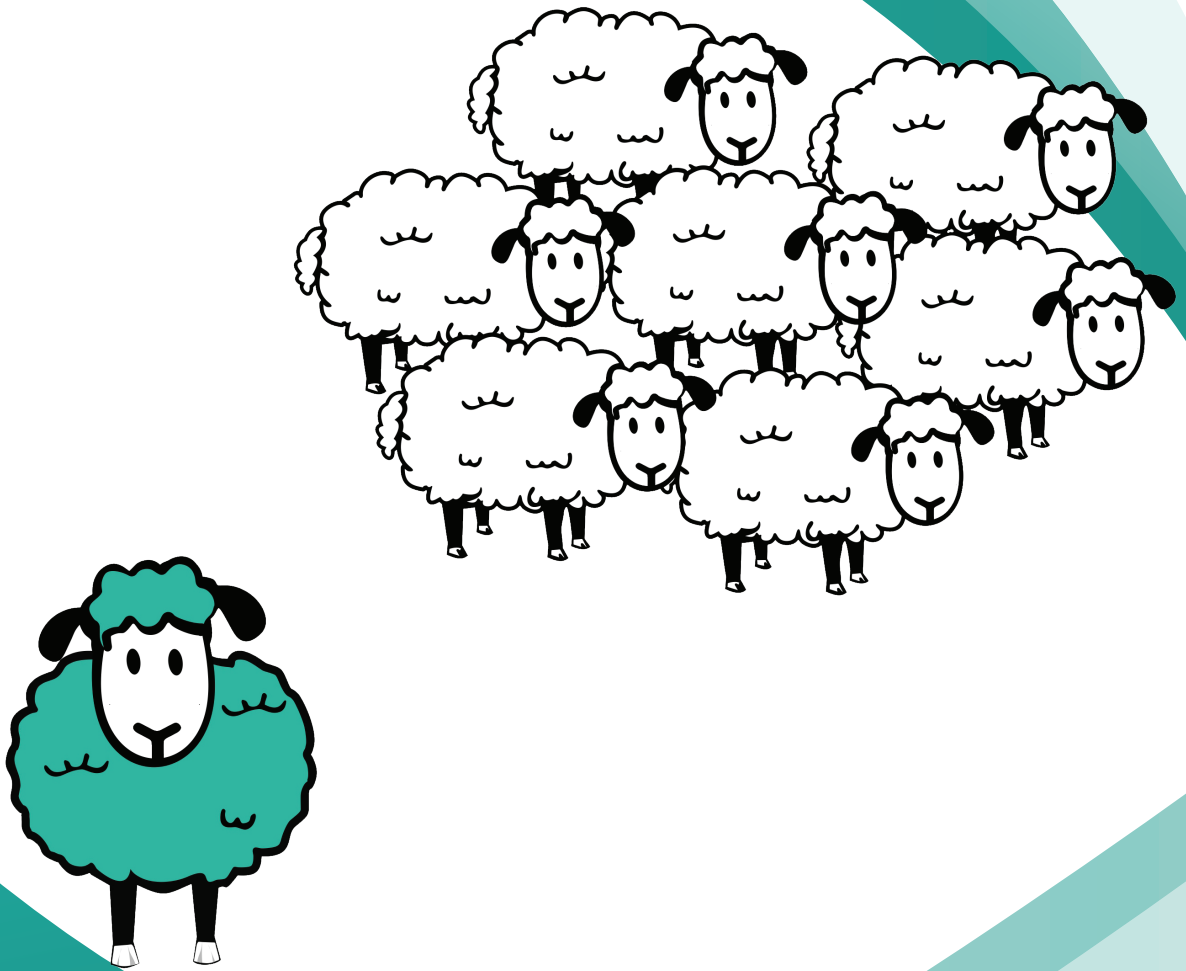


Your Guide To

# Alternative Careers



From creative career opportunities to finding a niche in tech that allows you to freelance.

Get advice about daring (but rewarding) career choices.

# Your alternative career

You don't have to give over the best years of your life to train as an accountant.

You don't have to work in supply chains - if you couldn't give a fig about supply chains.

You don't have to sell equities. Or pretend to like balance sheets. You don't have to write legal contracts for private equity companies. Nor do you have to devote your life to helping other companies fire their long suffering staff.

You don't have to be an accountant.

Or go through the embarrassment of having to admit that's what you do at parties. Not if you don't want to.



# About Start Me Up



Start Me Up is an education startup that's gearing young people up for the future of work.

We run alternative internship experiences that combine getting startup experience with adventurous travel.

We do this because we see an increasing mismatch between graduate skills and expectations, and the changing job market.

We also think the message about the new opportunities afforded by the new world of work isn't reaching students. Want to help fix this.

# About Me

I'm Clare, the founder of Start Me Up. After graduating from Oxford University in Politics, Philosophy and Economics, I did seven jobs in ten years: speechwriter, editor, journalist, researcher, copywriter, PR consultant and now I'm an entrepreneur.



Every bit of career advice I got as a young person was awful. At best, it was narrow and out of date, at worst it was downright misery inducing.

First there was the careers test I took at 15 that told me to consider a career as a fence erector or an embalmer (someone who puts makeup on dead people). Then there was the careers advisor who aided me into journalism as the industry was imploding. Then there were well-meaning types who told me to 'stick with' a job that made me miserable for the sake of my CV.

So here's the advice I wish I'd had.

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# The world is your clam

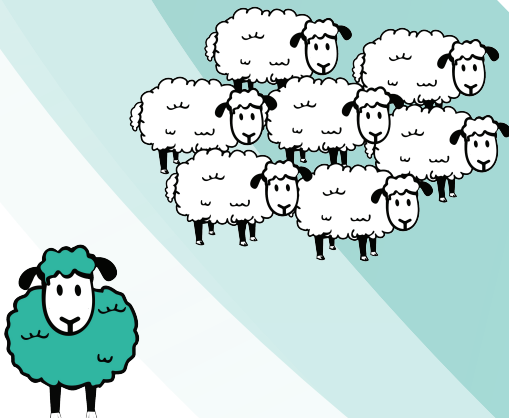


“The world is your oyster,” my old politics tutor told me in the months before graduation. He should have been right. With my top degree from a famous university, the world should be my clam dammit.

But upon graduation there wasn't a mollusk in sight. Only an overdraft.

Where was the dream job? Why wasn't I being headhunted already?

I felt hopeless. Everyone was around me getting sensible corporate jobs. I'd decided I didn't want one of those, but did I have any better ideas?



Like I hell I did.

I was expecting someone to present me with enticing options for me to pick from. I'd mistakenly assumed that getting into a top university was the hard bit and that life choices would now be plain sailing. It wasn't compared to what came next.

I was expecting the choice to be easy to make. What I actually needed to do was devote some brain power (which supposedly I had) to tackling the problem.

There were myriad possibilities and paths I could have tread. I just didn't know about them. Despite my sense of worldliness, I was hanging out with lots of people just like me. They were the same age as me and subject to the same pressures as me. In short, they were just as clueless as me.

Now many years later, I reflect on the fact that most of the most interesting people I know didn't follow a linear path. They used their imaginations to create their own one.

Some of them spent over a decade studying before going onto launch businesses that made them multi-millionaires. Others taught themselves programming obsessively to build amazing apps they launched from their backpacks. And many, like me, had circuitous career journeys.

It's not easy. A non-linear career path requires you to use your brain and have some pretty serious conversations with yourself about what matters to you. But it might be one of the most rewarding things you ever do.

Whether you're a polymath, an aspiring creative or wannabe entrepreneur, we've got something for you.

# About you



You're young, smart and soon-to-be well qualified. And the world is meant to be at your feet.

So why do you feel like all roads seem to lead toward a lifetime of suits, gray offices and the 9-to-5?

You go to the careers fair at university for inspiration, and it's just the same names popping up again and again.

