

# The Free Range Guide to Sustainable Freedom

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**How to *Escape the Rat Race*  
& Live the Life You Choose**

**By Scott Stembridge**  
The Free Ranger

If you want to live a freer lifestyle than the debt laden, consumptive, stressful life that most people lead today - the Free Range Lifestyle is for you...

## Chapter One: Introduction

*Two roads diverged in a wood and I - I took the one less traveled by, and that has made*

*all the difference.* ~ Robert Frost

This is a manifesto that can literally change your life forever. If you've ever dreamed of escaping the rat-race and living life on your terms, the next 23 pages will set you on the path to doing exactly that.

If you want to travel the world, start your own business, check off a bucket list, or something else entirely, this manifesto will help you make that wish a reality.

You'll learn that by becoming sustainably free you can directly impact the world, and the people, around you. While you are busy making your dreams a reality you have the ability to create a difference in the lives of others at the same time.

I wrote this manifesto to help you take those first vitally important (and uncertain) steps down your own path to freedom.

## Who Is This Report For?

I need you to pause a moment and take something in. This report is not for everyone.

Chances are most people will not find any gold nuggets here at all.

This really is for the small select group of people who are interested in actively causing positive changes in their life that will allow them to live on their own terms while influencing, also in a positive way, the lives of others at the same time.

Basically I wrote this for people who are serious about escaping the 9-5 grind and creating a sustainably-free life that impacts the world around them.

Sustainable freedom varies from person to person. For some it's complete focus on their art, for others its being an entrepreneur who starts a business that makes a huge difference in people's lives, while for others it's being able to stay at home while not having to worry about the finances week-to-week or every month.

## Before You Go Any Further!

A word of warning before you go any further. If you choose to read through to the end or put this report down and do something else instead, please remember:

**You choose how you want to live your life. It's not anybody else's decision to make.**

Read it again.

That statement above is some of the best instructions for creating sustainable freedom you'll find anywhere. Pay attention. If you're deadly serious about creating your ideal lifestyle, and you apply it every single day there isn't a force in the universe that can stop you from achieving what you set out to do.

Sure you may feel your options are limited right now. Regardless of the consequences or the impact, the decision is still yours alone to make (I wouldn't expect you to just completely walk away from your current life, but just remember you have choices at all times).

If you want your dream badly enough, and are willing to make the changes necessary in your life to bring it into existence, you can live a life of sustainable freedom... or do anything you want. The world truly is your oyster.

You will have to give up a few things, like expectations, assumptions, and your comfort zone. These things are what hold you back from realizing your perfect life.

The mistakes you've made, are making, and will make, are simply

experiences you can use to grow from. If you choose.

Your past doesn't matter, what you've been led to believe doesn't matter; who you think you are right now doesn't matter. What matters is that from this moment, right now, you can make a choice to completely change the way you live your life and impact others around you.

You can focus on things you enjoy doing, and improve the world around you. One day at a time.

Your choice.

## Too Good To Be True

You're still with me. Good for you! Clearly you've got a dream you want to make reality.

But I know what you're thinking "Sounds too good to be true", right?

Well, it's not. It's a matter of free will. Yours.

"You are free to choose what you want to make of your life. It's called free agency or free will, and it's your birthright." ~ Sean Covey

It's not for me to tell you how to live your life (I think I've made that pretty clear!); this manifesto is not about should, must, or do. It's a guide to show you how you can make changes to your life.

If that works for you, read on.

## Free Ranger

One last thing; I should tell you who I am to be handing out all this sage advice.

This is the shortened version:

I spent twenty years working in hospitality as a professional chef and business owner. When I left the industry I turned copywriter and entrepreneur.

In 2006 and 2008 my awesome wife gave birth to our two amazing children Emily and Ryan. Together we make up the **Free Range Family**.

At the time Ryan was born Angela and I were part-owners in a cafe (living in Wanaka, Central Otago, New Zealand) with the plan to take complete ownership of the business as our business partners wanted to move on to do other things.

Up to that point owning our own restaurant business had been the dream we had been chasing for a number of years. We worked hard, and juggled parenthood, after all we were close to making our dream a reality.

Anyway, sacrificing is what you do when you start out in business. That and rack up tons of debt to make the dream happen.

Then it happened. The rug was pulled firmly out from under our feet.

Our business partnership had soured and our partners wanted to sell, but

not to us.

