

7 STEPS
to **BUILDING** *a*
LIFESTYLE BUSINESS
AROUND *your* **PASSION**

HENRI JUNTILA

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READ THIS FIRST

In this short report, you'll discover the steps that I've found to be effective when it comes to building a thriving lifestyle business around your passion.

The pitfall most people fall into today is they follow their passion, but they forget everything else.

It's a lot like baking a cake.

You can't bake a tasty cake if you don't have the whole recipe, or all the ingredients.

And following your passion is just one ingredient. If you forget the rest, you'll end up with a very weird-tasting cake.

You need the whole recipe, and you need to know how to put it all together.

That is exactly what you'll learn in this short report. I'll give you the whole recipe, because this is not just about following your passion. It's about so much more.

So with that said, let's get started, shall we?

Enjoy!

Henri Junttila

<http://www.wakeupcloud.com/>

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WHAT IS A LIFESTYLE BUSINESS?

So, what exactly is all this talk about a lifestyle business anyway? How is it different from any other kind of business?

And why should you care?

Good questions.

To me, a lifestyle business is a business that supports your lifestyle.

It's built around your life, not the other way around.

I am, of course, talking about a lifestyle business that's online and based around selling your advice and knowledge.

It has minimal overhead and commitments, and it can be run from anywhere in the world as long as you have a laptop and an internet connection.

And it makes money primarily through information products, such as ebooks, audio and video courses, with a bit of consulting and coaching on the side.

Compare that to a traditional business, where you're often stuck with clients and customers you don't like, and maybe even a store where you can't take time off, such as a restaurant or a bed & breakfast.

A lifestyle business is a piece of the pie, not the whole pie

You probably don't want to start a business just to have a business. There's more to life than making money.

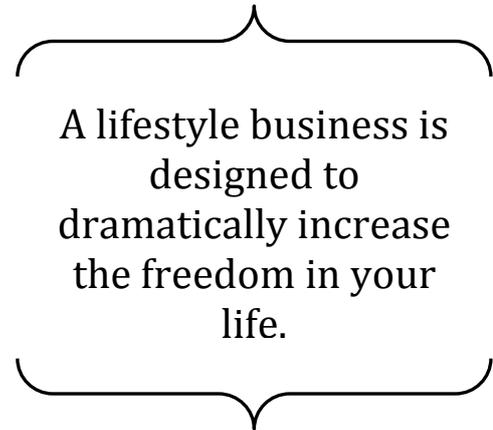
There are places to go, people to meet, and things to do (and, of course, fine food to taste, especially Indian food).

A lifestyle business simply adds more freedom to your life, and it allows you to do what you want, when you want, and from where you want.

So what does all this look like in real life?

Here's how my lifestyle business has impacted my lifestyle

I spent almost the whole of 2010 in Spain, learning Spanish, and enjoying the beaches with my girlfriend, while my friends and family were in the freezing, dark cold of Northern Scandinavia (where I'm from).



Granted, I'm in Scandinavia right now, as I write this, because I just became a father on December 24th, 2011 (yes, he was born on Christmas Eve over here), so I decided hanging around family would be more fun.

That's him to the right there saying hi. I may be moving in the next few years, or I may not.

It's my choice, and my business allows me the freedom to make that choice.

But enough about me.

What could a lifestyle business do for you?

Well, what can you do with more freedom?

Some people like to travel around the world.

Others like to spend more time with family and friends.

A lifestyle business gives you freedom and control of your life, what you do with that freedom is up to you.

This all sounds good, but isn't it mighty hard?

It does take hard work, but so does anything worthwhile.

If you want to learn to play the guitar, it's going to be frustrating in the beginning. Your fingers will hurt, everything will sound awful, and you'll want to throw in the towel.

Then one day, something clicks, and you reach a new level. Suddenly you can play songs and the stuff you've been practicing seems easy peasy.

This is how learning happens, and this is how a lifestyle business is built – one step at a time.

Okay, so how do I get started?

The process is simple, but not easy.