The problem is that you're being bombarded with marketing messages from some of the biggest companies in the world - KPMG, Accenture, Goldman Sachs, PWC, Deloitte, KPMG - they all want a piece of you.

They shower you with pens and notepads with their watermarked logos. And they are staffed with entire departments of people who are paid bonuses to recruit you.

Sometimes they take you out for drinks or canapés. Sometimes they promise to whisk you away to France for the weekend.

They send recent graduates to recite the gospel according to Goldman Sachs at your university. Clad in expensive suits and sporting pearly smiles, these recent grads tell you how "dynamic" their work environments are.

What they don't tell you about are the spreadsheets. The monotony. The all-night work sessions. The shitty clients. The routine bollockings. And the Monday morning dread that drives you to drink to excess on the weekends.

So why do so many people pick the same careers after university?

Part of it comes down to marketing and branding. The biggest companies in the world have entire teams whose job is to recruit you.

And if you're like most young people you're taught to follow the brand. You follow the brand to a top university, then onto a top employer. Then you climb up up the ladder.

Because that's what you're supposed to do... right?

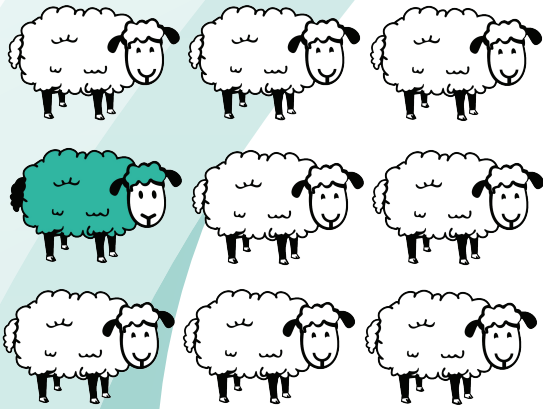
Then there's the careers guidance. Many university careers services generate much needed revenue from the biggest blue chip recruiters who take expensive stands at their careers fairs.

So you are only aware of the options that exist right under your nose. And those are the well-funded ones.

And all this is a pity because it's leading to a lot of career dissatisfaction.

In the US, two thirds of workers say they are unhappy in their jobs and 15% actually hate their jobs. Around a quarter of British workers in a recent study said they made a mistake entering their current profession, according to recent research by the London School of Business and Finance (LSBF).

This figure rises to 30 percent for 25-34 year-olds. When this figure is extrapolated to the "Millennial" generation, workers aged between 18 and 34, the figure hits 66 percent.



### Why this is a scary time

If you're at university, the chances are you have been checking the boxes.

You've been showing up and doing the assignments and passing your exams. Your whole life has been leading up to the point where you enter the job market.

If you haven't started feeling this already, prepare for graduation panic to set in for all but a few students. There will be some of you, of course, who have been absolutely sure you want to be investment bankers since you were five years old.

Then there will be lots of others of you out there who don't have the foggiest idea what to do next.

Many of my peers at university operated under the mistaken belief that those were the best years of our life and that career drudgery is inevitable. This belief makes us think that looking for alternatives is hopeless.

"Work is work, so you may as well get paid as much as possible to do it," my friend said.

I didn't agree then and now I know she was wrong.

By the time we finish university we feel like we should be ready to start our careers but the chances are we've spent very little time trying anything. You might say, "Oh I did some work experience last year," but most students will graduate and go into careers having spent fewer than six months in any kind of work experience previously.

**And that six months might set the tone for the next fifty years. Which is quite scary.**

At the same time, the job market is undergoing some of the fastest changes in human history. Jobs are being created and destroyed at a breakneck pace.

Economists across the political spectrum agree that the single biggest threat to future job growth is neither immigration nor trade – it's the artificial intelligence revolution already underway. Studies by Oxford University, McKinsey and Pricewaterhouse Coopers forecast that up to 50% of current jobs could be replaced by smart machines within the next 20 years. Already, more than 5 million U.S. factory jobs have been lost to automation since 2000.

According to analysis from jobs site Indeed, there are at least twice as many jobs in artificial intelligence as there are suitable applicants.

If a job can be automated in the future, it will be.

So what it does that mean for you?

It means the advice that rang true 10, 20 or 30 years ago, may not be so applicable now.

## Why this is an exciting time

There's a big wide world out there. And it's changing more quickly than at any point in human history thus far.

The good news is that all this disruption presents opportunities for you. And this is true whether you're a STEM or an English Literature graduate.

As long as you're creative, resourceful and have your wits about you, you have what it takes to succeed.

The bad news is that these other options are still much harder to find than the usual corporate jobs.

They don't always have the money to spend on branding their logos onto hundreds of thousands of pens.

The other options don't have the money to pay thousands of dollars on stands at your university careers fairs.

They don't have millions of dollars to spend on graduate recruitment. So most students have no idea what alternatives lie beyond.

### What is an alternative career?

We define an alternative career as one where you create and build your own career, instead of enrolling on a conventional corporate graduate scheme.

An alternative career choice might be your own business. Or it could be a portfolio career, where instead of working a traditional full-time job, you work multiple part-time jobs (including part-time employment, temporary jobs, freelancing, and self-employment) with different employers/clients.

Or maybe your alternative career is a job at a tiny social enterprise that no-one has heard of.

These are the options that are nearly invisible to most students because they can't afford to take part in campus recruiting.

An alternative career is one that is really guided by you. It requires thought and reflection. But at university, most students don't have much time for that. Instead they feel pressurized to have something structured lined up upon graduating.

This is why every year thousands of graduates go into 'safe' careers and go to great lengths to secure offers before they graduate.

We think options are important.

At Start Me Up, we want to help you see there are more options out there.

Some of the most interesting and successful people struck off and did their own thing in the world.

They taught themselves to code. They wrote books. They started blogs. They built communities. They launched micro-businesses.

And you can too: there have never been more opportunities to learn things, teach things and build things.

## What can you do now?

The first thing you can do is to stop looking for THE ANSWER to reveal itself to you in beaming LED lights.

You may have epiphanic moments in your life. But if you're waiting for your one true purpose to emerge, well you'll be waiting a long time.

**A non-traditional career can't always promise structure and linearity. It takes work. And most of you are too busy working for your degrees to treat planning your future career like a full time job. But once you start, it can get to be quite fun.**

When it comes to careers, experimentation is everything. And so is curiosity. Make it a personal mission to explore different options and see where that leads you. I never could have envisaged the career I've had. But every time I took a risk it led me down a different rabbit hole, revealing a whole new set of options.

### More good news

Many valuable skills can be acquired with just you and your computer. In fact, you can do amazing things with just you and your computer. I'm constantly amazed by the things that can be learned with just a computer and an internet connection.

I launched Start Me Up from a tropical island in Thailand and I've seen countless students learn everything from programming to user design with nothing more than a computer and access to the internet.

Sometimes ideas come by divine inspiration. Often they will come through your unique experience of the world or through conversations. The more ideas you see and pursue, the more opportunities may reveal themselves to you.

Resources are available for free or for a reasonable fee. Enrolling on an online course might even lead you to a great business idea, a freelance gig or a higher paying job. So what have you got to lose?

## Experiment

Through doing different types of work, I realized that I preferred mentoring young people in their reading and making coffee to being a financial journalist.

**TOP TIP: A scientist hypothesizes and then tests. The more research and tests, the better your probability of success. When you don't see an answer straightaway, don't give up, ask yourself more questions.**

**Take an action. Then another. People may roll their eyes when you say you've bought another URL, but creating projects and seeing them grow, shrink, succeed (or fail), is a great way to learn.**

# Case Studies

## The POLYMATH



*Michael Burns, professional writer, copywriter, storyteller, and content consultant.*

*Works for: Himself*

*Studied: Film and TV, English & creative writing at The University of Miami.*

*"Find a thing you like and do it. Figure out what people have paid you for in the past and where that intersects with what you like. Make a list of those things and pick one that speaks to you."*

Michael's career has taken in TV, Hollywood films, business writing, music journalism and included a stint at a record label. Now he works as a copywriter and content consultant for clients all over the world.