The business got sold, and we got landed with a huge debt to pay off and absolutely nothing to show for it. We were devastated, it had been our dream for so long, it was within our grasp, and then we ended up cast adrift, no dream, no business, and no way to pay off our debt.

Obviously if we were Donald Trump we'd have gone on to declare bankruptcy. My wife's parents had helped us get our loan to get started. Bankruptcy would have meant their house and retirement savings too.

So we left Wanaka and moved back in with my in-laws in Wellington.

It was a tough time mentally and emotionally for us but, for the sake of our kids, we couldn't wallow in self-pity.

Angela and I went back to working in various jobs, mixed in with running a couple of different businesses. We treaded water and struggled to keep from drowning in debt. As if things couldn't get much lower I succumbed to burn-out with professional cooking (no pun intended).

A lot of soul-searching followed, it was time to change the way we approached what we were doing, to look in totally different directions. The result was I ended up looking online to find something else.

Working online is a great option to choose. It gives the opportunity to be flexible in how you work, and where, which is great for us with our kids.

We went looking in another direction and found our new dream. To live by our own rules back in Wanaka, simplify our life, and to exercise our free will whenever we choose. We're not there yet, but this is our journey we want to show, and hopefully inspire you to make the change you've been dreaming of.





## Chapter Two:

# Not Everyone Wants To Escape The Rat Race

### The Choice is Yours: Red Pill or Blue Pill

*“This is your last chance. After this, there is no turning back. You take the blue pill--the story ends, you wake up in your bed and believe whatever you want to believe. You take the red pill--you stay in Wonderland, and I show you how deep the rabbit hole goes. Remember: all I'm offering is the truth. Nothing more.”* - Morpheus

So that's our backstory. Towards the end I'll share with you our upcoming future and what adventures lie in store for us.

In a moment I'm going to ask you to consider two vital questions that you absolutely must think about if you want to escape the rat race for your dream lifestyle. Right now I have a secret to share with you.

***Not everyone wants to do what you want to do.***

Yep, seriously. Not everyone wants to do what you want to do.

Now what do I mean by that?

You are making a decision to change the way you live and think about your life. You are making a conscious choice to create a different lifestyle; you're choosing the red pill and heading further down the rabbit hole. That kind of change scares most people.

Don't get me wrong, people will tell you they want change in their life, some even really believe it, but they'd rather have it happen TO them instead of them having to DO it themselves.

When it comes time to step up and take action, all they do is swallow the blue pill and go back to believing the world is unfair and someone will come and make it all better for them...

... It's their choice to take the blue pill.

Now listen, if I've got it all wrong and you'd rather swallow the blue pill to keep the status quo that's ok, you're not alone. Conforming to society's expectations is safe and comforting. A lot of people are quite happy not rising above average.

If that's you, it's now time for you to swallow the blue pill, close the report and enjoy your life as it is. Have fun!

## The Two Questions You MUST Ask to Exit Stage Left

Still with me? Awesome sauce. If the thought of a safe and comforting life conforming to society's expectations sent a shudder down your spine and had you looking around for the nearest exit it's time to take the red pill.

One of my favorite books growing up was "The Hitchhikers Guide to the Galaxy".

**DON'T PANIC!** Was printed in large letters across the front cover.

Now is the time to not panic. The path down the rabbit hole is not easy, it's even risky. You'll have to grow mentally. You'll need to be able to learn new skills, to keep an open mind. You'll need patience, focus, and discipline. Yet if you want your dream badly enough there isn't a force in this universe that will be able to stop you. Quite the opposite in fact.

To start your new journey of discovery and change these are the two questions you need to ask if you're serious about escaping the rat race:

1. What does your perfect day look like? What do you want out of life?
2. What message do you want to share with the world that comes from the heart?

Take a few moments to think about these, then before we go any further grab some paper or a notebook and write down what comes to mind.

Right let's begin...

**What does your perfect day look like? What do you  
want out of life?**

What does your ultimate dream look like? Assuming you are in control of your life and your finances and that you don't have to go to a job you dislike, how does your perfect day look?

In brief. Describe your perfect day beginning from the moment you wake up, for each hour of your day, until you sleep. What you think, do, say.

Now write this down. On paper. I mean it. Get out some paper and manifest your perfect day in the real world.

The point is focus on taking actions that bring your reality closer to your perfect day.