In this report, we'll cover the seven essential steps you need to take to build a thriving lifestyle business.

There's a lot of information out there, and most of it is useless, because it's irrelevant. And even when it's relevant, you often don't need it.

If you want to make progress fast, you have to focus on what matters, and eliminate the rest.

And that's what this report is all about, so let's start with step one, which is discovering your passion.



My son, Vincent.

STEP #1: DISCOVER YOUR PASSION

Passion, passion, passion.

Everyone's telling you to "just follow your passion."

It's like chocolate during Christmas.

When you put that first piece in your mouth, it tastes like heaven, but after twenty, you're ready to throw up.

The reason I use the word passion is simply to help my clients find something within that holds meaning for them.

If you aren't interested in what you're doing, you'll give up at the first sign of trouble.

The first step then is to discover your passion, or discover something that interests you, but how do you do that?

There are two ways I've found particularly effective. Let's start with the first one.

Option #1: Using the topic-based approach to find your passion

I call this the 10-minute elimination technique.

First, you begin by writing down every single interest and passion you have. Look at it like brainstorming. Simply dump everything in your mind on paper.

No censoring allowed.

Second, prune your list, because there will inevitably be some weird topics in there. If there isn't; you probably censored yourself.

Third, you put up your passions one against the other in elimination matches until the winner emerges.

Say what? Could you give me an example?

Sure.

I have three main passions:

- 1) Personal Development
- 2) Online Business
- 3) Natural Health

To start, I take personal development and pit it against natural health. Now I ask myself: If I had to choose one to start a business around, which one would it be?

Just "following your passion" is not enough.

Personal development wins. Natural health is crossed off the list (for now).

Next, personal development vs. online business.

Much harder decision, but if I HAD to make the choice, I'd choose online business. If you think you can't make the decision, pretend that someone is holding a gun to your head.

If you don't choose one topic, it's game over.

Remember, this is only an exercise to find a few of your strongest passions. It doesn't mean you actually have to pick one.

Now let's look at option #2.

Option #2: Using the personality-based approach to find your passion

Let me give you an example.

I told you above that I'm passionate about online business, but I like it because it speaks to many of my underlying strengths, such as efficiency, building systems and being practical.

I love making things better.

I'm constantly thinking about how I can get better and make my clients life easier. It's just the way I am.

So, how do you use the personality-based approach to discover your passion?

There are several paths you can take. You could do an online Myers-Briggs personality test. [Here's one that I like](#) (if that link doesn't work, let me know). I'm an INTJ on Myers-Briggs.

And then you have something called the [Strengths Finder over at Amazon](#).

Ideally, you'd want to use both options to your advantage

Use both the topic-based approach and the personality-based approach to discover what you enjoy doing.

If you're reading this, chances are that you already have an idea of what you might want to do, but you just aren't sure.

Use the tools above to get clarity, but don't wait for the stars to align, because they never will. You'll have many reasons for not starting. One of the biggest reasons is wanting to do everything.

What to do when you want to do everything

Let's face it.

We all have a gazillion interests, and we can't choose.

Sometimes you can use several of your passions, and sometimes you can't.

Where most people get stuck is they focus too much on themselves. It's all about me, me, me.

The solution is to find a problem you can solve that people are willing to pay for. In other words, to find the intersection between what you want to do and what people want to pay for.

This is exactly what we'll explore in the next section of this report.

We'll look at one of the most important aspects of building your lifestyle business, and it's one most people get wrong over and over again.

STEP #2: SOLVE A PROBLEM

In order to build a thriving lifestyle business, you have to solve a problem.

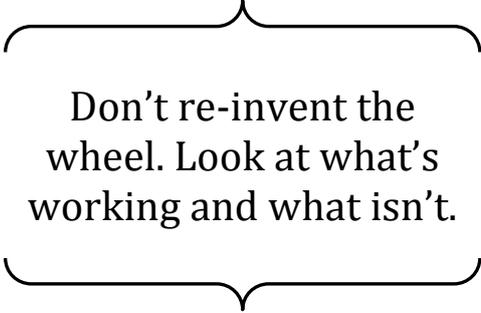
Even science-fiction novels solve a problem.