After scripting, producing and researching for documentaries and TV shows, Michael decided to leave the US and work remotely in 2016.

"I changed my LinkedIn description and got two job offers straightaway. So I figured I must be doing something right."

"Now I write copy for business websites," he explains.

While his interest in different areas waxed and waned, Michael kept coming back to writing.

"When I was really young, I wanted to be a fireman. Then I wanted to be a doctor, but I didn't like blood. Then I wanted to be a film director. And then I realized I would rather write the films than direct them."

"When I was in college, I was given good career advice to stick to writing and stay out of TV production but I didn't listen."

"Having said that, I had a great experience during my film and TV career and I'll probably get a couple of books out of it at some point."

Moving into the world of copywriting was a bit like stepping off a cliff, he explains.

"It forced me to take massive action to make it happen."

“I wanted to be able to write lots of different things. Niching is more sensible but I’ve had a hard time specializing in one thing. I’m a polymath, so I tend to enjoy learning and writing about lots of different areas.”

“It often involves lots of research. Then there’s the writing, and the re-writing - which is when the magic happens. Or you’ll be talking to clients and getting clear on what they want. You also spend a lot of time sending proposals.”

“To be good you’ve got to be motivated. You need to be organized, self-directed and be reliable. A lot of it is up to you.”

“In addition, a lot of copywriting is self-taught. You’re looking at successful copywriters and asking what works. The more you do it the better you get.”

“Essentially, you need to learn how to be a storyteller.”

Michael notes that the way people read has recently undergone some changes.

“Over the last five years people have become much more savvy about the kind of content they consume. So if people aren’t producing things of value they’re seeing their conversion rates drop.”

#### **Michael’s Top tips:**

##### **Read:**

**Julia Cameron, *The Artist’s Way***

**The War of Art: Break Through the Blocks and Win Your Inner Creative Battles  
by Steven Pressfield**

**Turning Pro: Tap Your Inner Power and Create Your Life's Work  
by Steven Pressfield**

##### **Check out:**

**“The Cult of Copy on Facebook is a great resource for copywriters. Ask questions and see how other people are doing things.”**

“The best idea is to try to write things that are of value to other people. It could be valuable advice or a funny article. Something they don’t know they need - that’s really good writing.”

If you want to get into it, you should write every day, Michael explains.

“I journal in the morning or the evening. If you want to do this, force yourself to do it. I get up in the morning, sit down and write three pages of anything. It can be total garbage. It’s an exercise. Get the neurons firing in your brain.”

“Keep educating yourself. Take some classes online. Read books, find a mentor, and study how other professionals do it.”

**“If you want to make a lot of money as a writer, pick a niche that you’re passionate about and specialize in it.”**

The nature of opportunities for writers to get paid is changing too. There are fewer jobs in newspapers, for example. Some content creation is becoming automated as writing jobs are already being lost to artificial intelligence, he notes.

“I was getting these updates for Fantasy Football and started to wonder if there was a human behind it. I did some research and found out it was being done by AI - it was scary to see.”

“I think increasingly you’ll see that replacing basic journalism and formulaic writing. The Los Angeles Times set up an AI bot to automatically generate earthquake stories. Dry fact-based text can be more easily automated.”

Michael doesn’t see robots taking over all writing in the future. He stays optimistic and attuned to the bright side of his chosen vocation.

“I love writing, and I’m really happy that I’ve taken something I’m passionate about and made it my career. I love the creativity of it and coming up with fresh, imaginative ways to say things.”

**TOP TIP: When you’re at university, it can be tempting to think you have to wait until you reach a certain level in order to be taken seriously. This is especially the case when you’re being taught by academics who’ve spent decades mastering their field. That is not a reason for inaction. You can’t rustle up an academic paper in an afternoon, but you can rustle up a blog or a website or write an article.**

# THE TECHIE



*Jenny Ho, Programmer, Ruby on Rails, PHP and Python*

*Works for: VanMoof (a Dutch bike company)  
Studied: BA & Masters in History, University of Manchester*

*"People love giving out advice because they want to impart their own wisdom. It's your life. My advice is to listen but don't blindly follow. Try a few things for yourself."*

Think you have to study computer science to be a decent programmer? Think again. Jenny Ho, a British software developer did a BA and a Masters in History before becoming a full time programmer two years ago.

As a child she'd grown up tinkering with computers, but had assumed she'd go into diplomacy, NGO work or law.

"I wanted to be a diplomat and my parents wanted me to study law. That was the path until I talked to a few lawyers and law students."

"I didn't entertain the idea of getting into tech until after my Master's. I wasn't a science student. I wasn't going to become a doctor or an engineer. I genuinely believed that you had to be really academically tech-y to get into tech."

Growing up in England and with family scattered all over the world, the computer became the way that the extended family stayed in touch.

"It was expensive to call them on the landline so we would use tools like ICQ and Skype."

Her dad didn't limit her screen time and she got into playing around with sites like NeoPets in the late nineties.

"You could write about a fictional pet. After a while, I started editing the code and it struck me that I was editing and saving something that could be viewed by anyone anywhere in the world."

She was spending more time in coding forums but still never considered it a career option.

"It didn't occur to me to study it at university. It seemed boring. Now there are times when I wish I'd studied Computer Science because it can be hard to get your foot in the door without it."

Before adding that, "not having a traditional engineering background hasn't been a huge issue so far in startup land. Startups are more open to what you can do right now, rather than what you studied in the past."

After finishing her Masters, she worked as a waitress. She then heard about a Ruby on Rails coding bootcamp in Bali.

“The bootcamp really helped by making my learning more formalized. We focused on the business aspect of coding and the process of building products. You’re not doing it just because it’s fun, you’re doing it because it’s doing something valuable.”

Now she works for VanMoof, a Dutch bike company which makes electrified bikes you can unlock with your smartphone.

“I now essentially work for a software startup within an established company. ‘I’m a software developer coding in PHP with some Ruby and dabbling in Python.”

### **What a typical day looks like**

“It starts with coffee (of course). Then I spend the first hour on Slack (a communications tool) trying to understand where my day will be headed. It’s always different.”

Contrary to the stereotype of the isolated, socially awkward programmer, Jenny says communication is important.

“You’re embedded in a team with non-technical people. You aren’t isolated and you’re required to keep communicating.”

“Sometimes I think that studying History helped. It helps you consider everyone’s point of view and communicate effectively.”

“To be good you need to be analytical and logical. You should be able to understand how things fit together.”

“You also need to be able to keep calm. It’s challenging. If you make a mistake you have to move on.”

“In my experience working for four different companies, it doesn’t matter how good you are at fixing bugs if you can’t mesh well with the team.”

“Everyone I’ve worked with has been good at programming and very social. They are happy people with varied interests. They aren’t the stereotypical anti-social developers. They’re fun.”

“My company is a traditional 9 to 5 office environment. If I want to work remotely it’s okay, if I want to start the day at home I do that. But generally, I like to go to the office. I like being around colleagues who work in different departments like marketing and sales.”

Jenny says the best thing about her job is being able to build things that people can use straightaway.

“Everyone has ideas but not many people can execute them. I can’t build a flying bike but in the realm of software, I can build something useful. I love architecting products and having a deeper understanding of all of the layers.”

“I also really like being an intermediary between the sales business and the really techie guys. Strategy interests me – as well as the programming side. I feel like the bridge.”

Does she ever worry her job will be taken by robots?

“I don’t think my job will be taken by robots. Not yet, at least.

“There was a brief period where I was thinking about going into tech journalism, but after reading about the harassment faced by the female writers, like rape threats, death threats, I thought again.”