An awesome couple, Mike and Regina Van de Velden, who are our marketing mentors (and dear friends), got us to do this right after we started working with them. They were given the exercise from their mentors Brian and Rhonda Swan. They're all living their dream lives traveling the world as freedompreneurs!

What I'm trying to say here is do as the successful people do. This exercise works.

And as I'm assuming you really want to change your life, this will help you focus on what you do and how you use your time to make those dreams reality.

I cannot stress this enough: **DO THIS EXERCISE!** You can always go back and change it later if you want to.

The next question:

**What message do you want to share with the world  
that comes from the heart?**

One of the truisms about success is that to make your dreams come true you need to do something for other people as well.

As the great Zig Ziglar once said; "You can have everything in life you want, if you will just help enough other people get what they want."

You see when you figure out a problem in the world that stirs your passions, and you can inspire people to take action and ultimately improve their lives it becomes your responsibility to share that knowledge. There is nothing wrong with pursuing your own goals and helping other people at the same time.

In fact there is everything right with this way of thinking.

The people who take the blue pill will tell you that you can't actually make a difference in the world so you just concentrate on making money, get educated,

get a good job, play the game, work in the system, blah, blah, blah. Then they say, now you're rich you can help the rest of the world.

If you fall for this idea, you miss out on the true wealth this world has to offer.

Take your time answering this question. Ponder it. Sleep on it. You may not get it right the first time, that's ok. Sometimes you have to try different things to figure out what the message for you is.

For us it was to stop living a life of debt and consumerism, get out of the rat race and live a simpler life.

And no you don't have to become a hippy in a commune, or move to the country to make that kind of change.

Our message is for anyone ready to take the red pill and head into the rabbit hole in search of a different life than the one they have right now.

That you?

## Our Simple Answer: The Free Range Philosophy

This brings me to the philosophy we have adopted as the Free Range Family.

Think of it as our Free-Range, Organic, Bio-degradable Red Pill.

Living sustainably is not about depriving yourself of a standard of living. It is about making conscious choices, thinking about the larger picture and the consequences of what you do.

Sustainable freedom is about living your life as you choose, without having to worry about that way of life disappearing overnight. It is pointless to escape the rat race only to be sucked back in because you couldn't make the change last.

To create lasting, sustainable freedom we chose to simplify our life.

We're on a journey to:

Reduce, Reuse, and Recycle (and I don't mean separate cans from cardboard!)



Angela and Scott – Living sustainably free

## Chapter Three:

# How to Become Sustainably Free

### Reduce

*"The simplest way to achieve simplicity is through thoughtful reduction"*

~ John Maede

Our lives are complex and busy in a seemingly unending race for success.

The traffic jam, the work deadline, the pressure to buy an increasing amount of stuff we don't really need. This is the daily reality for the majority of us.

We said enough. Angela and I decided we no longer want to raise our kids to know only this way of living. To not be able to spend time together as a family because Mum and Dad are constantly working, or too tired and stressed to be fully present when we are.

**Take a good look at your life.** How are you spending your time and your money? Escaping the rat race and being in control of your own freedom means you need to stop playing the consumer game.



**Buy and consume less.** For example we feed our family of four on about \$100 per week. Often less. We cut out processed snacks for the kids; we bake biscuits and make our own bread. We put in a vegetable garden using the space we had available. The second car went. We increased our use of public transport and work in together more to utilize the car to be more efficient in our travel.

Angela started doing workshops showing people how to quickly and easily make their own cleaning and cosmetic products at home. We walk the talk and do these ourselves. I haven't bought shaving cream or deodorant since I can't remember when. It's all made in our kitchen these days. Cheap and simple.

**Pay off debt.** For a few years we had been shuffling debt around, trying to pay off what we could, but basically just treading water without moving forward. Our move towards becoming sustainably free has changed that. Debt elimination is a big priority now. Without removing the noose around our necks we are forced to play the consumer game and cannot make the choices we want to live our life of freedom.

## Reuse

*“Learn how to be happy with what you have while you pursue all that you want.”*

~ Jim Rohn

When you’ve simplified and reduced as much as you can the next leg in the sustainably free stool is **Reuse**. It’s time to think outside the box and start looking at how to make the most use out of what you already have.

