if we want to, we can travel quite cheaply in our camper. We have just as much security as we thought we had back then.

And of course there are the lessons you learn about given patterns in your life. Why do we do what we do? Who says it should be that way? In the Netherlands, for example, young children go to bed at 8 p.m. In Spain they're up until 11 p.m. Yet Spanish children are no less healthy nor less happy. Bedtime depends on the child and the circumstances. Tess turned out to be an evening person. In Holland, she never fell asleep before 10:30 p.m., although she went to bed early. Here she goes to bed later and sleeps longer, and that makes her feel wonderful.

*“There are so many examples that have made us question things. How did we come up with this as a society and why are we still doing it?”*

### Q: WHERE DO YOU SEE YOURSELF IN TEN YEARS?

**A:** Happily healthy as a close-knit family. Probably still traveling but with a home base with a beautiful vegetable garden near the sea.



- Linda, Ted and Tess
- From the Netherlands
- [www.wijdoenhetanders.com](http://www.wijdoenhetanders.com)
- Online entrepreneur
- On the road since April 2018
- Now in Portugal



## HOW WE GOT STARTED ...

1. Budgeting and saving
2. Brainstorming (on the wall as visual inspiration)
3. Putting the house on the market, moving the furniture into storage and setting off in our camper



## PLAN AHEAD BY ...

- Setting up a mailing address
- Registering your exemption from compulsory schooling due to home/world schooling
- Making a budget
- Planning your route



## WAY OF LIFE

*“We live in the here and now and make global plans, which actually rarely go exactly as planned.”*

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# LISBON CITY REPORT

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"BY DAY LISBON HAS A NAIVE THEATRICAL QUALITY THAT ENCHANTS AND CAPTIVATES, BUT BY NIGHT IT IS A FAIRY-TALE CITY, DESCENDING OVER LIGHTED TERRACES TO THE SEA, LIKE A WOMAN IN FESTIVE GARMENTS GOING DOWN TO MEET HER DARK LOVER."

– ERICH MARIA REMARQUE



# LISBON, PORTUGAL

The “Irish Times” called this beautiful capital, located on the coast in the sunny southwest of the country, “the cheapest city break destination in Western Europe.” Digital nomads have been flocking to Lisbon because of its reasonable cost of living, its beaches and surfing, and its coziness.

## TRANSPORTATION

Largest airport (LIS) serviced by Ryanair & easyJet
One-way flights from Berlin in March starting at €64
Good public transportation (metro, bus, tram, even funiculars)

## HOUSING

Starting at €600 for a 1- or 2-bedroom apt.
Less than €400 for a room
Small walkable city



### MENU

COFFEE	€1.5–3
BEER	€1–3
BUS TICKET	€1.45
TAXI (8KM)	€10–16
BUDGET MEAL	€5–12

## NOMAD CHECKLIST

- Large digital nomad community
- Many English speakers
- Affordable cost of living

## COWORKING

- [Coworklisboa](#)
- [Impact Hub Lisbon](#)
- [LINNK](#)

## MEETUPS

- [Lisbon Digital Nomads](#)
- [Facebook group](#)

## HOTSPOTS

[LX Factory](#) is a creative hotspot for artists, entrepreneurs with galleries, bookworms and relaxed bar patrons.

Foodies galore! In the [Mercado de Campo de Ourique](#) food market you'll find every kind of food, from traditional Portuguese to sushi.

Looking to spend a summer afternoon on a rooftop terrace? Go to [PARK](#), a rooftop garden on top of a parking garage.

Fancy a drink and dance? The [Bairro Alto](#) district stays hopping all night long. Plus, it's the place to go for fado music!

# PRODUCTIVITY BOOSTER



## THERE'S AN APP FOR THAT

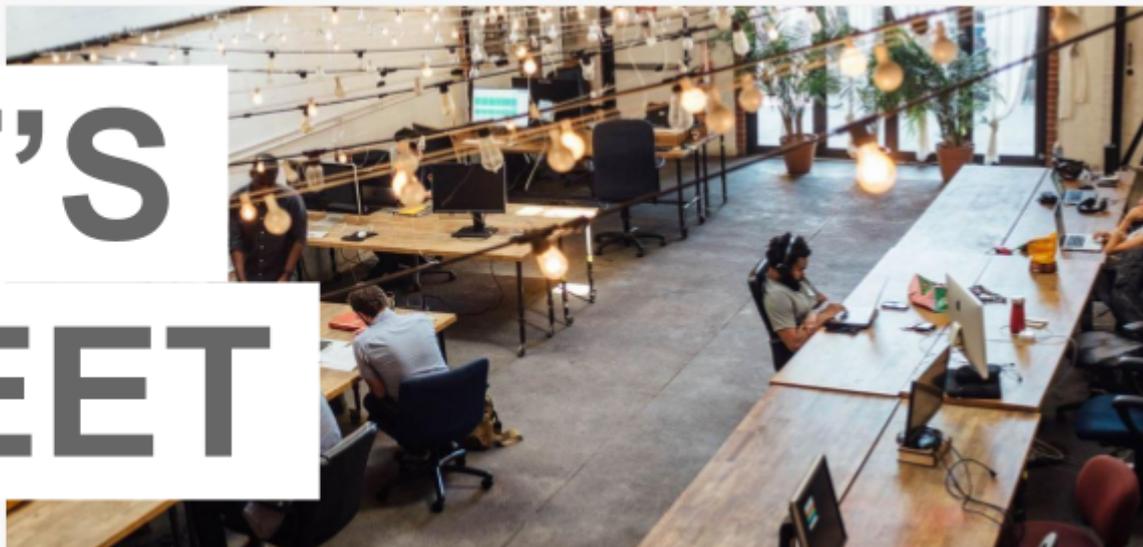
As a digital nomad, you're going to spend many hours behind a laptop with a furrowed brow of concentration. Because you'll probably be your own boss, being more productive can only help yourself.

The more work you get done in an hour, the more projects you can complete, the more money you can save up for a truly awesome vacation.

These are our 10 favorite apps to help you organize your freelance work.

<p><b>1. ASANA</b></p>	<p><b>2. SLACK</b></p>	<p><b>3. LASTPASS</b></p>	<p><b>4. FOCUS BOOSTER</b></p>	<p><b>5. EVERNOTE</b></p>
<p>For planning and tracking projects, plus ticking off to-do's</p>	<p>For communicating with clients (many companies use Slack and can add you quickly)</p>	<p>For storing all your passwords in a safe place</p>	<p>For supreme concentration using the Pomodoro technique</p>	<p>For capturing ideas, including websites, text, video and images</p>
<p><b>6. MINT</b></p>	<p><b>7. POCKET</b></p>	<p><b>8. EVERYTHING GOOGLE</b></p>	<p><b>9. SPOTTED BY LOCALS</b></p>	<p><b>10. ZOOM</b></p>
<p>For your budget and keeping track of all your expenses on the go</p>	<p>For storing and bookmarking websites so you can return to interesting articles later</p>	<p>From maps to drive to flights – Google products are indispensable in the daily lives of digital nomads</p>	<p>For discovering a city like a true local, with travel guides by local residents</p>	<p>For organizing video conferences with clients</p>

# LET'S MEET



## EVENTS

TITLE	DATE	LOCATION
<a href="#"><u>Freedom Summit Global Asia</u></a>	Various dates in March and April	Manila, Kuala Lumpur, Singapore, Bali or Chiang Mai
<a href="#"><u>Nomad Cruise</u></a>	6–12 April	Multiple stops
<a href="#"><u>The Remote Work Summit</u></a>	16–18 April	Online
<a href="#"><u>DNX Festival</u></a>	8–9 June	Berlin, Germany
<a href="#"><u>Nomad Misfits Month</u></a>	June	Berlin, Germany
<a href="#"><u>Freedom X Fest</u></a>	TBA (Probably August)	Secret
<a href="#"><u>Remote Leadership Summit</u></a>	12–16 September	Zadar, Croatia
<a href="#"><u>Virtual Working Summit</u></a>	End of October	Online
<a href="#"><u>Nomad City</u></a>	7–9 November	Las Palmas, Gran Canaria

## MEETUPS

TITLE	DATE	MEMBERS
<a href="#"><u>Codino</u></a>	Barcelona, Spain	+ 1400
<a href="#"><u>Digital Nomads Gran Canaria</u></a>	Gran Canaria, Spain	+ 1200
<a href="#"><u>Budapest Digital Nomads</u></a>	Budapest, Hungary	+ 590
<a href="#"><u>Lisbon Digital Nomads</u></a>	Lisbon, Portugal	+ 5000

## COWORKING RETREATS

TITLE	LOCATION	LENGTH	PRICE
<a href="#"><u>Remote Connections</u></a>	Croatia & Budapest	30 days	Approx. €2175
<a href="#"><u>e-Work-Exchange</u></a>	Forcalquier, France	5–21 nights	Starting at €37 / night
<a href="#"><u>Sun and Co.</u></a>	Mediterranean coast	Varies	Starting at €20 / night

# FABRICE ON ...

## TRAVELING WITH PURPOSE

### Q: WHAT DIFFERENT TYPES OF DIGITAL NOMADS ARE THERE?

A: There is a great diversity of profiles and professions. I would say that these are the four main families we meet on the road:

1. Digital nomads engaged in e-commerce
2. Influencers
3. Infopreneurs
4. Freelancers

Of course there are many variations within these categories, too.