“Sometimes it feels like if you are very vocal, you put yourself at a higher risk of being attacked online. If you’re a women in tech and you publish an article or do something in the public eye - if people don’t like it they will fixate on the fact you are a woman. And if you talk about being a woman in tech then people also fixate on that. So you end up saying nothing.”

She has a realistic view on how to succeed - ideally combining passion with the ability to earn money.

“Figure out what you don’t want to do. A lot of people will say follow your passion or follow your dreams. I don’t disagree. But you need to find something that’s going to earn you money. To be happy and content you want to be financially secure enough that you can eat and have a roof over your head.”

Trying out a few things for yourself can help you within finding what that passion is, she says.

“People love giving out advice because they want to impart their own wisdom. It’s your life. My advice is to listen but don’t blindly follow. Try a few things for yourself.”

“Don’t get put into a box - you did this, so you must do this. You studied X so you should work as Y. The world is changing so much. There are so many opportunities. If you want to learn how to make pasta in Italy, you can do that.

If you want to be a surf instructor; if you want to build apps or do software engineering, you can do it. Especially those who have passports where they can go wherever.”

#### TOP TIP:

“Think outside the box. Don’t get trapped into other people’s expectations. See what sets you on fire.”

The online community, coding resources and online recordings of speeches have also been beneficial sources of information for Jenny.

“If you want to be a software engineer, make friends with Google. Get started on a project. And just honestly, start with Googling, ‘how to build X app’.

“I listen to speeches at tech conferences. I like hearing the speaker explain how they solved a complicated problem. Usually they have to simplify the explanation for this kind of audience, so it’s easy to listen to.”

“Free Code Camp is also an amazing resource. There’s a big community, including Facebook Groups. It’s a nice way to help non-profits too. You are making websites for a purpose. People will post their projects and the feedback is usually great.”

# THE ENTREPRENEUR



*Jared Stephens, Digital Marketer and Entrepreneur*

*Works for: himself*

*Studied: Double Major in Business and Information Systems at Chapman University, California.*

*'It's easier to build on strong foundations, so get a side hustle. Get into something that can pay the bills. Start with that and start experimenting on the side. You can experiment with your secure job, but make sure you have something to fall back on.'*

Jared didn't take to office life. After graduating, he took a corporate job in a law office and it wasn't long before he was ready to bail.

His route into the world of marketing came after a friend came to him needing help with social media marketing. And since he graduated two years ago, he's made money in a variety of different ways traveling the world as he went.

"I launched a marketing agency and did that for about seven months. Amidst the success, we decided to acquire a viral dating website called Bernie Singles, which we're looking to relaunch in a few months.

"I've also been making money doing freelance marketing work since then.

I focus primarily on PPC (pay-per-click), social media marketing and building launch strategies. At one point, I was also running another business called SoundJuice which was an Instagram growth tool for musicians, that we recently sold off.

So what exactly do we mean by digital marketing?

'It's such a big area, but I guess digital marketing is the way you package up & promote a business online. Whether it's directly selling to customers, or building a brand image of the company.'

Days are often spent in conversation with clients assessing and optimizing the effectiveness of campaigns.

"There were times when I was managing an agency of nine people and I'd be delegating the work for a campaign to various roles on the team" he explains.

When it comes to being good at marketing, Jared cites empathy as a key factor.

“As a marketer you need to be able to put yourself in someone else’s shoes. If you understand the individual and their pain, you’re more likely to be able to communicate with that person effectively.”

Resourcefulness is also important because the technology is changing so fast. “You need to be able to pick up on new trends and tools very quickly.”

“With the advance of AI, and highly automated tools, we’ll start to see marketers making fewer decisions. Decisions about ways to maximise website traffic will increasingly be taken by tools and bots.”

“In the future, many of my marketing initiatives and campaigns will be run by a bot that will make all these decisions for me.”

Another essential marketing skill is being analytical, he says.

“You need to know how to leverage data. It’s extremely powerful. You’re trying to determine the cheapest and most effective way to reach people. And you’re always looking to find out how you can lower costs in various parts of the funnel so that your margins are higher.”

“I believe in learning by doing. It’s constant experimentation. I get projects, I take on work and then I learn how to do it afterward.”

“I learned how to build a business by bringing on people who knew more than me in certain fields. And it was the same with Facebook advertising and building websites. You try things, alter them, and then try them again until they start working.”

In any given month I read anywhere from 2-4 books, 10-100 youtube tutorials, and countless podcasts. Only recently have I been lucky enough to find a mentor that has completely changed my life from the bottom up.

“A lot of marketing work can be done remotely. When I lived in California, all our clients were spread across the US.”

Marketing, for Jared, is a stepping stone to something bigger. And it’s arming him with skills that will help him whatever he decides to do next.

It’s a path he is carving out for himself, contrary to what he felt was expected of him after school.

“I grew up in a system that fed me how my life should be lived. I was taught to go to school. Get a college education. Get a good job and make a lot of money. This formula didn’t work out for me. Happiness can’t be fed to you in golden syringe they give you at school. It must be found within.”

“Sure, there will be some people that will be happy following the formula. But according to Gallup, more than 70% of the US workforce is unhappy in their jobs. We’re one of the most depressed countries in the world. It took me awhile to understand that I don’t fit into any of the boxes I was led to believe back home ”

Figuring out an alternative to the traditional career path isn’t straightforward either though.

“The best way to learn about who you are is by trial and error. Come up with something new to try, give it a shot and listen to yourself and how you feel. It’s only by doing, we are able to discover how we want to contribute our best self to the world. How are you going to bring the world your best talents?”

Maybe you love creating food for other people to enjoy. Maybe you love numbers. Try it out. It’s the only way you’ll find out.”

“I think it should be a young person’s objective to figure out what that is and never settle. Take the time to get some space. Don’t put yourself under so much pressure to know. Actively, consciously, slowly try something out. See how you feel afterwards.”

“I think young people should consider traveling in order to pick up a new lens to help them figure what is going on inside of them. By putting yourself in uncomfortable situations you will find new versions of yourself that you’ve never seen before.”

Jared also recommends getting stuck into online resources and extending your network.

“I’m in a free mastermind group with entrepreneurs all over the world seeking similar goals. Together, we openly talk about our issues and help each other out in the best ways we know how.”

“It’s easier to build on strong foundations, so get a side hustle. Get into something that can pay the bills. Start with that and start experimenting on the side. You can experiment with your secure job, but make sure you have something to fall back on.”



# THE CREATIVE



*Arnas Goldberg, Creative Director,  
Works for: Hanno  
Studied: Design & Tech, Denmark*

*“Taking risks worked out well for me. When you’re young you can take bigger risks career-wise. As you get older, it gets trickier.”*

25-year old Arnas didn't take a conventional route. So it's little surprise that he doesn't do a conventional job. After quitting part way through his design and tech studies because he didn't feel challenged, he now works as a Creative Director for a distributed digital agency which allows him to travel and work from all over the world.

He's worked from Bali, Spain, Sri Lanka, Madeira and Norway along the way.

“I travel a lot and I don't have an office. It's not conventional. It's one of those modern professions that's harder for older people to understand.”

So what does a creative director do exactly?

“My job is to define a creative direction for a digital product or web experience . It could be anything from a website or app to an online marketing campaign.”

“If we're building a website, for example, there will be a lot of conceptual work.”

“Every day is different. Sometimes it's sketching. Sometimes working in Adobe After Effects to present some kind of animation or interaction. I have to explore the attributes and style parameters. It's an abstract type of work.”

“Knowing that my ideas see daylight and are seen by lots of people is gratifying”

“I would be working on an ad campaign that's showing in a San Francisco street while I'm sitting on the other side of the world. And that's cool.”

Arnas's career to date has been characterised by taking risks and following his curiosity. He started freelancing as a designer before he went to university and began experimenting with PhotoShop at seven years of age. As a teenager he spent hours manipulating photos and drawing.