**Think when you buy new things.** Ask yourself how many different uses you can get out of what you’re buying. Sure a new shirt might be nice, but what about getting a second hand sewing machine, learning to sew and making multiple shirts from a roll of material that won’t cost as much as that new shirt you were thinking of buying?

**Head to the Op Shop** and the recycle center and see what you can reuse from there. Put your own style on items that can get more use out of them. You don’t have to become a hippy to live sustainably free. It’s about making conscious choices and thinking about the actions you are taking each day. What are the long term consequences of your daily decisions?

One piece of advice that my father had has stuck with me, if you’re going to buy new buy quality the first time. It’ll last you longer than buying cheaper

quality. You might pay a bit more out of the gate but you won't have to keep buying more as it wears out.

**And then there's upcycling.** Ah, upcycling. The art of renewing the life of an object by turning it into something else that is useful to you. Creativity and practicality all rolled into one neat bundle. Society throws so much away, it's great to be able to take that "junk" and give it a new lease of life.

**"Reuse" is not just about using what you buy** or upcycle it's also about using the skills, knowledge, passions, and curiosity that you and those around you have. Reuse the intangible wealth you have to improve your world and help bring dreams to reality.

## Recycle

*“Nature does not hurry, yet everything is accomplished” ~ Lao Tzu*

The final leg of our free range stool is **Recycle**.

And no I’m not talking about separating cardboard, plastic, and cans from your normal trash. I’m talking about cranking the rinse and repeat cycle of your actions to create consistent, ongoing results which will positively impact your life and the lives of others around you from now on.

So far you’ve reduced your consumption, stress, and debt. You’re reusing what you can and thinking about how to get the most out of what you get.

Now it’s the time to build on where you are at.

We set about creating the Free Range Family brand. To share our passion for, and our journey to, living sustainably. Our aim is to remove the obstacles and mindsets that people may have around improving their lifestyle. At the same time we want to grow a life for ourselves that is self-sustaining. One that lets us escape the rat race and have the freedom to live simply as we wish.

To do the same thing you need a vehicle for earning income while you’re off doing other things like traveling, pottering in the garden, hanging with the kids.

What you want is consistent income that takes the stress and worry out of everyday living.

And let me be clear here, I'm not talking about "get rich quick" or "push-a-button fully automated ATM businesses". I'm talking about creating a business to leverage your time, money, and knowledge...



Lake Wanaka, Central Otago, New Zealand

## Chapter Four:

# Plant the Seeds Today to Reap the Harvest Tomorrow

### The plan of attack and how to overcome challenges

*“Success is neither magical nor mysterious. - Success is the natural consequence of consistently applying the basic fundamentals.”* ~ Jim Rohn

You will face challenges and obstacles and plenty of them. It's a given.

The obstacles will come from well-meaning family and friends. These blue-pill swallower's mean well, they want to save you from pain and anguish, the fear of failure and the fear of success. Wrap their mediocrity around you and keep you safe and warm in “averageville”. It's their generous offer.

Don't rise above your station lest your head be chopped from your shoulders!

Then there are the critics. Those guardians of the status quo who stamp out with vicious impotent rage anyone who dares not to conform to their rigid vision of reality and the roles we all must play within that world.

But with a clear vision of your own to aim for and by taking action each and every day you will reach the lifestyle you want. We're making our dream happen and we see other people around us doing the same.

Of course, a vision without a plan is just a dream. A fleeting one at that.

**The steps to take to become sustainably free are:**

- 1 . Reduce what you buy, clear your debt, de-stress your world
- 2 . Reuse what you've got (including skills and knowledge)
- 3 . Recycle what you have done to this point to build consistent and persistent momentum
- 4 . Create a self-sustaining source of income that allows you to live life on your terms

We found the message we wanted to share with the world (live simply and sustainably-free) and used an online platform and marketing toolbox to help get our word to stand out above the white noise we all deal with on a daily basis.

Now what about you? Has this report inspired you to make positive long-lasting changes for you and your family?

Is it your dream to become sustainably-free, or even get off the grid?

If you answered yes, or even if all this manifesto got you to do was swallow the blue pill but has left you with more questions, it's now time to click the link below and join us - the Free Range Family - as we journey to sustainable freedom...

## Become Sustainably Free!

<http://freerangefamily.net/living-free>

Remember: ***You choose how you want to live your life. It's not anybody else's decision to make.***



The Free Range Family – Angela, Ryan, Emily, Scott