As well as those who change countries every month and those who have a base they keep coming back to. Those who live on the other side of the world and those who prefer the French countryside. It takes all kinds!

### Q: FOR YOU, WHAT WOULD YOU SAY ARE THE BIGGEST CHALLENGES AS A NOMAD?

A: The loneliness.

*“Your community is far away. While meeting new people is often easy, building deep and ongoing relationships remains difficult. And over time, these relationships are the important ones.”*

Managing this is important. It will affect your motivation and energy and, thus, your productivity.

### Q: WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS?

A: Traveling will always be a big part of my life, at least in the coming years. Beyond that, my way of traveling will undoubtedly change. I will take shorter journeys than I used to and plan more time to relax.

*“I’d rather go to a country with a purpose, such as seeing a friend or attending a conference.”*

For example, last September I lived in Paris to prepare an event I created, [Digital Nomad Starter](#).



- Fabrice
- From France
- [www.instinct-voyageur.fr](http://www.instinct-voyageur.fr)
- Travel blogger
- On the road for over 15 years
- Now in Myanmar



## A DAY IN THE LIFE

- I spend most of the day working – at home, in a hotel, coworking space or cafe. Productivity is a daily challenge.
- I try to accomplish the most in the morning.
- Getting exercise is key to being a digital nomad.



## WORK-LIFE BALANCE

*“Because traveling is, as it were, my profession, I make sure to take nonwork trips, as well. Recently, for example, I was in Glasgow to see a friend. On these kinds of trips, I do little to no work.”*

# JESSICA ON ...

## CULTIVATING THE NOMAD MINDSET

### Q: WHAT KIND OF MINDSET DOES A DIGITAL NOMAD HAVE TO HAVE?

**A:** If you travel on your own a lot, you're often more open to spontaneity, local encounters and seat-of-your-pants decisions. You need to be flexible and able to adapt to new situations. Something will go wrong. A lot. So, think of solutions and don't stay negative for too long. In the long run, negativity will become tiring.

Give yourself time to rest and do nothing. When you're living location dependently, you don't do something new every day. Remember that this holds true when you're on the road for days on end, too. Sometimes you need an afternoon of banking and watching Netflix to recharge.

Many digital nomads feel like they're missing something if they're not doing anything. After all, they're in this beautiful location, which can make them feel pressured to constantly go out. I think that with time you get a better sense of what kind of daily rhythm works best for you.

*"It's also important to remember that life as a digital nomad is not one endless vacation. A digital nomad may not be a profession, but digital nomads are often freelancers working on various assignments independent of location."*

This means we just have to make sure to finish our work. Because if we're not working, then we're not getting paid. And that'll end the adventure really quickly.

### Q: WHAT IS YOUR VIEW OF HOW LONG TO STAY IN ONE PLACE?

**A:** If you want to explore a country when traveling around and working, I recommend staying in one place for at least a week. This lets you better combine workdays with time off without getting stressed because you still have work to finish.

I think two to three months are ideal for getting to know a city and its people. You can maintain a better work-life balance and divide your days into days to work and days to explore.

In comparison, when you're on the move a lot, you can see more, which can be motivating on a creative level.

Living in one place is nice because it offers more peace and quiet. You can leave your belongings there and get to know people for a longer period of time. Plus, you're not always having to seek out new local supermarkets, gyms and good restaurants.

It's also often difficult to know how much it will cost to move from A to B. So, in addition to peace of mind, it's also better in terms of budget to stay in one place for a little longer.



- Jessica
- From the Netherlands
- [www.cornersoftheworld.nl](http://www.cornersoftheworld.nl)
- Writer, photographer, filmmaker
- On the road since 2015
- Now in Italy



## GAME PLAN FOR NEW CITY

1. Explore where to eat & sleep and how to get around and practical things like the cost of living
2. Get a sense of the place by reading travel blogs
3. Network with local residents via Instagram (so you'll integrate better and know the city)
4. Familiarize yourself with key coworking hotspots



## MY TOP SPOTS

*"My favorite city is Madrid. But I also love Seville, San Sebastian and Tel Aviv – easy to get to and tons to do!"*

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# BUDAPEST CITY REPORT

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"IT'S BEAUTIFUL HERE. THEY SAID OF COURSE THAT BUDAPEST IS BEAUTIFUL,  
BUT IT IS IN FACT ALMOST LUDICROUSLY BEAUTIFUL."

— ANTHONY BOURDAIN



# BUDAPEST, HUNGARY

More and more digital nomads are moving to Budapest. Why? The vibrant cultural scene, gorgeous architecture, relaxing spas and deep sense of history make this city a great place to be. While the language may take a bit of practice to learn, many describe it as beautifully melodious. Digital nomads enjoy the dynamic nightlife and scenic views of the Danube River. The large community of like-minded expats welcomes new digital nomads with open arms.

## TRANSPORTATION

Budapest Liszt Ferenc International Airport
One-way flights from Berlin in March starting at €8
Monthly ticket €27 (subway, bus, trolley and ferry)

## HOUSING

€450–1200 for your own apartment
Less than €200 for a room in a shared apt.
Rents vary by neighborhood



### MENU

COFFEE	€1-2
BEER	€1.5-3
BUS TICKET	€1.08
TAXI (8KM)	€10-15
BUDGET MEAL	€2-5

## NOMAD CHECKLIST

- Lively, international flair
- Many coworking possibilities
- Not too touristy
- Interesting events

## COWORKING

- [Mosaik](#)
- [LOFFICE](#)
- [KAPTÁR](#)

## MEETUPS

- [Budapest Digital Nomads](#)

## HOTSPOTS

Coffee snob? Start your day with the best cup of joe in town, [Fekete](#).

Spas are a must in Budapest. Spend a day of relaxing Art-Nouveau style in the [Gellért Baths](#). For medieval chic, head to [Király Baths](#). Prefer the modern spa experience? Visit the [Magnolia Day Spa](#).

At [Kisharang Étkezde](#), for € 2-5, you can get a traditional meal of mushroom [paprikash](#), goulash and máglyarakás (local dish consisting of bread pudding topped with apples, apricot jam and meringue).

Graffiti walls, film screenings and art can be found in the popular “ruin bar” [Szinplán Kert](#) – a pub and cultural center all in one.

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# NOMAD LOVE STORIES

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"A JOURNEY IS BEST MEASURED IN FRIENDS,  
RATHER THAN MILES."

— TIM CAHILL



# JAZZIE ON ...

## LEARNING FROM SURPRISES ALONG THE WAY

### Q: WHAT HAS IT BEEN LIKE FOR YOU & CHRISTOPHER TRAVELING AS A COUPLE?

**A:** At first, I didn't think traveling as a couple would be different from traveling solo. But the more I traveled and met other digital nomads, the more I realized it truly is different.

Your concerns are just different. If you are looking to make dating connections, you prioritize different things when picking locations. When you're looking for a mate, you'll want to choose a place with a better dating scene for you.

My husband and I are really in tune with each other. That makes it easy to choose places based on intuition and what we're looking for. We make suggestions, see what's "calling" us and follow our gut.

