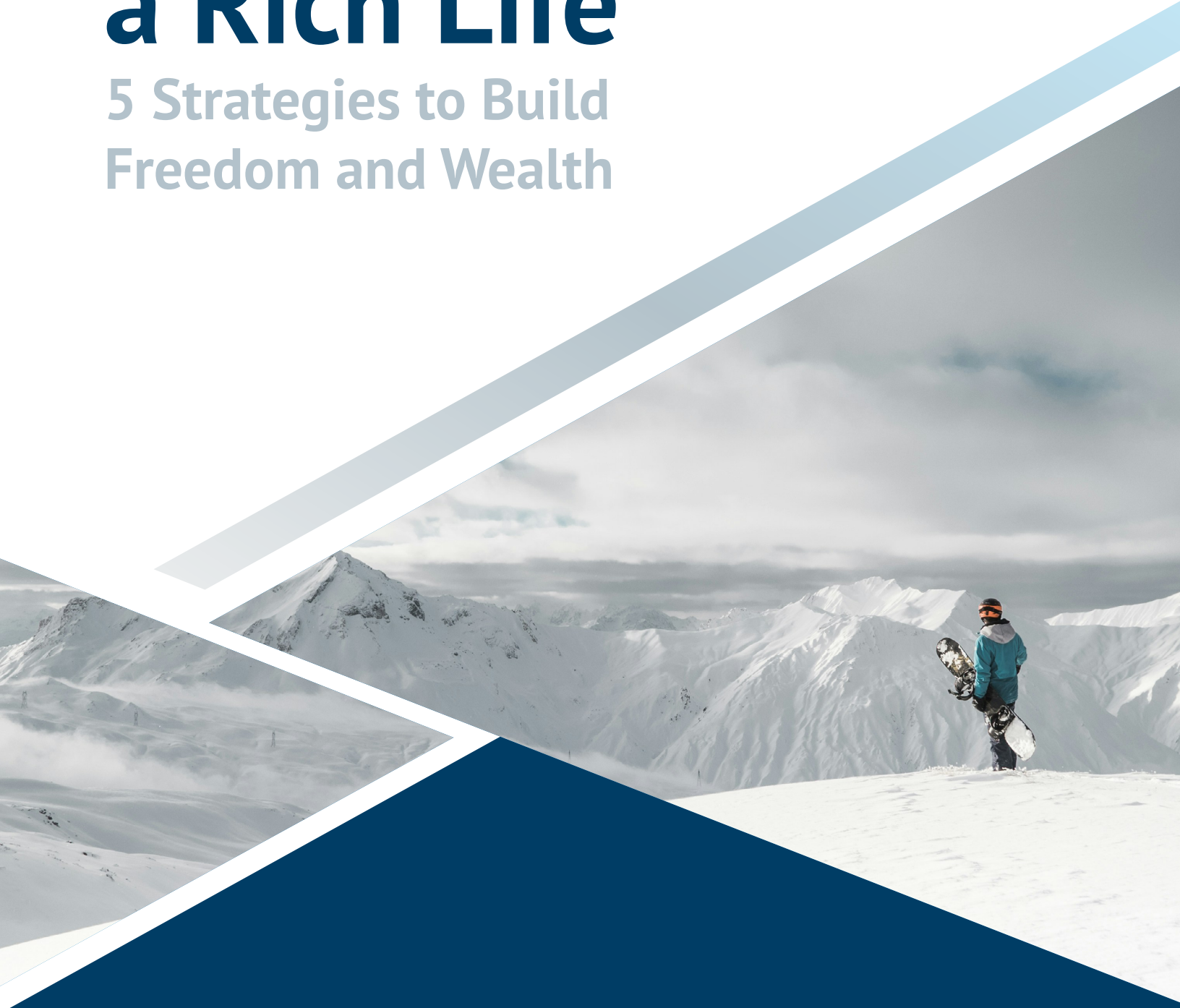


# How to Build a Rich Life

5 Strategies to Build  
Freedom and Wealth





## Sometimes winning doesn't look like winning.

When I turned 50 last July, our family was in the middle of an unexpected mental health crisis, and we were weary, unproductive and desperate. I was amazed at how much energy it took just to get one thing done in a day.

However, there was much to be thankful for that helped us push through the crisis. I feel so rich in friends, experiences and wisdom. Many of the parts of our life that have been built over the years sustained and nourished me as I had to weather the storms of life.

Inspired by how my friends and family saw me in my blog post, [50+ Things we Love About Don](#), I wanted to share some of the key strategies of how I have built out my business, family and adventuring in life.

I am a believer, designer and user of systems. I strongly believe in making systems that get you what you want with less effort. I do this for the entrepreneurs I work with, the businesses I own, my family that I so dearly enjoy and my personal life where I enjoy friendships and fun.

Here are strategies I specifically use that you can incorporate in your own approach towards winning in your life:

# WORK REMOTE



I have been remote since 2006. This was long before COVID-19 changed the world and the workplace. I did this after working in corporate and startup settings. I wanted freedom and the option to live anywhere I chose. Here are some things I did that I highly recommend:

Start your own business entity

Start your own brand, (ie yourname.com) ([www.dondalrymple.com](http://www.dondalrymple.com))

Create a product offering

Share what you are learning on your blog, newsletter and social media

[Build business systems](#) to manage work, money and time

Master calendars and online meetings

Practice extreme productivity on the computer

Always prioritize and eliminate things that don't matter

Pitch, sell, close and collect efficiently

Keep long term relationships with clients

I ruthlessly slough tools, content, relationships and products that don't work. I continually test, innovate and try out new approaches. I focus on freedom of time and make the work, business and brand reflect this available and opportunistic setup to work on my own time by using technology and smarts.