The bigger and more pressing the problem, the higher the chances are that you will succeed.

But here's where we run into our first obstacle.

In markets that have big problems, such as business, health and relationships, there's a lot of competition.

Most people believe competition is bad. But it's not. Competition is a sign that there's demand. There are people willing to pay for solutions in that market, and that's exactly what we want.



Don't re-invent the wheel. Look at what's working and what isn't.

So, how do you find a problem to solve?

When you've got a topic you're interested in, you start doing research. Look at books on Amazon, products being sold, and workshops being held.

Follow the money. Ask yourself what people are spending money on.

You don't have to come up with an original idea, nor do you have to find a niche that's untapped.

What about the competition?

Yes, there's competition.

In order to carve out a slice of the market, you have to stand out from the competition.

One of the best ways to do this is to become very specific about what you do and who you help (more on this in the next section).

Not just gardening, but the expert on growing bananas.

Now, there are other ways of approaching this, but this is one of the best ways to start.

In the end, you have to follow your own guidance, but whatever you do, take action, because that's where the magic is.

Here's where many of my clients object

"But I want to help as many people as I can," they say. My answer: "If you don't narrow down who you help, no one will want your help."

That's the cold, hard truth. You can't help a crowd, because everyone has a different set of problems, and you need to become the go-to person on a very specific set of problems.

You can expand your topic later, but for now, stay focused.

You see all these bloggers and people who want to make a living online, and it isn't happening, because they aren't willing to do what it takes.

Are you?

Let's move on.

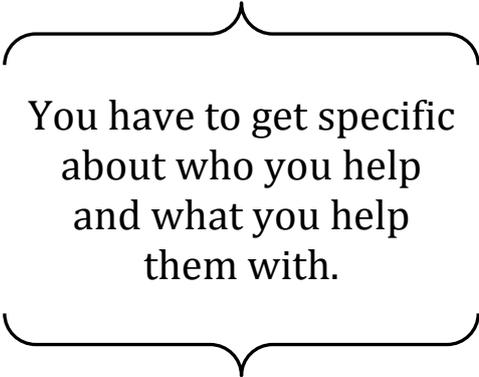
STEP #3: WHO, WHAT & WHY

Let me introduce you to who, what, and why.

They will determine your success.

You can be successful without them, but it would be like boarding an airplane and hearing the pilot say, “We’re flying to New York without navigational help. Hopefully we’ll get there!”

Why do this when you can just use the tools at your disposal?



You have to get specific
about who you help
and what you help
them with.

Why do you need who, what, and why?

When you have a who, you know where to find your potential customers. You know where to engage them and bring them back to your home base.

When you have a what, you can speak to your customers in their language, so they understand you and know that you’re the go-to person when they want to eliminate their problems.

When you have a why, your customers know they can trust you, because you have the expertise, and you have proof that what you do works.

How do you clarify your who, what, and why?

You have to get very specific. Let’s say you want to help people get fit. That’s way too broad. Who do you want to help, specifically?

Maybe you help new moms lose their baby weight. That would be getting closer to clarifying your who. But you should go even further, and pick just one mom you can interview on her biggest frustrations and dreams.

The what would simply be the baby weight. And the more specific you make that, the better.

The why could be that you have a child of your own and getting fit after your baby was tough, and you had to go through a lot before you got it right.

“This feels wrong. It’s too specific.”

Yes, and that’s exactly why you will be way ahead of the competition when you take the time to clarify who you help, what you help them with, and why they should listen to you.

Most people are bland.

They don’t stand out.

They may get clients, and someone may buy their products, but they never gain traction and they close shop before they see real results.

The fear is a sign that you're on the right track.

Here's another way of looking at it

Look at the who you help as a target audience, but instead of an audience, pick one person you help.

Remember, since we're building an online business, there are many people exactly like that one person. And there are many others who will be attracted to what you do even if they aren't your one person.