When I talk to people who want to be digital nomads but haven't figured out how to do that yet, I ask what's holding them back. For most, it's aging parents, concerns about kids and/or the fact that their spouse is not on the same page. We were lucky in that regard. It was easy for my husband and me. He suggested it. I thought about it for a few days, and then we made our decision.

Another difference between solo and couple travelers is the loneliness. Single travelers can struggle with loneliness. But couples often have the opposite. Sometimes I crave solitude. My husband and I run the blog and spend a lot of time together! I have to ensure I still have my own projects.

*"The key to staying together is to carve out space for yourself. Listen to your intuition. Do things on your own. Make some of your own friends. Make sure you're healthy as an individual and as a couple."*

### Q: WHAT'S THE MOST UNEXPECTED THING YOU'VE ENCOUNTERED AS A DIGITAL NOMAD?

**A:** If you live in America, you're taught that America is the best place on earth. "Why would you ever want to go anywhere else?" people say. People tell you that you live in the most developed country in the world (spoiler alert, not true!). Before I left, I prepared myself for "roughing it." I took cold showers, switched off the air conditioner and told my husband we had to practice frugality. This was so unnecessary!

*The truth? My quality of life has just shot up!*

Everywhere I've been, every single apartment has had A/C and hot water and been amazingly clean. You can get so much more for a lot less.



- Jazzie and Christopher
- From USA
- [www.blackdigitalnomad.com](http://www.blackdigitalnomad.com)
- Holistic health coach and graphic designer
- On the road since 2017
- Currently in Vietnam



## Q&A BEFORE FIRST ARRIVAL

1. How good is the Wi-Fi?
2. What are the visa requirements?
3. What's the nomad community like?

*"We book an Airbnb before arriving and then choose our medium-term housing when we're there. In the first month, we lock down our visa and network with other nomads/expats."*



## DIGITAL NOMAD MINDSET

*"For me, it's all about detachment and flow. You have to appreciate the moments, live in the now because that's all you have. People will come and go in your life and you need to be mindful of that but also understand the art of letting go."*

# JB & ANH ON ...

## LEAVING THE SEDENTARY LIFE BEHIND

### Q: WHAT ARE THE CHALLENGES OF TRAVELING AS A COUPLE?

**A:** I don't feel there are any particular challenges. It's powerfully revealing to travel together. In our sedentary life before, we separated every morning to go to work before seeing each other again in the evening. The longest "nonstop" periods we spent together were 2 or 3 weeks for vacation. In our way of life now we live together uninterrupted. That goes well, or it doesn't. We've been traveling for 2 years, and it's still working for us!

### Q: WHAT'S THE BEST CITY TO BEGIN YOUR NOMAD ADVENTURE IN?

**A:** To start as a digital nomad you do not necessarily have to travel outside your home country. Why not start in a new region of the country you're currently living in? You can try out this new way of life without encountering any cultural or language problems.

Personally, in terms of European cities, we really enjoyed Central Europe. Budapest in Hungary, Prague in the Czech Republic or Krakow in Poland are magnificent cities that are perfectly adapted to digital nomads.

### Q: WHAT ARE THE BIGGEST CHALLENGES DIGITAL NOMADS CAN EXPECT TO ENCOUNTER?

**A:** A digital nomad life has two aspects. There's the "nomadic" aspect that doesn't work for everyone. Maybe being a permanent traveler isn't your dream. Travel for a long time before you launch your new life to test this. If you're eager to return home after 3 weeks of summer vacation, this lifestyle may not suit you.

The "digital" aspect, or the idea that you can earn an income working anywhere, can be difficult for some occupations. For others, there are many possibilities. You can even remain with your current employer. We are fortunate to work in an industry that lends itself well to teleworking, but this isn't the case for everyone.

### Q: WHAT WOULD YOU SAY IS THE MINIMUM INCOME YOU NEED TO START OUT AS A DIGITAL NOMAD?

**A:** In the year we began being digital nomads, we lived in countries with radically different cost of living. From Siem Reap in Cambodia where we stayed in a 3-star hotel for €600 a month to Osaka, Japan, where we had a tiny apartment for €1700 a month.

*"We're still spending less than when we had our sedentary life in Paris, which is one of the most expensive cities in the world."*

An advantage of our lifestyle is that you can decide where you want to live based on your income and how that evolves. We can now live comfortably as two people for €1000 in Vietnam. That would be impossible in Singapore.



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- From France/Vietnam
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- Marketers (SEO and SEA)
- On the road since 2016
- Currently in Portugal



## EXPERT TRAVEL TIP

*"Traveling in Europe is easy for Europeans because it requires very little preparation. Then, once you've gotten some travel experience, it doesn't matter where you settle next. Today we can just as easily move to Tokyo for a month as Turin."*



## EMBRACING MINIMALISM

*"Being a nomad means a more minimalist life with less comfort as a result. I used to work with two large screens. Today I only use a 13-inch laptop. We've also considerably reduced our social life by seeing much less of our friends and families."*

# JOHN & JEANET ON ...

## BEING AMBITIOUS NOMADS

### Q: HOW HAS TRAVELING TOGETHER AFFECTED YOUR RELATIONSHIP?

**A:** We've been a couple for 12.5 years now. We find that we don't want to be without each other. It's possible to do things on our own, but we don't want to do too many.

*We've gotten to know each other's strengths and weaknesses better. There are some things we still do separately.*

Because we have different rhythms we sleep in separate beds, and this works well for us. One weekend every 2 months we book 2 villas to get some peace and quiet separately. Then we're together during the day, but we have space to ourselves in the evening.

### Q: WHAT KIND OF OBSTACLES HAVE YOU OVERCOME TOGETHER?

**A:** One thing that was tough was when we were on a two-day trip to Bali at the end of 2016. We were living the dream, and John suddenly had a breakdown: "This is it! But do I want this? What am I doing here?" Fortunately, Jeanet's also a coach, so she supported him with a three-hour coaching session. One technique that worked well for John involved looking in a mirror. Those feelings haven't returned since.

### Q: WHAT DOES A DAY IN THE LIFE LOOK LIKE?

**A:** You don't need to worry about work-life balance as long as you're intensely happy with what you're doing. Some nomads want to travel a lot and work very little. We want to travel a lot and work a lot. We work 7 days a week, stay in luxurious housing and fly business class. Since John quit his job we haven't taken any vacation because every day is vacation.

On a normal day, we practice "structured freedom." We're disciplined. We know what we want to achieve over the next 5 years, one year, one week and one day. This way we can also plan free time – for snorkeling or swimming with elephants! Here's our morning routine:

- Wake up between 4–6 a.m.
- Exercise
- Study/Learning
- Breakfast
- Check email
- Plan our work blocks for the day

Our day is quite structured, also in terms of meals, but precisely because of these routines we get a lot done and stay relaxed. We really recommend this method, especially for new nomads who want to be able to take more vacation. After awhile, it's not convenient to always be in vacation mode. You have to make sure you structure your work and your time.



- John & Jeanet
- From the Netherlands
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- Coaches and e-commerce
- On the road since 2015
- Currently in the Dominican Republic



## SPECIAL MOMENTS

- Rock climbing and family visits in Mauritius
- Riding a bicycle underwater
- Marrying quietly in Hawaii



## MOTIVATIONAL TIP

*"Don't make it a big deal. Make a plan and then do prototyping. We traveled to various locations for 2 to 3 weeks. This taught us about what we needed to work properly and efficiently. Take a test drive to get motivated. If you stay on the couch, nothing will change, so please live your best life now!"*

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# LAS PALMAS CITY REPORT

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"THE MOST BEAUTIFUL 'URBAN' EUROPEAN BEACH, THE MANY CO-WORKING SPACES, ITS SURF CULTURE, AND AFFORDABLE PRICES MAKE THIS PLACE A GEM."

— ANDRÉ GUSSEKLOO



Quote: André Gussekloo

# LAS PALMAS DE GRAN CANARIA, SPAIN

One of the 7 Canary Islands, Las Palmas, the sunny capital of Gran Canaria is located off Morocco's west coast. It's a mecca for digital nomads due to its affordable cost of living, its climate – one of the best in the world – its vibrant nightlife and, of course, its breathtaking beaches. Playa de las Canteras has often been called Europe's best city beach.

