



Serve No Master

How to Escape the 9-5, Start up an Online Business, Fire Your Boss
and Become a Lifestyle Entrepreneur or Digital Nomad

Jonathan Green

Dragon God Books

THE DAY THE EARTH STOOD STILL

It was a couple days after Christmas, and I'd put my entire life on the line. Months of work, years of preparation and strategy – and seven thousand dollars of my family's money.

I'd invested it all – everything – on one wild idea that I hoped would save my sanity and give me financial freedom. And now... the roulette wheel was spinning.

Two days earlier the last of my credit cards was frozen. All of my bank accounts were empty. If the ball didn't land on my number, my life was about to come crashing down around my ears. Which sounds crazy... but I knew that if I didn't do it, I'd go crazy.

What makes a regular guy become so desperate?

For years I had been working as a "fixer" for small businesses, selling my time for dollars. Making videos, writing articles, working on code until late at night. If they needed it, I did it. I was basically a human drone!

I needed to escape that life and move to the next level. My clients had turned into my bosses, and I was desperate to escape the constant phone calls, emails and texts that chased me every day.

Sitting in front of my computer that morning, all I had left was hope. If this didn't pay off, I would have to declare bankruptcy. And I didn't exactly have a supportive environment. Everyone around me told me I was a gullible idiot, that I was working on some get-rich-

quick scheme, that I was too lazy to do “real work”. But there comes a moment in life when you just have to take that leap of faith and bet on yourself.

10 am, my product went live – a digital training course explaining everything I did online, and how to get your own base of clients. Sure, I was sick of being a “local consultant”, but I also knew there were tons of people who’d bend over backwards to have what I had.

The first sale came in and I was jumping up and down in my seat like a little kid, so nervous I wanted to throw up. Remember, one sale wasn’t going to save me – I was almost ten grand in the whole. Each little sale sent me an alert to my phone as the email came in.

You made a sale!

I couldn’t believe it. The pennies turned into dollars. The dollars turned into hundreds and then thousands. Was it possible? I could already start to taste success.

Within twenty-four hours I had paid off all of my credit cards. They were way beyond “unfrozen”. They were on FIRE. I was in the black, and the sales kept rolling in. My little idea turned into something beyond my wildest expectations. In twenty-four hours there were over one thousand seven hundred sales. After paying off all my debts, there was over ten thousand dollars sitting my PayPal account.

From negative seven thousand to plus ten thousand in a single weekend. I couldn’t think of a better way to ring in the New Year. I went up to Washington, DC to celebrate with one of my buddies. All night my phone kept buzzing in my pocket. Sale after sale continued to rock in while I was rocking in the New Year. I was making money faster than I was spending it for the first time in my life.

Even when I was asleep, money continued to pour into my account. And I’d gotten addicted to that little buzzing noise in my cellphone. I could barely nod off before it blared up again. With a list

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of thousands of satisfied customers, my life changed forever. I would never have to listen to drink Mountain Dew at 5AM and “grind” at some gig ever again.

I was finally in control of my financial destiny, and I felt my first taste of true freedom.

How the hell was I supposed to know it would get more complicated from there?

THE CHAINS THAT BIND YOU

Everybody defines freedom differently.

And I can't tell you exactly what freedom is – it's something you've got to decide for yourself. You grabbed this book because you're looking for freedom, and even though I don't know you personally yet, that makes me proud. If you're reading this book, odds are that right now, you're wrapped in three layers of chains that trap you in a life that doesn't satisfy you. If you've got it in you to break these three layers – changing the way you think about business and life – you've got everything it takes to achieve rapid success. Are these problems that you solve once and forget about? Nope. If you're like me, you'll be improving in these areas all the time. But it gets easier when you aren't struggling for survival with your head barely over water.

The first layer of chains is in your mind. These chains are amazingly strong, and they're made out of fear. Think about this: to train a circus elephant, they start at birth. They take the baby elephant and tie it to a pole. She will tug and try to break free but is simply not strong enough yet. By the time the elephant is an adult

she will no longer tug on the line. Why? She has been trained to be chained. And the amazing thing is that the adult elephant is more than strong enough to break free. She is not actually tied to the pole with a real chain, but instead is held in place by a mental chain.