The team at **Hanno** talented scouted him for freelance projects and then made him an offer for a remote job in 2014.

So what personality traits suit a design and creative role?

“You need to be patient. Not every idea you start will work. You have to keep going and be patient until you get results. You also need attention to detail.”

“The best thing is the freedom and flexibility. I start my day whenever I want and I finish when I want.”

“The hardest thing is to switch creativity on and off. You might not come up with something all day.”

So how can people go about getting into this kind of role?

“There’s a lot online. There’s some great material on Skillshare.com. I’d also advise doing speculative work. Imagine that you have Nike as your client and you build a website and share it with everyone else. So imagine and build. Show people what you’re capable of. You’ll make connections and get work that way.”



## The rise of portfolio careers

So we talked a bit about portfolio careers before, where instead of working a traditional full-time job, you work multiple part-time jobs (including part-time employment, temporary jobs, freelancing, and self-employment) with different employers/clients.

These can be an increasingly attractive option for people starting out on their careers to gain experience and decide what they do and don't want to do and find areas where they excel. The fluidity can be scary for those just starting out. Rather than agonizing and looking for THE THING, use it as a chance to try out different things.

Pay attention to what comes more easily and what you do better at. Is there a niche you're particularly interested in?

### Introduction to freelancing

If you're interested in pursuing a portfolio career, you're almost certainly going to have to learn about freelancing.

Freelancers often work from anywhere and work flexibly on different projects, selling work or services by the hour, day, job, etc., rather than working on a regular salary basis for one employee.

It can also be very lucrative but it requires a range of skills that aren't taught at university. You have to devise a service to offer, price it and market it.

As well as setting realistic prices that provide you with enough money to survive on, you have to find people who will pay for the service you offer. You then have to manage the relationship with your client and stay on top of any legalities or tax affairs arising from your work.

In sum, it can offer more freedom than an office job but can be hard to navigate for those just starting out.

Having said all this, pretty much all of the information you need is available online.

What follows is a brief introduction getting a basic freelance operation off the ground.

What shall I offer?

This is the multimilliondollar question. Not all freelance jobs are created equal and some skills will command higher premiums when they are in-demand.

Search for freelance jobs and you'll see a wide range, from proofreader and editor, to growth hacker or programmer. Some require more specialist areas of knowledge than others. If you find an area that piques your interest, look at the requirements and see how typical freelancers of that ilk present themselves.

In-demand skills

- Bilingualism
- Structural Query Language (SQL)
- Java
- Marketing Automation
- UX
- Machine Learning
- Data analysis
- Business intelligence
- Data warehousing

You can turn your hand to an in-demand skill like programming, as previous Start Me Up program participants have done.

This can be very worthwhile financially, but it can take time before your skills are good enough to freelance professionally. So it can be a good idea to experiment with other services that you can develop over time.

If you're a student, you already have things that other people would pay you for. For example:

- You have access to a student body. Thousands of companies are trying to reach you and your peers. You could offer your marketing services to companies looking to reach a student audience, for example.
- You have access to academic journals. Some universities pay upwards of \$2 million a year for subs perhaps someone would pay to get their hands on a set of your old notes.
- If you're at university, you could tutor someone else in how to get into university, for example. Or perhaps someone would pay to get their hands on a set of your old notes.

These are just three examples, but search on freelancing sites (Like Upwork, Fiverr and Freelancer.com) and you'll find thousands of different services that people are offering and they don't have to be student focused. You don't need corporate experience to offer something valuable. You already have the potential to offer something people will pay for.

If you can use a computer and you're enterprising, you can do anything from helping to write the content for a website to setting up accounting software

#### **How can I prove I'm good at the service that I'm offering?**

When you're setting up as a freelancer, one of the first things you need to do is build a portfolio of your work. It's one thing to say what you do, it's another to tell stories of how your work helped your client.

**You can make your website sound impressive but the best way to demonstrate your effectiveness is to get testimonials from clients.**

These could be on your site, or they could be on a third party freelancing site like Upwork, Fiverr and Freelancer.com. Freelancing sites reward freelancers with great reviews. Many freelancers focus on getting testimonials first and raise their prices as they go on. The better the reviews, the more leads they get and the better the chances of raising their prices.

#### **Where else can I find clients?**

Your first client could be anyone. It could be a friend, or a friend of the family. It could be someone you've never met before.

When it comes to freelancing, your potential clients are everywhere. A good place to start can be with test clients. You could put out a request on a relevant Facebook group or amongst your own network looking for guinea pigs.

As mentioned above, you could also set up a profile on established freelancing sites like Upwork, Freelancer.com or Fiverr.com

#### **What do I charge?**

Pricing your services as a freelancer is notoriously difficult at first.

On some freelancing sites, it can feel like a race to the bottom price-wise.

Most freelancers charge by the hour. This is tricky for several reasons. If you're quick, should you be penalized for working more swiftly than other freelancers? Also, sometimes projects take longer than the estimate. The freelancer has a responsibility to make sure they estimate the length of time it takes accurately at the beginning. As charging far more than they budgeted at the end of the project can make you unpopular with some clients.

**A great way to get inspired about ways to package up your service offering is to look at the way other people do it.**

**Do some market research. Try to get a sense of how much other people are charging. You can also ask your client what their budget is for the project and quote them on a per project basis.**

Some clients may try to set the price in advance. The thing to remember is that the pay may be low at first while you're testing your service.

#### **How can I make more money?**

You can always put your prices up. You can also bundle up your services. You can move into areas where there's an uptick in freelance hires.

#### **Do I need a website?**

You don't need a website to advertise your services on a third party site. But you may want to have your own site as you may want to attract clients or customers from other avenues like Google Search or Facebook marketing. Having your own site may give you the chance to charge more for your services and provide more information about what you do.

#### **What about the legalities?**

The rules about tax and employment vary on a country by country basis. I didn't need expensive legal advice to set up my own company, I set it up myself for less than \$50, but every different jurisdiction is different. Your national tax authority should be able to help guide you.

#### **Tips**

**1. Set boundaries. When you are an employee, you have a salary that is paid to you at regular periods. Your salary will occasionally go up and rarely down. As a freelancer, things are different.**

**2. Identify a product or service that you want to offer.**

**3. Scan job sites and look to see what kinds of freelance positions are available. Are there any patterns emerging? Any jobs that keep coming up?**

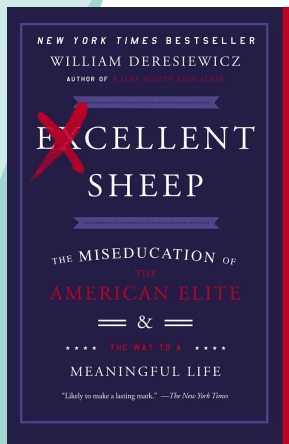
## Resources, books, podcasts, To Do Stuff Lists

There's never been so much information available. Many startup founders are prolific bloggers and podcasters. And there are some excellent business books you can pick up for a fraction of a cost of a university degree.

### Some light reading

The chances are you spend most of your days with your nose in a book. University is about gaining a critical awareness of your subject and of the world. There's scarcely enough time to develop a critical awareness of the world of careers too.

Here are a few books which might help you navigate your way.



**Excellent Sheep: The Miseducation of the American Elite and the Way to a Meaningful Life William Deresiewicz.**

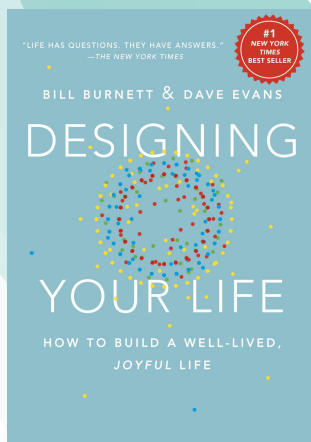
As a former philosophy student, the best way to start any kind of critical enquiry is with an existential crisis, which is why I recommend **Excellent Sheep: The Miseducation of the American Elite and the Way to a Meaningful Life William Deresiewicz.**

Former professor of English at Yale, describes elite college students as whiz careerists caught up in a system that “rarely asked them to think about something bigger than the next assignment.”