## TRANSPORTATION

1 international airport (LPA)
Take the 60 Bus into the city for €3
One-way flights from Berlin in March starting at €20
Excellent biking and public transit in the city

## HOUSING

€450–700 for your own apartment
Room in a shared flat starting at €200

MENU	
COFFEE	€1-2
BEER	€1.5-3
BUS TICKET	€1.40
TAXI (8KM)	€10-15
BUDGET MEAL	€4-8



## NOMAD CHECKLIST

- Fast Wi-Fi
- Coworking spots
- Active meetups

## COWORKING

- [The House](#)
- [La Fábrica 555](#)
- [Coworking Canary Islands](#)

## MEETUPS

- [Nomad Coffee Club](#)
- [Digital Nomads Gran Canaria](#)
- [Facebook group](#)

## HOTSPOTS

Visit <a href="#">Deliciosa Marta</a> for an authentic Spanish dinner (main courses between €12–20).
Taste the best jamón of Las Palmas in <a href="#">Camino al Jamonal</a> (reservations recommended).
Vegans will also find excellent cuisine at <a href="#">Zoe Food</a> .
Listen to the best blues and rock while drinking an ice-cold beer at <a href="#">NYC TAXI Bar</a> .
Start your weekend with eclectic live music at <a href="#">The Paper Club</a> .

# VIKTOR ON ...

## NAVIGATING ALL ASPECTS OF ENTREPRENEURSHIP (INCLUDING TAXES!)

### Q: AS AN ONLINE MARKETING EXPERT, WHAT'S YOUR SECRET FOR SUCCESS?

A: Marketing my digital nomad lifestyle and building a brand around it were an important factor of my success.

*“Social media and an engaged following are the secret. Through social media I've been able to promote my online magazines and my customers' products.”*

### Q: HOW CAN SOLOPRENEURS BEST SCALE UP THEIR BUSINESS?

A: I would start by building a strong social media profile. For B2B it can be LinkedIn, for B2C Instagram or Facebook. Building a profile means first interacting and engaging with other users, not only posting about yourself.

Then you showcase your skills by publishing high-quality written or video content on your blog. This helps with SEO and organic traffic.

### Q: ANY TIPS FOR THE LEGAL SIDE OF STARTING YOUR OWN COMPANY?

A: It's really quite individual. It depends on where you're from, how much revenue you're bringing in and what sector you're in. For example, I'm from Slovakia, I pay taxes in the U.K. and I live mostly in Spain.

You want to look at what each country offers in terms of taxes and benefits (think health care and retirement plans).

*“Some countries may have high taxes but offer good benefits and flexibility when running an online business. There's no need to avoid these. However, some countries have high taxes and no (or low) benefits. Avoid those!”*

More and more tax options are appearing that are optimized for digital nomads. Smart countries optimize (i.e., lower) taxes to bring in taxpayers from abroad.

In Georgia, for example, you do not pay any personal tax on foreign income. In Cyprus you don't pay tax on dividends. But in both you need to own property there to file taxes there.

If you are just starting a business, I'd recommend looking at these countries: Georgia, Dubai, Malta, Gibraltar, Estonia, Hong Kong and Cyprus.



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- Online marketer
- On the road since 2013
- Currently in Buenos Aires



## SURPRISINGLY AT HOME

*“I was surprised when I found my home base in Spain. I've loved so many different locations – Bali, California, Sydney. But when I got to Spain, I knew it was the place for me.”*



## GOOD ADVICE

A good resource for professional financial advice is [Nomad Capitalist](#).

# NICOLE ON ...

## PLANNING FOR LIVING THE DREAM

### Q: HOW DID YOU GO FROM A “9-5er” TO A DIGITAL NOMAD?

**A:** I took 2 years to prepare! I set aside €300–400 per month from my salary, reduced eating out, sublet my extra room and saved about €13,000. I was living in Berlin as an expat, so I also made sure that my immigration status was in order (permanent residency) before I left my job.

Those years I spent networking, info gathering, hosting and attending digital nomad meetings and conferences, participating in Facebook groups and surrounding myself with nomads.

I started a community – Queer Women\* Digital Nomads – to find like-minded people. I also bought the 5-day Virtual Assistant Challenge, which was very useful for mapping my skills and getting an overview of techniques and services I would use in my new independent position.

I learned about invoicing, digital signatures, accounting software, online productivity timers, contracts for templates, terms and conditions, and so on.

Eventually I got my first remote project through the queer nomadic community and through the Zin7co conference I scored a project in Antarctica.

### Q: WHAT HAS BEEN YOUR BIGGEST SUCCESS SO FAR?

**A:** I never expected my best customer to come from Upwork! My account was inactive for years and was set to be deactivated. So, I sent out 5 proposals for small projects to potential customers and landed 2 of them.

I think this is proof of how applying for a job when you're not desperate or in scarcity can do wonders. I didn't take the platform too seriously and was therefore very picky and solid with my rates. I assumed that if no one chose me and my account was deactivated, it wouldn't be the end of the world. Now I earn 80% of my income from these customers!

### Q: WHAT IS YOUR ADVICE FOR NEW NOMADS?

**A:** There is no one way to be a nomad. You certainly don't have to be a programmer! Remote work is ultimately the same as regular work. You apply for jobs and you brainstorm about what kind of work you want to do.

Being a digital nomad is to a large extent a mindset. You need to believe it's possible.

*We're taught since we're young that there's a certain path we follow and that work is one certain thing. I think because of this, people don't believe being a digital nomad is possible, and when they meet someone who is, they convince themselves that person is special in a way they're not.*

My best advice is to lock down your self-confidence. Networking with others who do this is key. If your friends have 9–5 jobs and scoff at your crazy plans, it's hard to believe working remotely is possible. This is good general advice: If you have a goal, find people doing that thing and hang out with them. Calm your imposter syndrome, most people are happy to help point you in the right direction. (Just don't expect them to do all the work for you).



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- Currently in Chiang Mai



## LESSON LEARNED

*“Before, I didn't ask why a customer chose a particular software for a project even when it didn't feel right.*

*“That's how I wasted time with a software that a customer (thought they) wanted, just to find out it didn't actually do what they needed in the end.*

*“Now I recommend some services over others and don't assume the client has done all the research when they say they want to use a specific software!”*

# WHAT'S IN MY BAG?

In almost every digital nomad backpack you'll find a laptop, charger, cordless mouse and cleverly selected clothing. Do you have any space leftover? If so, one of these gadgets might come in handy!



## 1. KOSAN TRAVEL PACK SYSTEM

Multifunctional, comfortable, safe and efficient: the [Kosan travel pack](#). (It's a bit of a cheat to include this, as it's the bag itself, but still! It's the vital component.) Forget whee-lie luggage or a heavy camping pack. You can wear this 5 different ways and organize your items in its many compartments (like a mesh compartment for dirty laundry).



## 2. NOISE-CANCELING EARPLUGS

As a digital nomad, you don't always know where you'll be sleeping. Sometimes you sleep in your own room. Other nights you share a room with 11 other backpackers. Don't let your beauty sleep depend on the hope that there will be no snorers around. Rely on the powerful [QuietOn](#) noise-canceling earplugs.



## 3. JUMP-ROPE AND RESISTANCE BANDS

Traveling can do a number on your fitness routine. While you're in between gyms, keep lightweight exercise equipment in your pack, like a [jump-rope](#) or [resistance band](#) from Black Mountain.



## 4. ICONSPEAK SHIRT

This is no ordinary T-shirt. It does double duty as a backup interpreter. With 40 essential icons, the [ICONSPEAK](#) shirt makes sure you can get by wherever you are. Ordering coffee? Point to the coffee cup on your ICONSPEAK shirt and voila.



## 5. LUGGAGE TRACKER

When you carry your whole life in your backpack, it's a great feeling to know where your stuff is at any moment (especially if it accidentally gets lost at the airport). [Trakdot's luggage tracker](#) gives you this peace of mind.

# REVIEW

## THE BOOK TO GET YOU STARTED

Chris Backe's book "[Becoming a Digital Nomad](#)" is the only starter kit you need to launch your new lifestyle. It's full of practical advice, extensive resources and holistic information. You get to know the [personal stories](#) of dozens of creative people worldwide who gave up their 9–5 existence in order to move freely through the world. Chris covers every aspect you need to consider and includes a series of thoughtful hands-on worksheets that walk you through the process of preparing your own launch plan.