There was a fire at an American circus a long time ago, and none of the elephants survived. Even faced with scalding fire they didn't try to pull on those ropes. They were so convinced that they didn't have the power to escape that they didn't even try.

This is the chain of fear and it is very strong. Fear is the main force the government uses to maintain control over us. Fear is how they force us to spend hundreds of thousands of dollars on a college education that doesn't help us get a better job. Fear is what keeps you from quitting your job. We are all afraid because it's around us every single day. Fear is exactly what I felt when I lost my job. When you tell your spouse or your friends that you are going to quit your job, their immediate response is to use fear to keep you enslaved. They will ask what you will do for money, tell you that it's so hard to find a new job now and give you plenty of other reasons that you shouldn't do it. They are all fear-based reasons. I have lived a life less ordinary. I have been told over and over again that I can't do the things that I want to do. That I'm not good enough, skilled enough, rich enough, lucky enough, good looking enough...

We believe in these chains so much that when we see someone walk away from them, it terrifies us. They shatter our reality with their behavior. If he can just walk away from the chains of fear, can I

do the same thing? That is an overwhelming question. If you believe in the chains enough, they become quite real. Every month I have to come up with a project or work on something that I create in order to generate income. I don't have a steady, single revenue stream like a job. Most people find that shocking and they are more afraid of my freedom than their own enslavement. Unfortunately, most people believe that working for a large company provides security, but you won't believe how fragile your existence actually is at a large corporation. We are taught over and over again to love our chains and to fear freedom.

The second layer of chains that wrap around you are financial. You simply can't afford to quit your job. You need that income stream to pay your rent, feed your family, and cover your medical bills. You need that health insurance in case you get sick. If you leave that job, your life will start to unravel. Eviction notices and collection agencies will start hounding you. These chains are intertwined with fear. Who isn't afraid of getting kicked out of their house and living on the street? You can't leave the prison until you can self-sustain. Financial chains are quite real. They aren't as scary as fear chains but without control of your financial destiny, breaking the fear chain is meaningless.

Bills are real, and we live in a debt based society. More than fifty-five percent of Americans barely break even or spend more than they make. We start out owing a little, and every month our debt continues to increase. Credit cards were only invented a hundred

years ago. They turned us from a country of people with savings to a country of people with debt. As long as you have debt hanging over your head, it's impossible to feel true freedom.

The third chains are made of knowledge. You can't escape the prison without a plan. You need floor plans, a guard schedule and a getaway vehicle. What good is jumping over the wall if you are just going to be running across a field on foot? Those guys get caught every single time. Without the knowledge of how to change your financial destiny, you don't have any hope of escape. There are a lot of books out there that'll help you with one of these sets of chains, but you need to break through all three at once or your escape will fail. You'll end up back where you started, even more depressed than before.

Most of us never use what we learned in high school or college. Those schools are designed to churn out factory workers, not leaders. We were trained on obedience more than anything else. We are taught to sit in our seats and stay quiet while we do whatever the teacher tells us to. To answer bells, show up on time, and be quiet. We are trained to obey our prison guards.

But for you, all that is ending right now.

I COULD USE A LITTLE HOPE

So imagine this. I'd been injured after a car accident and was staring down a terrifying prospect – years of selling people computers they didn't need at prices they couldn't afford. You've probably been to a "tech store" like this once or twice. They mostly make their money from bilking old people.

And when I finally quit, the boss took it like a personal affront. How dare I leave some going nowhere gig? She actually told me that nobody would ever hire me again. I was so confused by that – why get so personal, so quickly? I had nightmares for two years after that job and yet they tried to use fear to trap me. She wanted me to feel scared and powerless, in order to make me easier to control. We are raised to respond to fear, and every institution around us works hard to control our decisions using that power. Why? Because fear works.

Don't believe me? Watch the news at night. Every single story is bad news. People in that business have a saying: "if it bleeds, it leads." The more horrible the story, the more attention it gets. They always play those little snippets during the day - "something innocuous and random in your house is going to kill your children, we'll tell you at eleven." It's a tactic. They use fear just to get you to watch the news. If they actually wanted to help you, or the danger was real, they would give you the information immediately.

The government uses fear to maintain its power, too. If we aren't hearing about the Russians, it's the Chinese, or terrorists. There is always some new existential threat to our way of life. When it's not swarthy foreigners planning our demise there's something environmental.