You can look at this like a pen portrait or a persona, but if you can find a real person, you can do so much more. You can interview that person. You can get feedback, and you can do more than just come up with an imaginary mom who wants to lose weight.

Another way to look at the what is as a problem. What is the problem you're solving, and what is the solution you provide?

The why is your credibility. Why should people listen to you? What's your story?

But none of this really matters if you don't have a platform. You need a home base where people can gather and get to know, like and trust you.

That's what we'll cover next.

STEP #4: BUILD YOUR PLATFORM

Okay, so we've covered a lot of ground.

At this stage, you may feel overwhelmed, or you may not.

Either way is fine, and to be honest, being a bit confused is normal, because it's a sign that you're learning new information.

The goal here is not to have 100% clarity, but to take action and apply what you learn.

That's the only way you'll succeed. You have to take action in order to figure out what works and what doesn't.

Now, in this section, we'll cover how you can start building your platform, a home for your audience.

The best way to build your platform

The best place, in my opinion, to gather an audience is on a blog, more specifically, a WordPress blog.

Blogs are excellent at attracting prospective clients and customers to your business, when they are used correctly.

Most people start a blog hoping to make a living writing about their personal life, and it doesn't quite work like that. I wish it did, but it doesn't.

A blog is like any website. You need a strategy and you need to take specific steps to make it work.

It's all about taking the right steps

You need a strategy, and you need a way to turn your visitors into people that are interested in what you have to offer.

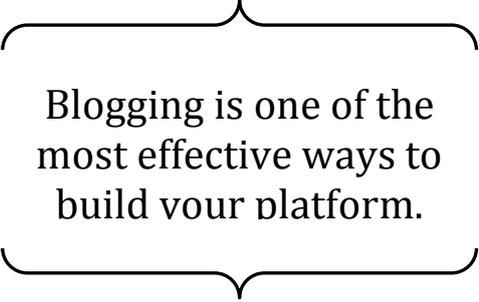
How do you do this?

You get people on an email list, because that's the best way to stay in touch with them and get to know them better.

I'm not talking about building a system that funnels people through for the sole purpose of making you money. I'm talking about how you can make a living, while delighting people with your products, services and recommendations.

Okay, what is this "email list" you speak of?

An email list is a way for you to stay in touch with your audience.



Blogging is one of the most effective ways to build your platform.

If you want to dive deeper into what an email list is and how it helps you build a thriving lifestyle business, [I've written extensively about it here](#).

I also recommend you check out my [free training series on building an email list](#).

Most people never build a list, because it does cost money. What they don't realize is that the small cost they're saving will end up costing them multiple times that in lost opportunity.

So while you may save \$20, you'll end up losing thousands.

How do you build an email list?

You make it valuable, and the way you do this is by solving a small problem in your market.

The good news is that you don't have to write a huge book and give it away.

You could just give away a short 5-page report on the biggest mistake people make in your market.

If you help moms get fit, it could be the one pitfall they fall into that stops them from getting into tip top shape. Yes, just one mistake. They probably make tons more, but one is all you need.

In short, you need a home base, and you need an email list where you can gather the people that are most interested in what you have to say.

But you also have to get people to your site, because if that doesn't happen, the dark side wins.

That is what we'll cover next.

STEP #5: ATTRACT YOUR AUDIENCE

In order to have a thriving lifestyle business, you need an audience.

That audience should consist of people interested in what you have to offer. It's no longer enough to just put up a website or blog.

You have to get out there and spread the word.

The good news is that there are almost an infinite number of ways to spread the word and get traffic.

The bad news is that it can be quite overwhelming, and in most cases, results do not happen quickly.

It's not what many marketers promise. You probably won't get a windfall of traffic by uncovering one secret traffic generation tactic. Instead it's about good old hard work and consistency.

That may not be what you want to hear, but it's the truth, and that's what I'm here to deliver, because when you know the truth, you're operating in the real world, and not in fantasy la-la land.