When you read Chris's book, it becomes clear that he's been at digital nomading some time and he deeply understands the lifestyle. He starts the book covering the history of the term, which first emerged with Tim Ferriss's 2007 bestseller, "The 4-Hour Workweek," and has grown to the point that statisticians now predict that by 2035, [1 trillion people will be digital nomads](#).

How do you know when's the right time to heed adventure's call?

*"There's no such thing as the absolute 'perfect time,' but there may be signs it could be the right time. Who might be sending those signs? Your family, your job, your friends, or maybe even the universe itself."*

For many nomads, an important life event or change sparks their nomadism. He cites the famous Anaïs Nin quote as a figurative litmus test for when the time is right: "And the time came when the risk to remain tight in a bud was more painful than the risk it took to blossom."



Chris's book is full of advice that ranges from the esoteric like the Nin quote above to nuts and bolts, like what kind of health care you'll need. And throughout, he maintains a conversational, light-hearted and empathetic tone that makes you feel like you're sitting across from him, receiving valuable coaching from somebody who *gets* it.

*Chris identifies 7 steps to becoming a digital nomad:*

- *Know yourself and what you want*
- *Clarify your desires and acknowledge your limitations*  
*(An interim step: do a trial run of nomad life)*
  - *Decide how to make money*
  - *Get your affairs in order*
  - *Gear up and slim down*
  - *Make the big move and settle in*
  - *Start enjoying your life*

He dedicates one chapter to each step and loads it with information, worksheets and resources. The worksheets are perhaps the most standout aspect of the chapters because their interactive nature literally forces you to make progress. They're filled with in-depth questions that require deep reflection as well as practical considerations. It's not easy emotional work, for sure, but at the end, you'll have a much clearer picture of what you want from a digital nomad life and why you want it.

And isn't it better to have this self-knowledge before kicking off your round-the-world tour?

This book represents an astounding wealth of resources and information. Chris has clearly done his homework, including speaking with and soliciting feedback from tons of nomads who are doing it.

You literally won't have to do any research yourself beyond following the links he suggests. From ways to earn revenue that might not have occurred to you (ever heard of dropshipping? ever thought of getting into voice-acting work?) to extensive resource lists for all types of communities, including LGBT, he's got it covered.

For us, this book is the ultimate guide for anyone who wants to consider the digital nomad adventure. It takes something overwhelming and scary that may have just been a dream and breaks it down into concrete steps.

If we had to critique anything about it, it would be the cover graphic design. It looks ... let's say outdated (the term "90s" may have been thrown around in our office). It gives you the impression that the book might not be the most professional self-publication when, in fact, the manuscript is excellent and well polished (clearly carefully copy-edited, too).

This is truly the only wrinkle in the whole publication we could find to criticize. That aside, this really is THE book to read when you've got the nomad itch.

[Order](#) your version of "Becoming a Digital Nomad."

See Chris's interview on page 38.

**Full disclosure:** We received this book for free in exchange for an honest review. Thanks, Chris!

# MICK ON ...

## FINDING YOUR OWN TRAVEL RHYTHM

### Q: YOU'RE JUST 24 YEARS OLD! HOW AND WHEN DID YOUR ADVENTURE BEGIN?

**A:** When I was younger, I set up some small businesses that repeatedly failed. But I needed this experience to know which mistakes to avoid and how to find success. I combined entrepreneurship with marketing and sent acquisition emails to a few hundred companies. This got me numerous clients. Once this was up and running, I packed my bags.

*"If you've never had your own business or made money online, the leap to a nomadic existence is difficult to make in one go."*

With a smoothly running business, you can travel in a more relaxed way. Anyone can do it! But be prepared to cope with setbacks by getting gritty.

### Q: YOU'VE BLOGGED ABOUT STRUGGLING WITH DEPRESSION ON THE ROAD. HOW DID YOU HANDLE THIS?

**A:** I'd never experienced depression before. So when it happened to me after living as a nomad for 8 months, I didn't really understand it. I was living a life that many only dream of, but it made me deeply unhappy. And to experience that while sitting under a palm tree on a beach in Southeast Asia!

*"For about 3 months I felt depressed and I withdrew. But then I found when I shared my story that others had experienced something similar."*

Where did the depression come from? A deep insecurity. When I was in the Netherlands I was sleeping on a friend's couch, which made me feel a nuisance. I didn't really have space to get some time alone to internalize the travel experiences. As a digital nomad I've experienced more now than in my entire life before, and you need time and space to process that.

Also, I thought I should always be on the go. What I realized, instead, was that I have a deep need to touch base by coming back to my Dutch home often.

My tip is to take your time discovering the world. If you need to spend a month at home, that's fine! Find the travel rhythm that works for you and your emotional needs!

### Q: WHAT DOES THE IDEAL NOMAD EXISTENCE FEEL LIKE FOR YOU?

**A:** I'm now alternating between one month abroad and a few weeks in the Netherlands. The ideal nomadic existence feels peaceful and balanced.

I don't need to see something new all the time. The counter is currently at 36 countries, and this will double, but after that, who knows? There comes a moment when making new friendships feels weird when you already have so many wonderful connections in other parts of the world. Is new always better?



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- On the road since 2016
- Currently cycling from the Netherlands to India



## PROUD OF ...

*"The fact that I do exactly what I want. There are always challenges, but living this way makes me a happy person. I'm proud I chose this and just went for it."*



## DATING ON THE ROAD

*"When I meet someone I'm clear at the beginning about the fact that I'll be gone within a month and might never come back. This openness is very important when dating. It nips unrealistic expectations in the bud."*

# SIMONA ON ...

## UNDERSTANDING THE DIGITAL NOMAD COMMUNITY

### Q: WHAT ARE SOME TYPES OF DIGITAL NOMADS?

**A:** Digital nomads are probably the most bizarre and hard-to-categorize “profession” that exists in the modern world.

Some nomads put in more hours than when they were in the office. They do this so they can enjoy the good life they’ve always dreamed of. Others embrace a bare-bones lifestyle in terms of cost and hours spent in front of the PC in exchange for free time.

There are nomads who move frequently and others who have a permanent home base. Nomads who want to steep themselves in the world and others who travel to be seen enjoying themselves in the world. It is a large family spread around the globe that embraces every age, profession, philosophy of life and existential rhythm.

*“You could call digital nomadism one of the most interesting forms of democracy today!”*

Personally I like to stay long enough in each place to absorb its essence. I return to Italy a few times a year. Since buying my first one-way ticket to Thailand my needs have reduced even more. I’m even less interested in “things” and more in free time and loved ones. This ultimately led to the need to build a home base somewhere.

### Q: AS THE ADMIN OF THE BIGGEST ITALIAN DIGITAL NOMAD FACEBOOK GROUP, WHAT TOPICS HAVE YOU SEEN COME UP FREQUENTLY?

**A:** Some people are looking for support with practical problems. For example, families deal with topics such as school, vaccinations and the lack of a referring pediatrician.

There are arguments, too, of course. Some people argue over who counts as a “real” digital nomad. To me, this is not a central concern.

*“The truth is that it’s a bit of a contradiction to try to define a movement born on the wave of freedom.”*

An example of more emotional topics that come up are the difficulty of feeling accepted by friends when you return home. It’s tough always being seen as “the stranger” and not being able to share experiences with friends.



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- From Italy
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- Ghost-, SEO-, creative writer
- On the road since 2014
- Currently in El Hierro, Canary Islands



## HOW I TRAVEL

- Normally I stay at least a month in each place, but I usually go to the Canary Islands for 4-5 months.
- Before leaving, I look up everything there is to experience in a location so I can balance time spent online with time spent outdoors.
- In Airbnbs I first check the Wi-Fi strength, the comfort of the chair and desk, and the number of outlets near the desk.



## WHAT HOME MEANS

*“Feeling at home, for me, means being myself, feeling relaxed with myself and with the environment around me. It means having the most important people around: my partner, family, dearest friends. A few weeks ago, it even meant a special cat who stumbled across my path!”*

# THE DARK SIDE OF THE ROAD

The life of a digital nomad can be ripe with wonderful experiences, memorable encounters and wild adventures. Working at the beach, sipping on mojitos 'til dawn? Sure, you can do that. (Although you'll quickly find that beaches and computers don't always play together well). The nomadic existence is often touted as the ultimate dream; however, in reality, the nomadic life isn't always Easy Street. We asked 15 nomads for the truth about their setbacks, disappointments and struggles.

