

## Who are Digital Nomads?

A digital nomad is a traveler who supports themselves online while “nomading” around the globe. Armed with their digital nomad laptop and traveling office, they rely on travel-friendly mobile hotspots and open-source internet in co-working locations like coffee shops or shared workspaces.

Digital nomads come in all shapes and sizes, but they all have one thing in common: A passion for travel, adventure, and most importantly, *freedom*.


## Digital Nomad Latest Trends

It's an exciting time for digital nomads. Thanks to the pandemic, nomadism is growing and—as you'll see from these digital nomad statistics—will continue to explode in the future. People are craving adventure and remote work has never been more popular.

## Digital Nomad Quick Stats

- The digital nomad community is split nearly evenly between males and females at 49.81% females and 50.19% males
- Most (76%) of digital nomads are white (European descent), followed by Latino/Hispanic nomads (10%), Asian nomads (8%), and black (African descent) nomads at 6%
- The four most common nationalities for digital nomads are the US (31% of digital nomads), Portugal (8% of digital nomads), Germany (7% of digital nomads), and Brazil (5%). The US, Portugal, Germany, and Brazil comprise 51% of digital nomads' nationalities across the globe. The remaining 49% of nomads surveyed represent 35 other countries.
- The average age of digital nomads is 40 years old; however, most (47%) digital nomads are in their 30's
- Ages 29, 33, and 39 are the most common among DNs and evenly comprise 23% of all digital nomads
- US citizens make up 31% of digital nomads across the globe and are the most represented nationality in the digital nomad community




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- Though 61% of respondents reported starting their journey as a nomad in their 20's, 39% reported starting at 30 or later
  - The oldest digital nomad reported in this study was 72 years old
  - The surveyed digital nomads have been traveling for 6.1 years on average, and 85% have been on the road longer than 1 year
  - 49% of digital nomads earn the same salary (or more) than their prior office job.
  - 34% plan to be digital nomads for a year or less—many expect to return to the office after the pandemic.
  - Only 24% of location-independent remote workers actually mix work and travel simultaneously.
  - Most digital nomads travel slow, with only 17% visiting more than 5 countries per year.
  - 85% of business owners say their business is more productive when people work remotely.
  - Over half of digital nomads (52%) rated finding reliable Wi-Fi as one of the top challenges of the nomadic lifestyle.
  - Only 30% of digital nomads report working over 40 hours per week.
  - Van lifers make up 17% of American digital nomads.

## Different Types of Nomad

**Remote Worker-** earns an income through an established company. Some digital nomads will check with their current full-time employer to see if there are any remote work opportunities and if there are, you have the opportunity to travel the world without leaving your job or your benefits.

So now you're thinking, what if my job doesn't offer remote work? Well, you still have the opportunity to work remotely for a company. More companies are seeing the benefits of remote work and are hiring more remote workers to grow the business. According to World Economic Forum, studies have shown that when companies invest in remote workers, employee productivity increases, organizational costs are drastically reduced, and turnovers are reduced.



With all the benefits that remote workers bring to a company; employers are wanting more of it and are willing to invest more in remote workers. So, if your current employer doesn't offer remote work, you're guaranteed to find it somewhere else.

**Freelancer** - you have the ultimate freedom to do what you want, whenever you want. You just need to do an assessment of the skills you have and see how you can profit off of that. If you're a great writer or an experienced data entry specialist, you can freelance those services and make money from that.

There are so many small business owners who need freelance services either because they don't have the skillset to do it themselves or because they don't have the time to do it themselves. You never know... you just might have the skills that a small business owner needs and they are definitely going to pay for your services.

**Entrepreneur** - As you know, an entrepreneur is someone who runs their own business and earns their income through their business. Now, the fact that you're a digital nomad means that you're going to run an online business.

As the owner of an online business, that's how you have the freedom to make money and travel the world. You no longer have to be tied to a physical store. In fact, the equivalent of a physical storefront is you building a digital storefront. The best part about it is that you don't have to wait until your travels begin... you can build your online store while you're preparing and making arrangements to transition your current lifestyle.


From clothes to tech gadgets, you have the freedom to sell whatever you want and from anywhere in the world. You just would need to find a drop shipper to ship the products to your customers. This prevents you from carrying around merchandise from destination to destination and having to ship it out yourself.

## **Women Are Leading The Way With Digital Nomadism**

Becoming a mother is one of the biggest challenges for women who want to advance their careers. Taking time off work to have and raise children often means fewer promotions and contributes to the gender wage gap.

Becoming a digital nomad can change this. Released from their office desk and 9-5 routine, women and working mothers have been able to flourish.