When I was a child, I remembered hearing story after story about the hole in the ozone layer that was going to give everyone cancer and kill us all. Let me ask you a serious question: When is the last time you even heard the phrase "hole in the ozone layer?" I bet it's been more than a decade and probably more than two. The hole in the ozone layer was discovered a few months before NASA was about to lose a bunch of funding one year. They got the funding they wanted and suddenly the "problem" simply disappeared.

What about global warming? We are berated by celebrities and politicians who give speeches about how we are so horrible, right before they hop on private jets and burn more fuel than you will in your entire life. The same scientists who started the global warming scare in the 1980s were claiming global cooling just ten years earlier. Aren't you a little suspicious that the same data somehow proves too opposites? The only thing that connects these two conclusions is the desire to incite fear to affect your behavior.

The entire Western education system is designed to crush creativity and control you through fear. They tell you that if you don't get into a good kindergarten, you'll never get into a good grammar school. Each step along the way you hear how you need to do more activities to improve your little baby resumes so that you can build your resume at some other amazing institution.

And by the time you're twenty-five, you have a masters that's basically worth garbage and hundreds of thousands of dollars of debt. Let's do a simple analysis for just a moment to see what your education is really worth. Let's just say modestly that your education

costs \$250,000. That's including room, board, food and every other collegiate and post-graduate expense. And I know that number is far too small if you are thinking about a PhD or law school.

The average small business loan is \$25,000. So you could go to college or for the exact same money you can start TEN businesses. If you've read the statistics that the government puts out there to scare you out of starting your own business, you know that eight out of ten small businesses fail. That means you could have taken that college loan, started ten businesses, let eight of them fail and own two thriving businesses by the time you're in your mid twenties.

That sounds pretty great to me!

The real problem with college is that most of what they teach you is garbage. It's almost completely worthless in the real world. If you are going to be a doctor or lawyer, then the stuff you learn is useful. My sister has a degree in art history. She then went to law school and became a tier 1 lawyer. She works 100 hours a week. I'm not really sure that's the American dream for me. How often do you think there is an "art history emergency" in her law office? Where is the value in the undergraduate degree?

All that work and those four years of college have zero effect on her career. Law school could just as easily start at eighteen, like it does in most other civilized countries. But then how would these institutions screw you out of hundreds of thousands of dollars?

All that money. Most of what they teach you basically worthless in the real world. All you learn in the American education system is how to be a drone, and this natural desire for education and self-improvement has been commoditized, exploited, and strip-mined. They stamp out creativity and brilliance with rules, standardized tests and a host of terrifying narcotics. If I had been just a few years younger, I'm sure my teachers would have used one exotic brand of tranquilizers or another to keep me quiet and drooling.

Most people who graduate from college have degrees in worthless subjects - art history, ancient Greek history, philosophy, communications, leadership, and modern feminist studies. I don't really care about the merits of learning those things. What I do know is that none of those give you skills to put food on the table. None of those translates into a real world job.

Rather than admit that they teach you garbage and charge way too much, they pour on the fear. They have to. Their industry depends on it. We hear things like "nobody will hire you without a college degree" all the time. Understand, this isn't sour grapes from a dropout. I have a college degree and a Masters. My dissertation for my masters was so good that an educational publishing house picked it up and it's available in print.

And yet for all that education... that fear driven education, I use less than five percent of the things I learned in college. I use absolutely NOTHING that I learned in my Masters. The main value I get from my education is that I sometimes write in different books, like this one, about how I use nothing I learned in college. And I went to a good school.

I graduated at twenty-one with a degree in my fist and nobody would hire me. I got the same rude awakening most kids these days experience. You walk out of a college that tells you eighty percent of their graduates find a job...only to discover that they include jobs in the fast food industry. They include bad jobs in that statistics. You can get a degree in science and end up stuffing bags at the grocery store, and the university will mark your losing job as a win in their brochures.

We are trapped in a prison of glass walls and invisible guards. The reason you don't ask for that promotion you deserve, quit to start your own business or hop in a plane to start a life in a new country can be boiled down to one single word - FEAR.

This is a book designed to replace fear with reality.