## LONELINESS

**Fabrice** (instinct-voyageur.fr)

"The biggest difficulty is the solitude. Your community is far away and even if it is easy to meet new people, building long-term relationships remains hard."

**Kévin** (kjourdan.com)

"Without hesitation, the greatest disappointments in a nomad's life are related to the human. The abundance of people passing through our lives does not necessarily compensate for the absence of others."

**Jessica** (wijdoenhetanders.com)

"Another challenge is your own mentality. If you travel around and are free, you still have to deal with the prison in your own mind. A round trip is also a journey inside yourself."

**Jazzie** (blackdigitalnomad.com)

"It comes with the territory that you might lose some important friends you make. That's the price you have to pay for living this amazing life of exploration. So I focus on being grateful, cherishing what I have, not making concrete obligations and going with the flow."

## HOW TO HANDLE THE LONELINESS

**Find your community:** When you're starting out, choose cities like Budapest or Las Palmas, where the nomad community is already substantial. Tap into the online digital community, too, through forums and social media.

**Go to meetups:** Once you've arrived, check out local Meetups and Facebook groups. Become a regular at a coworking space to find other people passing through.

**Use apps to connect:** Nowadays there are many apps for making new friends. Think of Backpackr, Eatwith and, yes, even Tinder.

**Don't fear home sweet home:** Yes, you are a digital nomad. But this doesn't mean you have to be on the road all the time. Don't hesitate to go home for longer periods to recharge your batteries and catch up with old friends over a beer.

## WORK/LIFE BALANCE

**Julie** (nomadicbernie.com)

“The hardest thing? Finding that notorious work/life balance that lets you work but also enjoy your trip. What’s the point of being a digital nomad if you’re spending twelve hours a day in front of your screen?”

**Jessica** (wijdoenhetanders.com)

“Many digital nomads have the feeling that they’re missing out if they’re not doing *something*. After all, they’re visiting beautiful destinations and then they quickly feel the pressure to be constantly on the move.”

## HOW TO FIND A GOOD WORK/LIFE BALANCE

**Organize your time:** It’s tempting to combine work and play, but you’ll soon discover that it’s better to separate the two. Make a routine and force yourself to set up work blocks and stick to them.

**Take breaks:** Whether you work in 25-minute pomodoros with 5 minute breaks, or you set a hard deadline for stopping every evening, find a way to incorporate breaks. You are not a machine. And your mental health, overall well-being and productivity improve when you take regular breaks.

**Experiment with slow travel:** You’ve got plenty of time to see the world. You might enjoy staying somewhere for six months or even a year. Get to know the language and the culture.

**Remember that balancing takes work:** When was the last time you tried to stand on one foot with your eyes closed? Ever tried acro-yoga? Not so easy, right? As any yogi knows, balancing takes active work, focus and a lot of muscle training. Go easy on yourself and just keep practicing work/life balance until you get it right. It will require self-awareness, experimentation and self-forgiveness.



# EMAIL MARKETING

## FOR BLOGGERS, COACHES AND

## E-COMMERCE

As a digital nomad, you will probably use a variety of marketing channels – social media, video marketing, maybe even paid search.

But the most effective channel for digital nomads, by far, is email marketing because it will allow you to scale quickly, to stay in touch with your clients and to automate your business for generating passive income. With automated email marketing in place, you'll have more time to enjoy your new life on the road!

For those digital nomads who are bloggers, coaches and e-commerce retailers, email marketing is a must. Read this article for advice on how these three types of entrepreneurs can get started.



## EMAIL MARKETING FOR BLOGGERS

### THE ADVANTAGES

- Grow your reader base
- Quickly share new blog posts
- Earn money, e.g., through paid collaborations

Growing your contact list as soon as possible will form the basis of your strategy. More subscribers means more eyeballs on your content. In the long run, it can also mean paid collaborations. This means once your newsletter has a wide enough readership, you can sell promotional spots in your newsletter to others also interested in reaching your target group.

The best way to generate sign-ups for your newsletter is by using a [double opt-in sign-up form](#) on your blog. Link to your form in a prominent sidebar or in a pop-up appearing after a certain time spent on your site. We recommend incentivizing registrations by offering exclusive content and giveaways. Once you've grown your list, you can create your first newsletter.

### TIPS

- Use a responsive template so your email is also readable on mobile devices.
- Balance text and images, and include sufficient white space
- Only send a newsletter when you have relevant content to share
- Avoid using spammy terms such as “free membership” and “cash”
- Include an unsubscribe link in every email (legally required in Europe!)
- Insert standout call-to-action buttons leading back to your blog for more visitors

Start with a single newsletter and slowly up your sending frequency..

Want to know how often you should send newsletters? Play with the frequency and keep an eye on the unsubscribe ratio. Is it increasing? Then you're sending too many emails. Use A/B-tests to get to know your audience well.

## RECOMMENDED RESOURCES FROM OUR BLOG

[HOW TO RUN GIVEAWAYS POST-GDPR](#)



[A/B EMAIL TESTING 101](#)



## EMAIL MARKETING FOR COACHES

### THE ADVANTAGES

- Set up and automate your sales funnel
- Generate passive income

A sales funnel represents the customer journey visually. The customer moves through the various stages of the funnel, starting at awareness and ending with action. For example, if you have a free live webinar you want to promote through email marketing, here's how to do so. The webinar's purpose should be to get viewers hooked on your advice so they choose to pay for your services.

**Tip:** Before doing this, grow your email list. Read the advice above for bloggers on how to do this.

### HOW TO SET UP A SALES FUNNEL WITH EMAIL MARKETING

- 1. Invitation email:** Invite your subscribers to your webinar and demonstrate that it will respond to a specific problem. Illustrate why this webinar represents the answer to subscribers' pain points. Make webinar registration super simple (1–3 clicks). Offer the webinar at multiple times convenient to different time zones.  
*When to send:* 2 to 3 weeks before go live
- 2. Emails 2–4:**
  - a. For participants:** Send everyone who registers an automated webinar confirmation and two reminder emails.  
*When to send:*
    - Confirmation = immediately
    - Reminder 1 = 2 days before webinar
    - Reminder 2 = Day of webinar
  - b. For nonregistrants:** Send a second email with additional USPs (not mentioned in the first email) to convince your readers to register. Additionally you can “gift” them a small chunk of the webinar's content as a teaser. Send them 2 more countdown mailings with subject lines like “Two Days Left to Register for ...!” and “Last Chance to Sign Up!”  
*When to send:*  
Second invite email: 1 week before go live  
Reminder 1 = 3 days before webinar  
Reminder 2 = 1 day before webinar
- 3. Webinar:** Present enough relevant information that you convince the viewer of your expertise. But also leave time for the live Q&A so you can demonstrate your listening and coaching skills. At the end of the webinar, briefly describe your coaching services and pricing.
- 4. Post-webinar email:** Send all viewers and participants (even if they ghosted!) a link to the recorded webinar and your slide set. Thank those who attended for doing so, and acknowledge those who did sign up but couldn't make it. Offer all webinar registrants a special discount on your services or another product. This is the upselling moment when you seal the deal!

**Tip:** Don't forget to personalize your emails. Coaches need to build the most personal bond possible with clients. With email marketing you can easily achieve this with the help of personalizations, without having to write individual emails. With Newsletter2Go's [personalized design blocks](#), you can tailor any aspect of an email to each recipient.

## EMAIL MARKETING FOR E-COMMERCE

### THE ADVANTAGES

- Boost sales with email campaigns
- Inform clients of new products
- Save time with automated mailings

Email marketing is one of the best channels for boosting your revenue. You're literally delivering your products right to your customers' inboxes, so they can click and convert while checking email. According to DMA, email marketing has a median 155% ROI, the highest of any channel. This means you get 4x the bang for your buck than you would with paid search, social and direct mail.