As someone who went to a top university, I can totally relate to parts of this book, especially the first section.

“The fact is that elite schools have strong incentives not to produce too many seekers and thinkers, too many poets, teachers, ministers, public interest lawyers, nonprofit workers, or even professors - too much selfishness, creativity, intellectuality, or idealism.”

**Designing Your Life: Build a Life that Works for You**



Okay, so now we've looked at some of the problems, let another two academics from another top US university, help with the solution: In **Designing Your Life: Build a Life that Works for You, Bill Burnett and Dave Evans**, two academics from Stanford offer some practical tips to start planning the rest of your life.

“..there isn't just one solution to your life, and that's a good thing. There are many designs for your life, all filled with hope for the kind of creative and unfolding reality that makes life worth living into. Your life is not a thing, it's an experience; the fun comes from designing and enjoying the experience.”

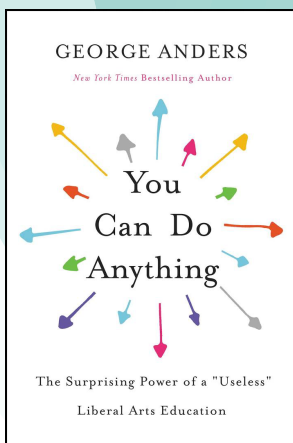
## They argue for the following five principles.

1. **First off, develop your curiosity.** A key part of the entrepreneur's mindset is the ability to see and exploit opportunities. And whether or not you choose entrepreneurship, the more curious you are about an issue or cause, the more likely you will be to spend time thinking and researching that issue. And the better informed you will be. Be curious about the world. And be curious about how you can change it.
2. **Cultivate a bias to action.** Do stuff. Don't be like I was when I was young, don't just talk about all these ideas without doing any of them. Try stuff. Out. Now. Volunteer. Intern. Write to someone. Offer your services. Ask them a question. Find a mentor. Most people want to help.
3. **Reframe.** Yes this sounds like a bit of a whacky self help term but stop looking for your one true passion or purpose, or assuming there is one path out there for you.
4. **Awareness: know that it's a process.** As above, know that an important idea may come when you least expect it. Try to practice creative ideation as a habit but also prepare for the fact that you might arrive at an insight while on a walk, or at the pub.
5. **Radical collaboration.** This means working with others. It can be tempting to read the biographies of successful people and be super impressed at hearing accounts of how they pulled themselves up by their bootstraps and did it all by themselves. Do you know how many celebrities don't even write their own autobiographies? Most of them. Work with others. You won't make it alone

### You Can Do Anything: The Surprising Power of a "Useless" Liberal Arts Education

Not studying a subject that leads to an obvious career? Fret not. This could be an advantage, argues George Anders in *You Can Do Anything: The Surprising Power of a "Useless" Liberal Arts Education*.

The key insight: curiosity, creativity, and empathy aren't unruly traits that must be reined in. You can be yourself, as an English major, and thrive in sales. You can segue from anthropology into the booming new field of user research; from classics into management consulting, and from philosophy into high-stakes investing. At any stage of your career, you can bring a humanist's grace to our rapidly evolving high-tech future. And if you know how to attack the job market, your opportunities will be vast.

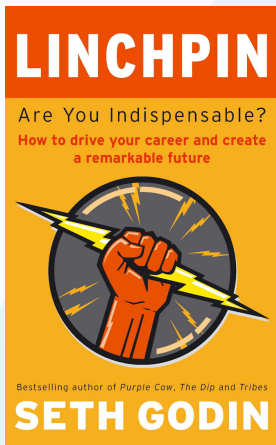


Linchpin, Seth Godin

For those of you interested in creating new businesses and products, we recommend Seth Godin's Linchpin.

"Your art is what you do when no one can tell you exactly how to do it. Your art is the act of taking personal responsibility, challenging the status quo, and changing people."

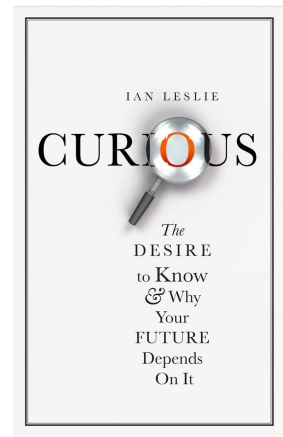
As Godin writes, "Every day I meet people who have so much to give but have been bullied enough or frightened enough to hold it back. It's time to stop complying with the system and draw your own map. You have brilliance in you, your contribution is essential, and the art you create is precious. Only you can do it, and you must."



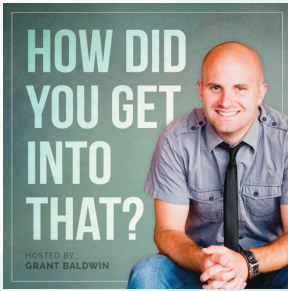
### Curious: The Desire to Know and Why Your Future Depends on It

Curiosity might be the most underrated special skill you possess, argues author Ian Leslie.

Drawing on fascinating research from psychology, sociology, and business, *Curious* looks at what feeds true curiosity and what starves it, and uncovers surprising answers. Curiosity isn't a quality you can rely on to last a lifetime, but a mental muscle that atrophies without regular exercise. It's not a gift, but a habit. This just might inspire you to cultivate yours.

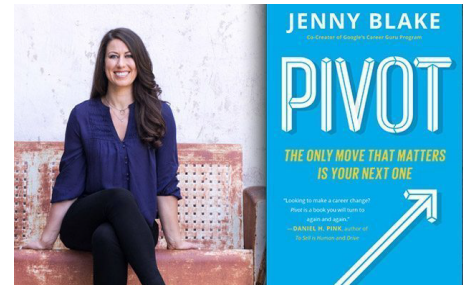


## Podcasters to check out



**How Did You Get Into That?** Do you ever meet someone, hear their career stories and think, "How did you get into that?" Host Grant Baldwin interviews people doing something awesome and different for a living. Hear from entrepreneurs, musicians, athletes, trainers, venture capitalists and more.

**Pivot with Jenny Blake** Author, business strategist, speaker and former Google career coach Jenny Blake interviews experts on how they stay agile in a rapidly shifting workforce.



## THE TIM FERRISS SHOW

### Tim Ferris 4 Hour WorkWeek

Tim Ferris 4 Hour WorkWeek Podcast & Blog: Tim Ferriss, bestselling author of "The 4-Hour Workweek," interviews high-profile guests who have excelled in everything from investing to chess to pro sports.

### Productivityist

Hosted by Mike Vardy, this weekly podcast shows you tips and tricks to help you boost your productivity, goals and overall hustle in all aspects of your life. Whether you are looking for a change in habits, a focus on time management, or just an overall productivity makeover, this podcast is for you.