Alright, so how do I start attracting an audience?

There are three steps:

1. Content
2. Promotion
3. Relationships

Let's start with the first one.

Tip #1: Content

The absolute first thing is to have content on your website or blog that gives people value. You should be giving away stuff for free that helps people right now.

This shows people that you know what you're talking about, and the better your content, the more likely people will spread the word on social media, with their friends, and link to you from their website.

And without content, promotion is useless, but with it, magical things can happen.

Tip #2: Promotion

Just writing great content is not enough.

“Build it and they will come” is a myth.

You have to get out there and spread the word. You can do this by leaving helpful comments on other blogs, participating in forums, or even writing articles for other bloggers (also known as [guest blogging](#)).

The main key is to get in front of people that are interested in what you have to offer.

This is why it's so important to be clear on who you help and what you help them with. It helps you discover where those people hang out, so you can become a part of their community.

Tip #3: Relationships

Last, but not least, is relationships.

Look for people who are already established in your market.

You may not want to start with the most influential people right away, but look for someone who's just above your level, because they tend to be easier to reach.

I'm not talking about networking in the traditional sense where I scratch your back, and you scratch mine.

I'm talking about making friends with like-minded people.

Create friendships long before you need them. It's going to be much easier than suddenly popping up and asking people for favors.

One of the easiest ways to make friends and get traffic is via guest blogging, so that's something I recommend you look into.

Yup. This takes work

Now, you can see that this takes real work. That's good, because most people don't want to put in the work, which means there's plenty of room for you, if you're willing to take action.

All of this can seem overwhelming, but it doesn't have to be.

You can take things one step at a time. And in the end, you can only start from where you are. So if you don't have a website up yet, don't read up on the latest traffic generation strategies.

Instead focus on what you need to know right now to take action. Everything else is procrastination.

Once you've got an audience, money will not automatically flood your bank account. You have to do something else, which is what we'll cover next.

STEP #6: INVESTIGATE

Once you've started attracting an audience and building your email list, it's time to get curious.

It's time to get extremely curious. I'm talking Sherlock Holmes curious.

Why?

Because being curious will allow you to figure out what your audience is struggling with.

Our inclination is to come up with an idea and then offer that idea to people, but that's backwards, especially in the digital age we live in today.

Thanks to the internet, we can now get lightning-fast feedback from our readers. We can discover what's stopping them from reaching their goals, and we can help them eliminate those obstacles.

Okay, so how do you "investigate?"

A simple way to do this is to set-up an automatic feedback loop.

For example, if you have an email list, you also have what is called a welcome message that automatically goes out to people when they first sign-up.

This is where you thank people for signing up and set expectations, but you can also throw in a question.

You can ask them something like: "What is your biggest frustration with X?"

Tell them to reply back to tell you. Then save this information in a spreadsheet or document. After a while, you'll begin to see patterns.

And these patterns are what will show you where you need to focus your time and energy.

How to use the patterns you find

Let's say that I have a feedback loop like this running, and people keep telling me that they don't know how to set up their blog.

There are other problems, but let's pretend this problem keeps coming up over and over again.

What I could do is create a short ebook on how they can set up their blog. Or better yet, I could create a short series of videos.

If I can't do it myself, I could recommend someone else's product as an affiliate, that way I can recommend something and make a commission.

You have to become
Sherlock Holmes.

The possibilities are endless

When you start focusing on who you help, the possibilities are endless.

You don't have to try and figure out what people want, because you can just ask. If you need more information, you can email your subscribers or get on the phone with them.

For example, if I was creating the course I mentioned above on setting up a blog, I could get on the phone with one of my subscribers and dive into what exactly they have trouble with.

Because it could be that they can install the blog just fine, but they have trouble getting it to look good, or installing plugins, or something else.

This takes the guesswork out of product creation, and when you create like this, your chances of success skyrocket.

But just creating the product, or making an affiliate recommendation is not enough, you have to sell it, which brings us to our last step, which is, you guessed it, selling.