**Tip:** Before doing this, grow your email list. Read the advice above for bloggers on how to do this.

### WHAT KIND OF EMAILS SHOULD YOU CREATE FOR YOUR ONLINE SHOP?

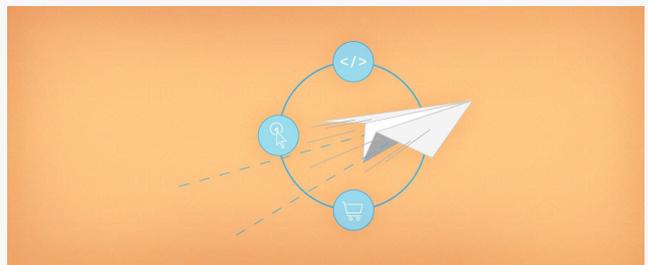
- *Product information:* New product offerings? Make sure your readers are the first to know about them! Send them concise emails with striking images and powerful CTAs that take them right to your website.
- *Discounts:* Having trouble growing your email list? According to our own research, 70% of consumers are more likely to sign up for a newsletter when they receive something in exchange, such as a discount. Offer new subscribers a discount on their first order. This will grow your email list and give them an additional incentive to make a purchase. (Just make sure you put an expiration date on that discount!)
- *Automated transactional emails:* Purchase confirmation emails. Package tracking emails. Most email marketing softwares allow you to set up automated transactional emails, and we recommend hiring a programmer to set it up. It requires using a Rest API between your shop site and your email marketing software.
- *Abandoned cart emails:* Each day people visit your webshop, browse through your offerings and put products in their virtual shopping cart. However, not everyone actually completes the order. An abandoned shopping cart campaign reminds the visitor of products they've left behind.

## RECOMMENDED RESOURCES FROM OUR BLOG

### [HOW TO OPTIMIZE FOR CONVERSIONS](#)



### [HOW TO USE TRANSACTIONAL EMAILS](#)



# CHRIS ON ...

*BECOMING A DIGITAL NOMAD (HE SHOULD KNOW, HE WROTE THE BOOK ON IT)*

## Q: WHAT IS THE KEY TO BECOMING A DIGITAL NOMAD?

A: It starts and ends with self-awareness.

Understanding why we want something helps us avoid repeating mistakes we've already made. It helps us see which specific things we want to change. In my book, the first worksheet has you create a snapshot of where you are and what you want to change in your life. It's the longest task in the book but also the most important.

Whenever you feel like you've screwed up, wasted time or money, or just done something wrong, you mentally resolve to avoid making that mistake again. That mental resolution is a great thing, but not enough. Buying the wrong size of something pales in comparison to becoming a digital nomad. You are literally re-shaping your entire life as a nomad – where and how you work, who you work for, when you get up.

*“It's almost like reformatting your brain. Your old patterns are based on your previous way of life. They need to be reprogrammed for your new life.”*

I am convinced that becoming a digital nomad can put you on the road to almost anything your heart desires. Just being a nomad won't make those things happen, of course. It's simply a way of freeing you from some of the obstacles making it harder. As they say, “If you don't know where you're going, any road will get you there.”

## Q: WHAT ADVICE WOULD YOU GIVE A NEW DIGITAL NOMAD?

A: Beyond buy my book? (*Laughs.*)

Digital nomads are on a journey with no end date, no destination and no place where they simply “end up.” In this case, it truly is about about the journey, not the destination. You define your own success. And when you achieve that, you get to choose something new to aim for.

*“Remember that there are nomads of all ages, shapes, nationalities, sexual orientations, ethnicities and situations.”*

If you're about to say, “Oh, I couldn't be a nomad, I'm ...” and insert one of these identifiers, then consider this: Someone just like you is already out there living the nomadic life. It's possible for everyone!



- Chris
- From USA
- [www.becomingadigitalnomad.com](http://www.becomingadigitalnomad.com)
- Tabletop game designer
- On the road since 2008
- Currently in Istanbul, Turkey



Chris first traveled to Seoul as a teacher, and then visited Thailand, North Africa, Western Europe, South America, North America and Eastern Europe.



## BOOK REVIEW

Read our review of Chris's book “Becoming a Digital Nomad” on page 28.



## BEING A DIGITAL NOMAD MEANS ...

*“In a single word, freedom. As a sentence, the ability to live my life on my terms, without the encumberments of culture, family, society, etc.”*

# KÉVIN ON ...

## SURRENDERING TO THE DIGITAL NOMAD EXPERIENCE

### Q: WHAT IS YOUR VISION OF DIGITAL NOMAD EXISTENCE?

**A:** Many digital nomads today are attracted to the lifestyle more so due to the word “digital” than the notion of nomadism. But in the term “digital nomad” there are indeed two words. The whole thing has become quite trendy these days, almost a status symbol in its own right. But the full expression remains a combination of these two concepts. You can't embrace digital nomadism without accepting both its sides.

*“The digital can be controlled, but it's impossible to control nomadism. One is a means to an end. The other a way of life. One requires controlling your medium. The other requires surrendering to your experience.”*

If you are not ready to let go, you are not ready to become a digital nomad to the fullest. At the end of the day what matters is that *you* are in agreement with yourself, that *you* blossom. And by you, I mean you as you truly are, not your social media status.

### Q: WHAT HAVE BEEN SOME OF YOUR BIGGEST DISAPPOINTMENTS AS A DIGITAL NOMAD?

**A:** Without hesitation, the greatest disappointments in a nomad's life are related to the human. The abundance of people passing through our lives does not necessarily compensate for the absence of others. It took me a long time before I truly comprehended this.

I would not go so far as to call this a disappointment, however. It's a lesson. Knowing this allows me to value the people in my life even more today. Those who pass through. And especially those who have remained.

### Q: WHAT ARE SOME ADVANTAGES AND CHALLENGES OF TRAVELING IN EUROPE?

**A:** I have traveled much more in Asia than in Europe. Personally, Europe has never presented me with a particular challenge in terms of adaptation. So I would say that for someone like me who is already familiar with Europe, it can be an advantage to start here.

But you also have to choose your reason for travel: Do you want a nomadic lifestyle that lets you take it easy? Or are you looking to push yourself beyond your own comfort zone and test your limits by experimenting with completely new places and new practices that will foster your personal development?



- Kévin
- From France
- [www.kjourdan.com](http://www.kjourdan.com)
- Online marketer and coach
- On the road since 2014
- Currently in France



## A DAY IN THE LIFE

1. Get up, stretch, exercise, read and meditate
2. Work until noon
3. Enjoy my free time walking, visiting friends, playing sports, watching movies or simply doing nothing



## FAVORITE SPOTS

- Bali for novice nomads
- Berlin for the culture
- Budapest for the cost of living
- Barcelona for the beach
- Lisbon for the community

# DENISE ON ...

## FINDING REMOTE WORK AND NOT SELLING YOURSELF SHORT

### Q: WHAT 3 THINGS DO NOVICE NOMADS NEED TO KNOW ABOUT REMOTE WORK?

- If you want to freelance, make sure you work only with reputable clients or ask for an upfront payment. It's super frustrating (and not even that uncommon) having to chase your money because clients suddenly disappear or simply keep "forgetting" to pay.
- Take your remote work as seriously as you would a normal office job. If you sleep late, don't shower, and stay on the couch all day, you probably won't get much work done.
- Don't sell yourself short. Employers often think that remote employees are cheaper, but your effort and performance stay the same, anywhere in the world. Make sure you get paid what your skills and experience are really worth.

### Q: WHAT HAVE BEEN THE CHALLENGES OF MAKING THE SWITCH FROM 9-5 TO FREELANCE LIFE?

**A:** I did not consciously decide to become a freelancer. It just happened along the way. I decided to quit my corporate job because it didn't make me happy. I took my savings and went traveling, thinking I'd figure it out as I went along.

On Facebook I saw a contact looking for a remote content writer on a freelance basis. After a while, I realized that I love this kind of working style and the independence and freedom that come with it.

*"There's no reason to look for a 'normal' job ever again if a remote job pays the bills just as well and makes me so much happier."*

My advice? As a freelancer you need to be mentally and financially prepared for the fact that it can be difficult to find good paying clients when you don't have a reputation or portfolio yet. It can be depressing to realize that you don't have enough skills, that you aren't good enough at selling your service or that there are competitors working at a fraction of your rates. You need to be confident and positive to face that. And you need the savings to get you through because you probably won't earn enough to cover your expenses at first.