### The Accidental Creative

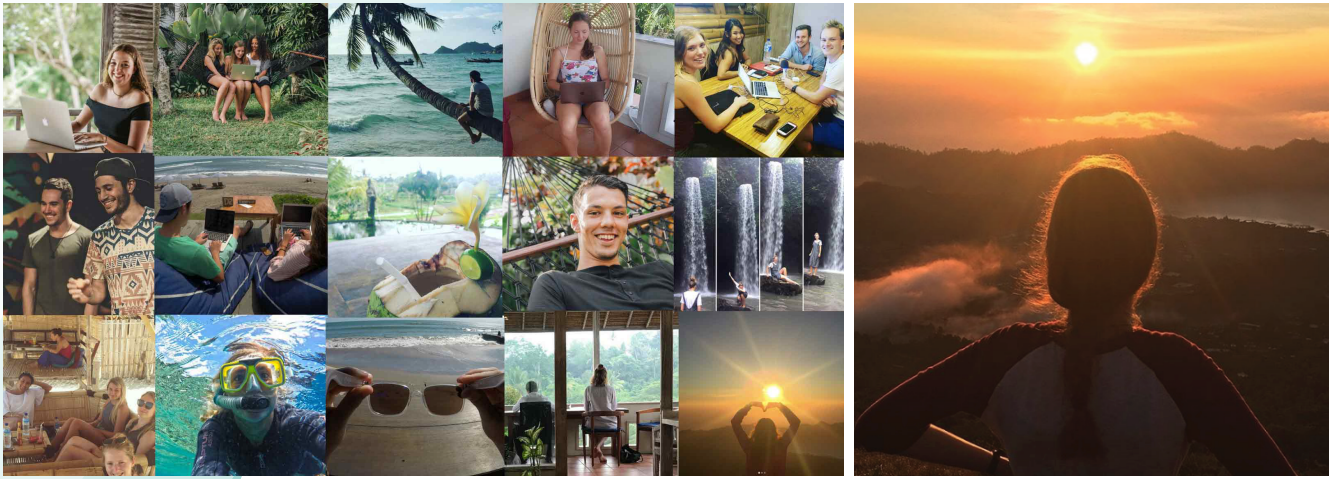
Todd Henry, an entrepreneur and author, calls himself an "arms dealer for the creative revolution." His podcast is about how to pursue your creative goals and keep yourself accountable. Several of his episodes come with downloadable worksheets.

### Happen to Your Career

**Happen to Your Career:** Experts help you navigate a way to a career that doesn't make you dread Sunday evenings.



**TOP TIP: Ask questions. Ask experts or ask the internet. Success is no longer necessarily measured by controlling information (having answers), but by asking the right questions.**



## How we might be able to help

We run alternative internships that help young people get exposure to a broad range of fields while they travel to some of the most beautiful places on the planet.

Our 1-2 month startup internships give students a mix of practical project work at a startup, along with workshops, trainings and membership to a top-rated co-working space.

While students are with us we encourage them to explore different areas, gain new skills and launch your own projects.

## Typical projects





## How I was inspired to start my own business

### Amelia's story

**Amelia Bargh is 20 years old and is studying Politics, Philosophy and Economics at The University of York. She's just finished a one-month startup internship in Bali as part of Start Me Up's Startup Internship Program.**

"I started the Start Me Up internship program because I felt like I was on a bit of a conveyor belt. I was headed toward the corporate world but I wanted to explore other options.

I've always had this passion for jewelry alongside my normal studies and I wanted to explore that further so I spent one month interning with The Love Is Project, a California-based accessories startup. The Love is Project supports artisan producers in developing countries and sells its designs primarily to consumers in North America and Europe.

My role involved competitor research, how to work with influencers and how to improve social media channels.

I also looked into shipping strategies and worked on product development research.

My internship was hugely inspiring, and after a week, I decided to investigate working my own startup idea, The Odd Earring Company.

It was an idea I'd had years ago, but I didn't think it would go anywhere. But being in Bali and talking to producers made me realize it might be possible. So I got prototypes made, bulk ordered my products, set up a Shopify account and got my logo designed. By the time my four weeks was up I'd decided to go ahead and launch it.

The first time I came into Hubud [the co-working space I was based out of] it was a complete shock. It doesn't look like an office, it doesn't feel like an office. There's a massive open, buzzing space but you've also got a conference room at the back for quiet working. a great view over the rice paddies, it gets the most air and sunlight and it feels like you're working outside. It's just an incredible place to work. Another great thing about Hubud is that it's all made out of bamboo. So it feels like you're merged into the environment.

Everything has surprised me about the experience. I wasn't expecting it at all, I was still expecting rigid working hours but the work-life balance is incredible. I don't feel like I've been at work at all. Being here is so inspirational and incomparable to anything I've done before. It's amazing how the community can help you drive forward. The connections are also amazing, including one who connected me with someone who worked for Cartier.

This experience has made me realize I will always need something creative in my life. And that I'll always need something that I know I can run myself. I still don't know whether it's feasible to do it full time yet, without any other income sources. But being out here has certainly made it something I want to explore.

I would 110% recommend the internship. There aren't any other experiences like this one on offer for students at the moment. And I think this is the way the world is going."



## **How my time in Bali made me think twice about corporate Ian's story**

**Recent Cambridge University engineering graduate Ian Leung, reflects on his time on Start Me Up's Startup Internship Program.**

"Have you ever only had corporate internships? Or are you wondering what working for a startup would be like? If so, Start Me Up's program is almost certainly for you.

Being on the Start Me Up program gave me a unique experience in Bali. The exposure to startups and their founders was incredible. During my time in Bali, I worked as part of the startup community across a variety of business sectors. Initially, I started working for a travel-tech startup to help them redesign their help and support section. But I also took on a consulting project for an SEO startup in the second part of my placement.

I was given a lot of freedom to design their process workflow and I helped them integrate this process. I learned how to use different tools to help them automate more of their business, helping them streamline their processes. Working for a startup is high impact and you get to make a big difference to the way it operates.

During my time in Bali, I also met so many great people: from YouTube vloggers with 100,000 subscribers and programmers developing apps to rival Uber and founders giving up their corporate life to start a business in Bali. Everyone has a unique story.

What surprised me the most was the popularity of the startup scene in Bali. It's surprisingly diverse. If you've considered Silicon Valley as a career option, Bali is definitely a place where you can get a feel for whether you would enjoy life at a startup.

You get to experience working for a startup without the pressure that comes in Silicon Valley. Here people juggle successful startups with fun. Barely anyone follows the 9-5 routine - people prefer to surf in the morning before getting down to work in the afternoon. Previously, I thought all successful startups would require more hours than a normal corporate job, a reputation that is seen within Silicon Valley. But this was definitely not the case in Bali.

It's more than just working. Hitting a creative block? Go surfing. Need a place to chill? Go watch the sunset at the beach. Feeling hungry? Hop on a scooter for five minutes and find all types of cuisines available to you. There are so many opportunities and the social/nightlife scene is great.

My highlight on this trip was climbing Mount Batur, which was organized by Start Me Up. Setting off from home at 1 am, we reached the summit at sunrise and admired the beauty of Bali. The people, the startup scene, and the activities make Bali a fantastic place to intern. For me, this experience has made me definitely think twice about going into corporate."



**More than I could have hoped for**

### **Suzi's story**

**21-year-old Suzi White has just graduated from Durham University with a degree in history. She spent one month on Start Me Up's Startup Internship Program in Bali:**

“Graduating should be a time of celebration, but for many recent graduates, it’s a time when panic sets in about what the future holds. As an ‘all-rounder’ throughout my academic life there was never any clear direction for me career-wise. Through University I felt myself moving along the most publicized option of a large corporate graduate scheme with a finance focus.

Spending a month in Bali interning for an Australian fintech startup allowed me to realize that there was another way of doing things. One which encouraged my personal and professional development, as well as allowing me to have impact from the first day.

Within my internship I took on a range of roles from marketing and research, to UI/UX work and helping the founders with design aspects of the Minimum Viable Project and Version 1. Being involved in such a variety of tasks and being present during decision-making provided me with a unique insight into how much work goes into creating a business. When you work for a startup, you get to see how everything works from beginning to end and talk to all the members of the team – even those who are based in other countries – on a daily basis. This is unlike big corporations where you’re part of a massive department of specialists.