STEP #7: SELL

Once you've done all the investigating and you've created a product, it's time to sell it.

I use the word sell intentionally, because most people think it's a dirty word.

Selling can be dirty or it can be a blessing. Just like a knife can kill, or it can heal.

If your product or service can help someone, you have to let them know about it.

The same is true if you're making an affiliate offer.

The truth of the matter is that we sell something every day. When you tell someone about something, you're selling an idea.

When you want pizza and your friend wants pasta and you convince her, you've just successfully sold something.

So many people are afraid to sell. What they're really afraid of is manipulating someone into something they don't want.

But selling doesn't have to be manipulative.

What is selling anyway?

Selling to me is just exchanging value.

Someone gives me money in return for something that helps them solve a problem and make their life easier.

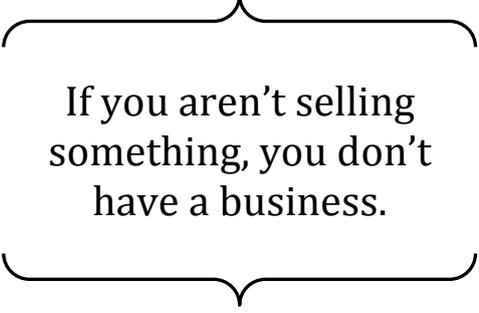
I'm not in this to manipulate anyone to do anything, which is why I have unconditional money-back guarantees on every product and service.

Anyone can check out what I do, and if they don't like it, they can get their money back, and that is how I recommend you operate as well.

But won't people automatically buy my stuff if it's good?

No, they won't. This is where most people struggle.

They're afraid to tell people about what they have to offer, so people never buy, because there's no reason to.



If you aren't selling something, you don't have a business.

There have been many studies over the years that have shown that people need to be exposed to a product or service at least 5-7 times before anything happens, so you have to stay in touch with people.

The question then becomes: how can you sell ethically?

When you're starting out, you don't need fancy tactics.

Just tell people what you have coming up, why they should get it, and how it will help them.

You're running a business, so you should never feel ashamed of selling or recommending something that will help your audience.

What if I have no background in selling?

It doesn't matter.

I don't have a background in selling, nor do I have a background in business. I've had to learn all of this from scratch.

I've learned, experimented and discovered what works for me, and that is what I recommend you do as well.

Everything in this report is learnable. It's a skill. If you've learned to walk, you can learn how to build a lifestyle business.

I sincerely believe you can do this, but you have to want to, because building your own business is not easy.

And that brings us to the end of this report, so let's do a quick summary which will help you remember and implement this information.

SUMMARY

This is not rocket science, but you may still feel a bit overwhelmed.

If you do, focus on taking the next smallest step. If you're starting out, focus on discovering what you want to do and how you can help people.

Then move forward from there.

Here's a quick summary of what we've covered:

Step #1: Discover Your Passion

It all starts by looking at what you enjoy doing. I'm not here to create a business around something I hate, and neither are you.

Look at what you're passionate about, but if you don't know what that is, don't let it stop you.

The most important thing is to take action and get moving.

Step #2: Solve a Problem

The next step is to find the intersection between what you want to do and what people are willing to pay for.

Find the money trail.

What problems are people spending money on?

Step #3: Who, What & Why

Then look at who you help, what you help them with, and why they should listen to you.

This sounds more serious than it is.

You don't have to be crystal clear on this right now, but you do have to know the general direction you're heading in.

Do what you can for now, and keep coming back to these core questions.

Step #4: Build Your Platform

Next, build your platform by leveraging the power of blogging.

But don't stop there, remember to build an email list, because that is what will make the difference between a hobby and a real business.

And remember to check out the free training tutorials I have on my site on these topics.

Step #5: Attract Your Audience

To attract an audience, you need three things.

1. Content
2. Promotion
3. Relationships

Start by filling up your blog with great content, then go out there and get people to your blog, and finally, make friends.

Step #6: Investigate

But don't stop there.

Just having an audience does not equal cash.