It's unfortunate, but the moment you tell the people around you that you're even thinking about quitting your job or starting your own business, they get in on the game. They give you a host of reasons why it's a bad idea. And if you're paying attention, you'll see that they're all fear-based reasons. And the fact is - you might not succeed. But that's exactly what happens if you don't try.

My whole life, I've been driven by the desire to prove people wrong. That's probably my defining characteristic. When people tell me that I can't do something, I have no choice but to prove them wrong. When I cross the finish line, those same people shove their heads in the sand and blame my accomplishments on luck. They would rather blame an imaginary force than admit that their fear was wrong.

It's time to break the chains of fear that bind you. If you read this book until the end, you are going to have an exact sequence of steps that you can follow to achieve complete and total financial freedom.

I want to help you. I want to give you hope. Then I want to transform that hope into a reality. I've already proven my own naysayers wrong with my success. They still blame it on luck or random chance. So now I am going to do the exact same thing for you. I want us to work together, and stand up to the people who want to manipulate us through fear. I want to prove that my system works for ANYONE.

Your success is going to be my legacy.

SHATTER YOUR CHAINS

This book isn't a novel. I didn't write it so that you could furrow your brow and hum to yourself about how nice it is and stick it back on your bookshelf. It's a plan, and it's a simple one. I'm going to help you break through those three layers of chains we talked about earlier. First, we are going to understand exactly where those chains of fear came from, and how to mentally transition into a place where you believe in yourself. A place where you have real confidence in your ability to master your destiny. Without this confidence, you will keep seeking a new master to protect you.

We've already started the process of cracking those fear chains.

I will then help you to formulate a plan. We will design a plan that allows you to open up new revenue streams. Together we will figure out exactly how much money you need to earn to leave your job behind. To get to that moment where you step through the prison gates and shout at the sun. That moment where you realize nobody can ever tell you what to do again.

We're going to build a plan built around who you are an individual. We will assess what you already know and find a way to leverage that. The knowledge and skills inside you are the lever we will use to break open the door of your prison. You don't need to learn anything new. You already have the knowledge inside you.

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Come with me, and together, we're going to shatter the chains
that bind you.

WHAT YOU WILL ACHIEVE BY READING THIS BOOK

This book is not designed to make you feel good. To be honest, I don't care about your feelings.

I once worked for a charity in the United Kingdom. Fresh out of college, I got a charity gig teaching DJing at inner city schools and working in a youth cafe. I wasn't paid a penny and had to raise support back in America. On the very first day, we all had a little meeting. And everybody started talking in such glowing terms about how important the journey was. They wanted to make sure that at the end of the year we were all really good friends. They really focused on how we would work together.

I stood up and told them I disagreed. I told them I only care about the destination. What good is working to help those kids without tangible results? My goal was to change lives and give kids with no hope something to believe in again.

At the end of my year of charity, everyone I worked with hated my guts. They spread all kinds of (totally fictional) rumors about me. They tried to get me kicked out of a house I had rented. They hated me on a level that... looking back, was actually really impressive. And yet. Every single kid that came into the cafe loved me. I was the most popular volunteer. I had more conversations with the kids about religion and hope and the possibility of changing their lives.

The rest of the staff combined had zero conversations like that all year. I know this because I asked them directly in the final meeting.

I helped a girl with cerebral palsy believe in herself again and she ended up becoming an actress on a well-known show. I helped a kid with both parents living on welfare believe that he could break the cycle and become a successful DJ. He did.

I'm not here to tell you how great I am. My philosophy has always been the same. Feelings are secondary to success. My goal is to change your life. Your good feelings are secondary to that goal.

Let me be a little more direct.

At the end of this book I want you to make a bunch of money. That's my only goal. A book, project or website can only have one goal if it wants to succeed. If I were trying to make you feel good and teach you how to make money, I would fail at both. If you really need a book that makes you feel good while nothing in your life changes, maybe I'll write a sequel filled with pithy quotes for you.

If you read this book to completion, you will be able to do a few very important things. The first is that you will have a set of financial plans in front of you. Something real, something written down that you can follow. We will set up three financial goals for you. Dialing in exactly how much money you actually need to make is very important. People tell me all the time that they want to be rich. That's a wonderful word with absolutely no meaning. I deal in specifics. How much money do you need to make every month to live your dream life? That's the goal we're after.