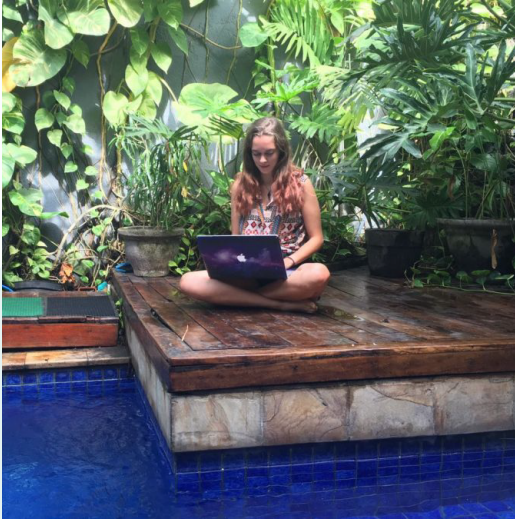
The internship, however, provided me so much more than work experience.

Being in the co-working spaces of Ubud, I got to meet people from all over the world and gain insight into how co-working benefits businesses and the individual. From attending skill shares and events, everyone I met loved what they were doing and would always find time to talk and give advice. This warmth and encouragement is something too that I felt was lacking in the corporate environments I had been in before.

Living in Bali also allowed for the most incredible after-work lifestyle. Eating delicious food, going to events and getting to spend time with the other interns and plan weekend trips meant that we were always busy.

As a direct result of this experience, I’ve decided to spend the next year really exploring the co-working community and have already managed to source work at a startup at home. I am, however, hopeful that I will be able to return to Bali soon and spend more time in this amazing place.

I couldn’t recommend it anymore. It’s been exactly what I needed and more than I ever could have hoped for.”



## How I Ended up Building an App in Bali

### Abby's story

Abby Mitchell is studying a BAsc:Arts and Sciences at UCL in the UK. She spent one month in Bali on Start Me Up's Startup Internship Program.

I had my doubts about paying to do an internship, but I figured it was not really much more expensive than just going traveling by myself, and at least this way I would get to visit a new place and maybe get something useful to put on my CV.

Considering these were my initial thoughts I can safely say that this experience vastly exceeded my expectations! Not only did I get to avoid a stuffy London office over summer, but I came out with a solid foundation in coding and a new sense of direction.

While I was in Bali I was essentially a web development intern. I was working with the CTO of a startup that connects artists with record labels, and together we were developing a new website for the business.

I learned so much from my mentor, not just about coding, but about living and working in Bali, potential ways to develop my career, and how the 'digital nomad' lifestyle works.

By the end of my time in Bali I was somewhat glad that I wasn't being paid. I felt that I learned and gained so much from the experience, that I was certainly getting more out of it than my startup mentor was. It wouldn't have felt right to also take their money, especially as so many startups are always struggling for cash.

The amazing beach-front location and traveling opportunities were obviously a huge draw for me when I signed up for this, but I still worked long hours. I was in the 'office' five days a week, working and learning pretty much non-stop. It was certainly a challenge, as web development involves a lot of research, reading documentation, and Googling stuff when you can't figure something out.

Sometimes you will be stuck on an error for days which can be so frustrating and make tensions run high, so this experience was definitely a good exercise in patience and retaining motivation.

My month in Bali not only helped me develop my technical skills, but also helped me develop as a person. That sounds really cheesy I know, but I genuinely learned a lot about new ways of working and what works for me. It's a difficult thing to describe, but just experiencing it for a month has helped me decide that I want to do more of this.

The people that I've met here have all been really lovely and friendly. It's very easy to network and develop personal and business relationships with people in a short period of time. Start Me Up was also super helpful with organizing activities, facilitating contact with the other interns, and just generally providing help and advice on any issue. So I never felt like I was truly alone, which was a concern I had when I first decided to do this by myself.

So what next?

To be honest, I've never known what I want to do with my life. My whole degree is essentially based on the fact that I don't know what I want to do and I kind of suck at making decisions about my future (I study BAsc:Arts and Sciences, I basically get to choose whatever I want to do. It's pretty cool).

So I was genuinely incredibly surprised that this experience has, for the first time in a long time, provided me with some direction. Don't get me wrong. I still have a long way to go, it's not like I suddenly have a whole five-year-plan set out.

**But I know that I want to continue with web development, I want to continue building on the skills and experience I've gained from my Bali adventure. Now I'm working as a web developer for another startup in Shanghai, while also doing my year abroad from uni. I'm also developing my own app as part of my final year dissertation for when I get back to London, something I never would have dreamed I was capable of prior to my internship.**

So I guess you could say this month has been kind of life-changing, if you're into that kind of inspirational talk! It was an amazing time and I look forward to seeing how much further I can take all the things I've learned.

# Great sites

## Coursera

Courses from top universities.

<https://www.coursera.org/>

## Udacity

Udacity is a for-profit educational organization founded by Sebastian Thrun, David Stavens, and Mike Sokolsky offering massive open online courses

[www.udacity.com](http://www.udacity.com)

## Udemy

Udemy is an online learning and teaching marketplace with over 55000 courses and 15 million students.

[www.udemy.com](http://www.udemy.com)

## SkillShare

Over 17,000 classes taught by experts.

[www.skillshare.com](http://www.skillshare.com)

## Edx

EdX offers free online courses and classes.

<https://www.edx.org/>

## Code Academy

Codecademy is an online freemium interactive platform that offers free coding classes in 12 different programming languages including Python, Java, PHP, JavaScript, Ruby, SQL, and Sass, as well as markup languages HTML and CSS.

<https://www.codecademy.com/>

## Free Code Camp

Help NGOs while you learn to code

<https://www.freecodecamp.com/>

## Team Treehouse

Learn Web Design, Coding & Much More. Treehouse offers a 7-day free trial to our course library! Choose from 1,000s of hours of content, from JavaScript to Python to iOS. Learn to code and get the skills you need to launch a new career.

<https://teamtreehouse.com/>

## Envato tuts

20750 How-to tutorials. Find videos and online courses to help you learn skills like code, photography, web design and more.

<https://tutsplus.com/>

## GitHub

GitHub is a development platform inspired by the way you work. From open source to business, you can host and review code, manage projects, and build software alongside millions of other developers.

<https://github.com/>

GitHub also has an amazing student pack:  
<https://education.github.com/pack>.

Stack Overflow  
<https://stackoverflow.com/>

GitLab  
an alternative to GitHub, with better stats visualisations and team integration. As a downside it is quite unstable, with quite a big data loss early this year  
<https://about.gitlab.com>

Heroku  
A great cloud platform that helps you set up a web server in 5 minutes  
<https://www.heroku.com>

ThinkFul: Online coding bootcamp with 1-on-1 mentorship  
<https://www.thinkful.com/>

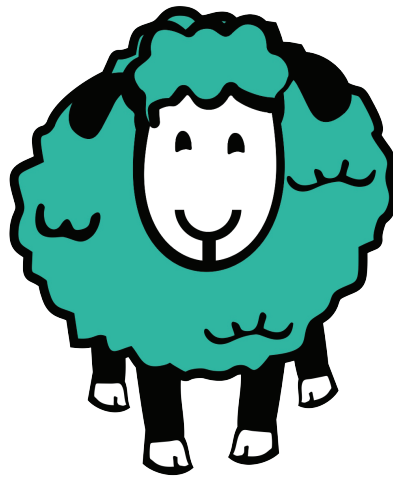
# Try our TO DO STUFF LIST and log your notes.

	Put your "To Do" links here	Notes
Enrol on a course		
Subscribe to a podcast		
Design a concept		
Go to a talk		
Give a talk		
Do an internship		
Find a mentor		
Learn a new skill online		
Launch a creative project		
Launch a business		
Write a book		

Research a case study		
Sell a product		
Start a podcast		
Try freelancing		
Volunteer		
Build a website		

**TOP TIP:** Part of the reason people don't follow their dreams is because many of these pursuits are solitary. App ideas fall by the wayside. This is why finding like-minded people to work with on 'solitary' pursuits is one of the most helpful things you can do. People who will be able to help you bring your app, book or blog into fruition. Join an accountability group or society. Hang out in a co-working space. Spend time with people who have different skills to you.

**Best of luck  
on your adventure and  
stay in touch.**



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