**ACTION**

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Buy your own name domain if you don't own it yet.

# BE A PERSON OF VALUE

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People are trying to solve their problems every day. Their minds are focused on their health, wealth and relationships. If you are always growing, changing and improving, then you have something to offer other human beings that are inundated with problems.

But, you have to *care*. You have to want to help improve the lives of others. That means moving from self focus, narcissism and greed towards generosity, empathy and helping others.

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## Here are ways to be a person of value in every engagement:

- Read so you learn something new every day
- Share what you are learning in-person and online
- Connect people with others through powerful introductions
- Write personal notes in your own handwriting
- Surprise people with thoughtful, unexpected gifts
- Listen with care and presence
- Always share ideas to help people

This is being human and engaging with other humans in a personal, powerful way. You are thinking of how to help with specificity.

But, you have to be personally growing your knowledge, network and compassion to be of value to others.

## ACTION

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Can you think of a person who you know is trying to improve their business and share 3 ideas or 3 connections right now?

# GO BIG ON YOUR FAMILY

Your kids will only be young once. Your spouse should be your best friend. If you suck at time management and put your family on the altar of work imbalance, then you will suffer great pain and regret it. I have seen it so many times. You don't want to lose your family.

However, you can enjoy the phases, moments and adventures with your family by prioritizing the way your family systems are set up.

## Here are things I have done consistently that you will gain much benefit from:

Walk with your spouse every day

Homeschool the kids when they are young for freedom of time and thought

Take lots of hikes in nature

Go on road trips

Get excellent at something rather than merely dabble (We all snowboard and play tennis well)

Go on a [big adventure](#)

Keep changing your home or location based on the phase of life you are in

Keep the kids tired in sports and play

Party all the time. Have an open house full of fun, food and friends

Speak honestly and with true words

Say sorry quickly

We are not looking to play it safe. We prioritize loving each other and having lots of fun together. I think about the form factor and how we are set up all the time. An 8 year old has very different priorities than a 16 year old. So, moving with the flow of the inevitable changes and being dynamic as a spouse and parent means constantly stepping into new chapters.



**ACTION**

Buy a solo stove for regular family campfires.

# MAKE HEALTH CONSISTENT

I have been a collegiate distance runner. But, that was an old identity at a younger time. With responsibilities in adulthood, I believe in establishing consistency in fitness and health.

I think that it takes thinking, design and convenience to make health an asset. Otherwise we are prone to sickness and disease.

## Here's what I've done to live sustainably, consistently and with energy:

Pick one sport you want to continually improve in. Mine is tennis.

Walk 20 minutes when you first wake up, preferably with your spouse

Walk 20 minutes after dinner

Strength train in a 25 minute routine 3x a week

Cut out gluten and dairy

Get your [genetics testing](#) done to understand what your body needs and avoid disease

Buy the best equipment to enjoy and value your sports

Drink [Athletic Greens](#) to start the day

Avoid toxic people always

Pray every morning

What is tragic is getting imbalanced in health because you are not consistent. If you start something then stop or go too intense and lose motivation, that does not create any sustainability. The daily habits from simple, accessible and motivating choices have immense dividends over time.



**»» ACTION**

Go for a 10 minute walk after your next meal.

# ADOPT EXTREME SIMPLICITY

The natural course of unchecked momentum in life is complexity. This creates confusion, stress, anxiety and mediocrity. Anyone can keep adding more to the plate. Look at people's overflowing garages.

It takes personal leadership to keep what matters most front and center. It means saying no to things that don't matter. It requires vigilance around keeping the main thing the main thing.

## Here is how I put this value of simplicity into practice always:

Always slough first. Decommit. Delete. Throw away. Continuously.

Double up on a few friends that bring you joy. Give your best to the best.

Unsubscribe constantly

Digitize all paper

Keep a minimal, clean desk setup

Walk more and drive less. Live in a walkable area.

Buy the best. Throw out the rest.

Frequent one restaurant you love so it becomes like your own place

Travel with one bag

These habits allow me to be ready for anything. I can handle the inputs constantly coming at me. I am looking for the signal in the noise because I don't let clutter and irrelevance cloud my environment or emotions. Simplicity is a secret weapon in a world of complexity.



**ACTION**

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Set a daily reminder for yourself to get rid of one thing each day.



# ON WINNING

I constantly try out new things. It helps me stay fresh with learning and seeing what really works versus what is a drag. I am looking for life to be easier, more fun and bigger in opportunities.

Everything is a trade-off in my mind. So, that's why the details have to be fine-tuned to figure out the nuance.

I don't want anything that is subpar in value getting in the way of what I want out of life and business. Thus, I pay attention and keep pushing to keep pain out and invite in more opportunities.

Winning might look different for everyone, but I want to live in a manner where I feel my best, show up for those I love and go bigger with less effort. I have gotten to watch my kids grow up, enjoy cash flow from multiple businesses, persevere, and help many people. It did not happen by accident. It's from being intentional about all the pieces that make life and business work together.

Feel free to email me at [don@dondalrymple.com](mailto:don@dondalrymple.com) to let me know what you think or if you have any questions I can help with.