The second thing you are going to have is an actionable plan to profits. We are going to figure out the exact skill or talent that you are going to develop and leverage to start making money FAST. There is something that you are very good at that other people want access to. Don't tell me I'm wrong right now. I've done this exercise with hundreds of people in person and I always find the marketable

skill within five minutes. If you don't believe in yourself yet, just shut up and wait until we get to that chapter. Let me make you wealthy, and then you can complain.

The third thing is that you are going to find a market. You are going to know exactly how to find people who want to give you money in exchange for access to your unique skill, talent or knowledge. With a skill and a market, the money will flow into your bank almost like magic. This step is the one that many entrepreneurs struggle with. How many people have a great product that nobody has ever heard of?

My entire life people have been telling me all the things that I can't do. I can't start my own business. Nobody will ever pay me hundreds of dollars just to go out drinking with me for a few hours. I can't live on a tropical island. I'm too young for this and too old for that...

I've proven thousands of people wrong and if right now you think I can't change your financial destiny, then sit down, do the work, and prepare to be proven wrong.

MANIFESTING YOUR DREAM

Every human, starting from birth, is driven by two sets of dreams. We have the dreams that are birthed within us, the ones that make our souls sing. And then we have the dreams that have been ground into our brains by society.

We are force-fed dreams about the kind of car we should drive, the house we should own and the college we should go to. None of those dreams come from within. They don't come from your heart and they are merely distractions.

What I want you to do is think about what you really want for just a moment. There are two driving forces that should determine every financial decision you make from now on. Do you desire freedom or finances? They are not mutually exclusive, but they are also very different.

I have a lot of freedom. I used to make a lot more money by working a lot more hours. It wasn't making me happy. I'm in the freedom camp. It doesn't matter which camp you're in. There isn't a good one or a bad one. You just have to think about what idea makes you happier.

Would you like to retire in the next five years and live modestly on an island somewhere? Maybe in the mountains where you can go fishing every day or really focus on one of your hobbies? Or would

you rather have a great house and a luxurious car with the ability to travel five-star every time?

I work with people on both sides of the fence all the time. You should see how I negotiate. When I partner with someone on a project, the first thing I explain is that I'm not interested in being the captain. I'll do a specific amount of work but I never want that majority share. When you are the boss, you have the responsibility and the stress. I'll just enjoy my smaller percentage from the comfort of my hammock on the beach, thank you very much.

Let's start with a simple, but powerful question:

If you never had to work again and nobody would ever judge you, what would you spend the rest of your life doing?

The answer to that question is the first step to finding your core value. It will help you to figure out what drives you. As we dig deeper into this book, we will get more specific with your dream. We will turn your desire into specific numbers. And then we'll develop a plan to earn those numbers. But for now I just want you to take a few minutes and let your imagination run free. You know how you used to imagine all the stuff you'd do if you won the lottery, invented something cool, or got that promotion? Get yourself in that kind of frame as we continue.

OUT WITH A WHIMPER

I was twenty-nine and my career was over.

"You're fired." My boss said. "Hand over your keys and any other company property and get out of here"

I will never forget driving through that snowstorm in February of 2010 on my way home to a brand new apartment in a brand new car - neither of which I could afford anymore.

With a mountain of debt hanging over my head, I walked into my empty apartment that I could no longer afford and the future looked pretty bleak.

Those words ringing in my head felt like the judgment of the totality of me as a person. Someone I thought was my friend and ally destroyed my future. I had already turned down the only other job opportunity within a hundred miles. The job I spent ten years working toward disappeared in an instant. I started to suspect that I might just be a failure as a human being.

I was on trial, but somehow they forgot the part where you get to defend yourself. Before they said a single word they had already made a decision. You won't believe the fake reason they invented to fire me. I could tell they had spent at least a week cooking up something. They decided to fire me and then they looked for a reason. The sentence was decided before the trial. A true case of the American justice system with no opportunity.

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They had absolute power over me and there was nothing I could do. I was at their mercy, but that day there was none to be had.

I thought I was set for life. During the job interview a month later they talked about how we were family now and how people stayed there for ten or twenty years. I would never have to worry about looking for another job again.

It turns out there were right...

**CLICK HERE
TO FIND OUT WHAT HAPPENS NEXT...**