Almost 30% of fully remote companies have either women CEOs, founders, or presidents. Compare this to the measly 5.2% of female CEOs in traditional workplaces, and it's no surprise women are choosing the nomadic lifestyle.

These digital nomad statistics are incredibly refreshing—proving that a remote lifestyle encourages equality and gives female entrepreneurs a much-needed edge.

### **Education and Training**

- 53% of digital nomads are self-taught in their current profession and believe they could have done so without traditional education.
- 45% of digital nomads credit traditional education, university, college, or a vocational school for directly training them for their current nomad profession or providing an essential foundation in a way they could not have achieved on their own.
- 2% of digital nomads were trained in the current profession as a digital nomad during time served in the military.
- 29.6% of digital nomads have no higher education, 26% of digital nomads have an undergraduate degree, 37% of digital nomads have a graduate degree, and 7.4% of digital nomads have a Ph.D. or MD

### **Profession of Digital Nomads**

- 83% of digital nomads are self-employed, while 17% employed by companies as remote workers.
- 66% of self-employed digital nomads report owning their own business, while 34% work as freelancers or gig workers.
- The most common professions for digital nomads are marketing, computer sciences/IT, design, writing, and eCommerce and account for 51% of all reported digital nomad professions.
- 14% of digital nomad professions are careers not commonly associated with DNs, such as architecture, medicine, law, urban planning, Engineering, and more.
- E-commerce and coaching/consulting are the most common fields for digital nomads that own their own business.



## Digital Nomad Struggles And Pain Points

- Loneliness, missing family & friends, and lack connection is the #1 reason digital nomads return home.
- Traveler fatigue and long-term culture shock is the #2 reason why digital nomads return home. The #1 struggle for nomads while traveling is retaining old clients/customers and finding new clients/customers.

The remaining of the top 5 struggles for digital nomads on the road (in order from most to least important) were the following:

- Handling special tax issues as a digital nomad
- Medical issues and medical insurance issues
- Loneliness
- Availability of items that are commonly available at home

## There Are More Than 10 Million Digital Nomads From The U.S. Alone

According to data from MBO Partners, in 2019 there were 7.3 million Americans who identified as digital nomads. Between 2019 and 2020 (boosted by COVID-19), this figure rose by a staggering 49%. Today, there are over 10.9 million digital nomads from the US alone.


### The reason?

A combination of increased flexibility, higher salary expectations, freedom, and the ability to work anywhere in the world. And the digital nomad growth won't stop there. Pieter Levels, the founder of NomadList, predicts a billion digital nomads globally by 2035.

## Digital Nomads Can Save Over \$4,000 A Year Thanks To Remote Work

This obviously depends on your overall lifestyle, but the average employee who spends half their time working remotely saves between \$2500 to \$4000 per year compared to those who work 100% onsite. These savings come from a combination of travel costs (car, car insurance, fuel), expensive lunches, child or pet care, and pricey parking fees.





If you work remotely for the entire year and live in a cheaper country, those savings explode even further.

Digital nomads who travel slowly are also good for the environment. The average American uses 3.2 tons of CO2 each year on their daily commute. Working remotely as a digital nomad eliminates this (assuming a slow travel pace with minimal flights).