### Q: WHAT UPSKILLING OR CROSS-SKILLING TIPS DO YOU HAVE FOR NOMADS?

**A:** If you're just starting out and don't have much budget, YouTube channels and Facebook groups are brilliant platforms for learning. If you want to invest in courses, Udemy is great.

You also learn by doing. Want to offer social media management? Create social media accounts and test different strategies. Future online retailers can set up their own Shopify site and use it as a playground for improving skills and learning what works best.



- Denise
- From Germany
- [www.digitalnomadsoul.com](http://www.digitalnomadsoul.com)
- Content creator, translator and blogger
- On the road since 2012
- Currently in Lisbon, Portugal



## A DAY IN THE LIFE

1. Go for a run, do yoga or meditate
2. Shower and check my private email & social media
3. Work for clients for a few hours
4. Break up the day with a long walk on the beach or through the city
5. Work until the evening
6. Eat out with friends
7. Work on various projects (for myself or clients)



## GOOD ADVICE

Not used to work outside the office? Check out what Denise says about [how to stay productive while working from home](#).

# VISAS IN EUROPA

Visas can be a major obstacle for digital nomads. How do they actually work? And what are the rules within Europe? Maybe you've heard of mysteriously bureaucratic terms like Schengen Zone and European Economic Area. We're here to break it down for you, from difficult terminology to the best plans for location hopping in Europe.

## THE EUROPEAN UNION

The EU is an economic and customs union. Its 28 member states have what is known as “partial political integration.”

## THE EUROPEAN ECONOMIC AREA

The EEA consists of the 28 EU member states plus Iceland, Liechtenstein and Norway. The EEA shares a single market. It's like the EU but without the “partial political integration.”

## THE SCHENGEN ZONE

The Schengen Zone governs visas, immigration and border control of travelers. The policy is set by the EU, although some EU countries have opted out. Most EEA countries, plus Switzerland, participate.

For digital nomads without an EU passport, the Schengen Zone is important when coming to Europe. The newest EU members – Romania, Bulgaria, Croatia and Cyprus – are not yet in the Schengen Zone but will be once they receive permission.

## EEA CITIZENS + SWITZERLAND

As an EEA citizen, you may **live, work and travel** in another country within the EEA and Switzerland without special permission. As of March 1, 2019, the fate of U.K. citizens residing in the EEA is still (!) uncertain.



## NON-EEA CITIZENS: SCHENGEN ANNEX II COUNTRIES

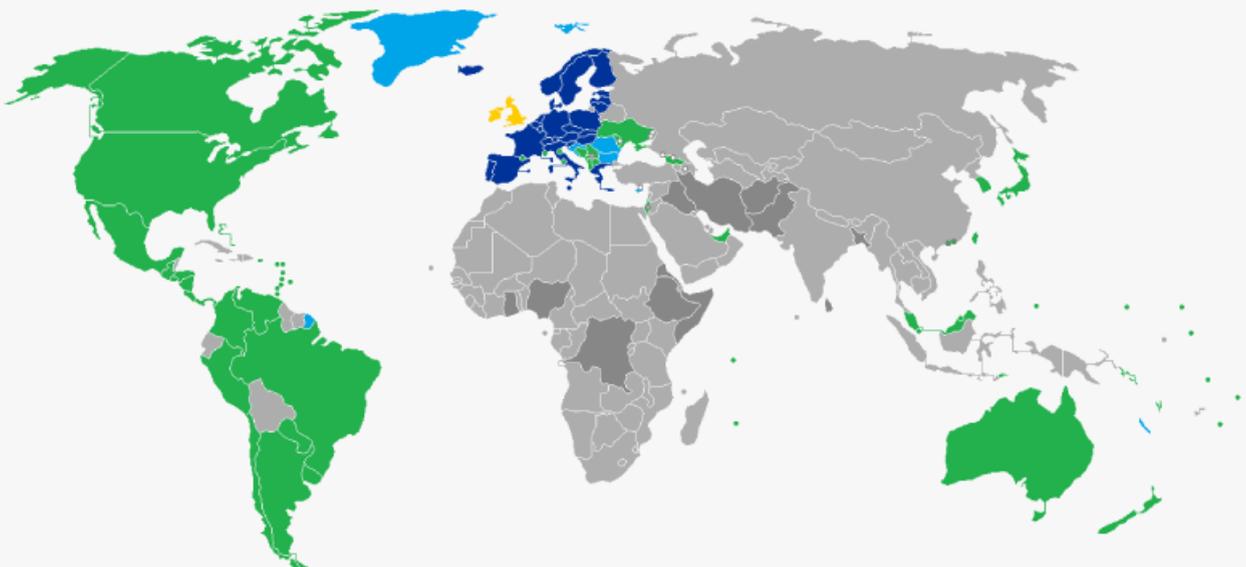
Citizens of Schengen Annex II countries do not need a visa to travel to EEA countries. They can spend a total of 90 days of a 180-day period in the Schengen Zone without a visa.

**Tip:** Multiple entries can make matters difficult. The 180 days are not calculated from your first arrival but from the current date. You have to calculate backward over the last 180 days and make sure that you haven't been in a Schengen country for more than 90 days in this period. With this handy [Schengen Visa Calculator](#), you can determine how long you can stay within the Schengen Zone.

## NON-EEA CITIZENS: SCHENGEN ANNEX I COUNTRIES

If you are not an EEA or Annex II citizen, you will need a short-stay visa to enter the Schengen Zone. You can find more information on this [Schengen Visa Help](#) page.

- Short-stay Schengen visas are valid for stays of up to 90 days within a 180-day period.
- Travelers should apply for this short-stay visa before departure.
- Travelers should apply to the country where they plan to stay the longest.
- There are various kinds of short-stay visas, including single-entry, double-entry and multiple-entry.



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- Schengen Member States
- Other countries with affiliations to the EU (e.g., Denmark can issue a Schengen visa with validity for Greenland)
- EU countries with an independent visa policy
- Schengen Annex II countries with a visa waiver for 90 out of 180 days
- Schengen Annex I countries that need a visa to enter the Schengen Zone
- Schengen Annex IV countries that need a visa for transit through the Schengen Zone

**Tip:** Although the U.K. is not in the Schengen Zone, British citizens “with the right of abode in the U.K.” and British Overseas Territories citizens connected to Gibraltar currently have unlimited access to the Schengen Zone.

## A WORKAROUND FOR NON-EEA CITIZENS

If you total it all up, moving back and forth between the Schengen Zone, Ireland and the U.K. could technically fill up a whole year if you're from a country that has access to all those places, such as the U.S. and Canada.



IRELAND

3 months

+



SCHENGEN

3 months

+



UNITED KINGDOM

6 months

**Tip:** But be careful how you execute this workaround. The U.K., for example, has strict policies to prevent people from ostensibly moving to the U.K. without officially registering. See the [Visit Guidance manual](#) published by the Home Office.

## TIPS FOR TRAVELING IN THE SCHENGEN ZONE

- Make sure your passport is stamped when you enter and leave the Schengen Zone.
- Always remain polite, even if the border guard doesn't.
- Be honest with the border agents in the U.K. and Ireland about how long you plan on staying. If they note in your passport that you're staying for two weeks but you end up staying for six months instead, that will look bad.

## THE ESTONIAN ALTERNATIVE: THE DIGITAL NOMAD VISA

Estonia is the first country to encourage digital nomadism with their upcoming digital nomad visa. But it's not surprising they're doing this, as they've been on the digital cutting edge for some time. Back in 2014, they announced their e-residency program, which allows people to benefit from being Estonian residents without having to move to the country. Digital nomads are one type of entrepreneurs who can benefit from e-residency. Currently they have 45,000 e-residents.

Their new digital nomad visa is yet another measure digital nomads can benefit from. It's designed to draw physical residents. What exactly is the digital nomad visa? We will have to wait for the full details. In 2019 the official regulations will be published, until then we already know that digital nomads can get up to 1 year of residency (plus 3 months in the Schengen Zone). Estonia hopes this will attract around 1,400 location-independent workers.

**Tip:** In [this article](#) you can read more about the digital nomad visa.

## WHEN DOES YOUR ADVENTURE START?

This magazine was brought to you by  
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