You have to create products and services that your audience wants. Ask them what they are having trouble with, and then create the solution.

Step #7: Sell

Finally, you have to sell.

But remember, you do not have to use sleazy marketing tactics.

You can sell ethically and honestly.

Like any skill, it is learnable, and when you first start doing it, it will feel weird, but you'll find your own way soon enough.

WHAT'S NEXT?

Thousands of people have read this report. Some of them have taken action, most have not.

Everyone has a reason for why they can't move forward.

However, the difference between those who succeed and those who don't is not talent or luck. It's the determination to take action despite all the perceived obstacles.

If you want to build a thriving lifestyle business, you have to be willing to put in the work and face your inner demons.

Yes, it's going to be overwhelming and confusing at times. But you have to focus on taking the next smallest step, and when you do that, you'll eventually reach your goal.

You will make plenty of mistakes, and your first few ideas may fail gloriously, just like mine did, but as long as you keep moving forward, you'll be just fine.

If you're on the newsletter

If you're on the Wake Up Cloud newsletter, you'll receive free training and tips from me on a weekly basis to keep you on track, so this is just the beginning.

If you're not subscribed, you really should be, because I give away stuff that most people charge for.

At least that's what I've been told.

And I'll keep producing more and more both free and paid content that helps you move forward, because that's why I'm here. That's what I'm passionate about.

I would really appreciate it if ...

Now before we wrap this up, I'd really appreciate it if you shared this report with your friends.

You are free to distribute it in whatever way you want, such as Facebook, Twitter, or good old fashioned email.

The best would be if you sent people to the sign-up page for my newsletter. That way they not only get the report, but also get all the goodies and tips that the newsletter holds.

I could try and spread the word about this alone, but it's much easier if you help me, because people are waking up to the fact that they can build a business that supports their lifestyle, and I want to show them that it's possible.

We can't change the world overnight, but we can make an impact, and I'd really appreciate your help on this. So spread this report to anyone you think could benefit from it.

If you'd like to share it on Twitter right away, [just click here](#).

ABOUT THE AUTHOR

One day I found myself mowing lawns

It was my first summer job at the age of 16, and I didn't like it.

It was on that day that a spark inside me came to life. I couldn't work 9-to-5, and I didn't want to. I wanted something else, but I didn't know what.

And on that day, my journey started.

From professional poker player to online entrepreneur

At the ripe age of 18, I discovered you could play cards online and make money.

At first, it seemed like a scam, but I kept reading and I discovered that there were thousands of people doing it, so I jumped in.

I bought books, I learned, and I made a living playing cards until the age of 23, when I couldn't do it anymore.

That's when I started building websites, and my online business. Or in reality, that's when I got serious about making a living online.

I had tried a few years earlier, but I failed, and ended up wasting thousands of dollars and hundreds of hours.

How can you know so much at such a young age?

I was born 1986. People ask me how I know so much, or rather, how I have the depth of wisdom that I do.

And I don't say this to brag, because people have actually told me this dozens and dozens of times.

My answer is simple: I am a student of life and business. My goal is to increase my freedom both on the inside and on the outside. I am constantly thinking about how I can improve.

So far, I'm doing pretty good. I spent almost the whole of 2010 in Spain with my girlfriend, and as I write this in 2012, we're hanging out in Northern Scandinavia, because we just had a child, a healthy boy.

Surprisingly helpful

When you email me, you get a real answer back.

It surprises people, and the fact that it surprises people scares me, because what does that say about all the other people in this market?

It seems most are only keen to make money, and they don't care about their customers.

I care.

How?

I answer your emails, fast. I go out of my way to create free, valuable content that helps you move forward, even if you've never bought from me, just because it makes me happy.

Feedback

So, if you have any feedback or questions, feel free to email me at henri@wakeupcloud.com.

No question is too small. Even if you just want to say hi, I'll say hi back.

That's all for now.

If you aren't signed up for the newsletter, you should be, because I have a lot more goodies coming up.

All the best,

Henri

<http://www.wakeupcloud.com/>