### **There's No Such Thing As "Too Many" Hours When It Comes To Working Remotely**

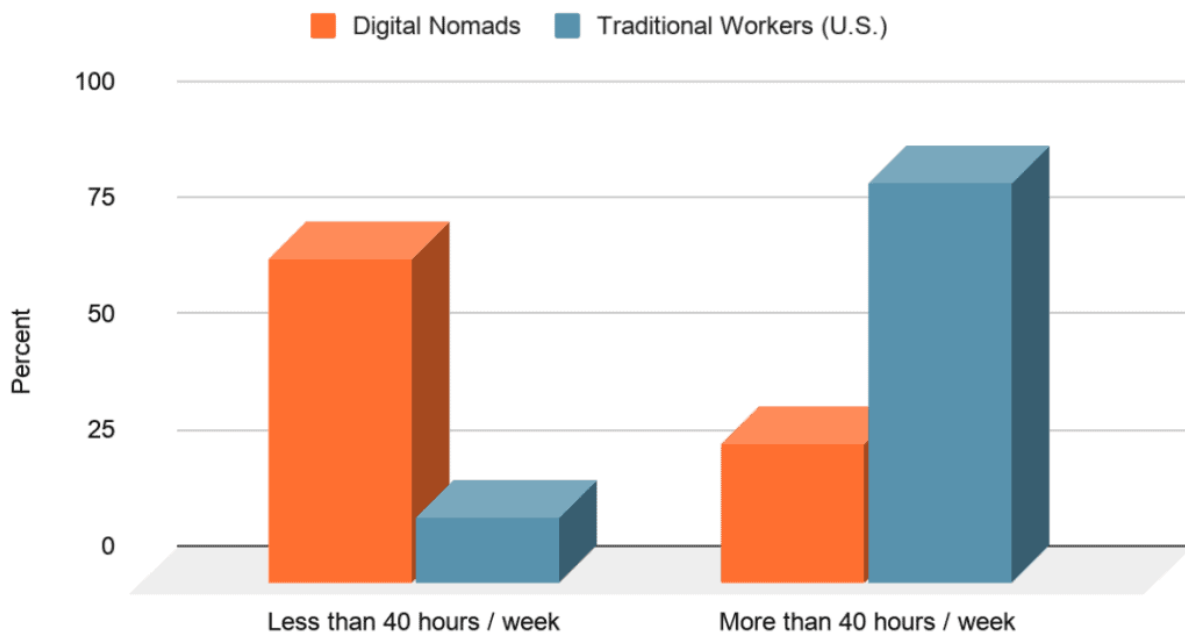
Although many remote workers have the luxury of choosing their own hours, that doesn't always equate to *fewer* hours. 45% of remote workers who have become remote in the past year regularly work more hours than they did before and 33% report finding it difficult to switch work off at the end of the day.

However, digital nomads are a special breed of remote workers who learn to cram their work into smaller periods of time—especially if they are trying to fit travel hobbies into their schedule.

Flexjobs found that 70% of digital nomads work 40 hours per week or fewer and 28% report working between 20 and 40 hours per week. One of the most shocking digital nomad statistics (and perhaps the one that will tempt you the most) is that 4% of nomads have figured out how to support themselves working less than 10 hours per week.



## Digital Nomad vs. Traditional Work Hours / Week



*Digital nomads seem to have a better work-life balance than traditional workers.*

### Digital Nomad Lifestyle – The Modern Nomads

Living the **Digital Nomad Lifestyle** means relying on the internet to financially sustain a modern nomadic life. This relatively new trend allows you to become location independent and constantly move between cities as countries while working remotely.

The digital nomad lifestyle is rapidly becoming one of the most popular ways of living a **nomadic lifestyle**.

- **Style of travel** = A digital nomad's lifestyle tends to have a milder travel component than the lifestyles of other types of nomads. This is because digital nomads are dependent on a certain amount of infrastructure to sustain their lifestyle and, as a result, most digital nomads spend a few months in each place before relocating. This is usually referred to as a "**Slow Travel**".
- **Urban Locations** = Digital nomads will generally prefer cities, mainly capital cities. This is due to the infrastructure needed to get work done. Cities usually have better internet connection, a wide variety of coworking spaces and the ability to connect to likeminded people socially.

- **Cost arbitrage**– Digital nomads will opt to spend more time in developing countries with low cost of living. This allows them to “hack life” by making money from clients in rich countries while greatly increasing their quality of life living in low-cost countries. It should be noted that many digital nomads prefer to pick “**Digital Nomad Hubs**” which are locations that are already popular with other digital nomads, where they can find a community and meet other nomads who share their lifestyle while traveling.
- **Environment of work** = Some digital nomads prefer to work in Coworking spaces which offer stability and fast internet connection. Other nomads prefer **finding the perfect coffee shop** or working from their rented apartment or hostel.
- **Routines** = The digital nomad lifestyle usually pushed people into adapting daily routines which will allow the stability to focus on high quality work. From my experience, most digital nomads adjust themselves to their remote client’s schedule and adapt a regular work week while doing their travels on the weekend.
- **Local in disguise** = Because of the relative stability and routines associated with the digital nomad lifestyle, those adapting it generally become “locals in disguise.”  
A digital nomad’s social circle will usually include more locals or fellow digital nomads than tourists, as they stay longer in a location and have the same work schedule as locals.

Overall, a digital nomad lifestyle can be very rewarding, as it allows people who love to travel to have an additional extended and sustainable period of life on the road. Even though the digital nomad life is not hectic and includes work and daily routines, we should not underestimate its uniqueness and the ability it offers to click the “Reset” button and completely change a location without much preparation. It should be noted that digital nomads wildly vary in key aspects such as frequency of travel, length of stay, work activities, daily routines, and location preferences


## **The Number Of People Who Work Remotely Has Increased By 140% Since 2005**

Technology has advanced to the point where 56% of workers could do at least some of their job remotely.<sup>8</sup> And 41.8% of the American workforce are currently working remotely. This is a tremendous 87% increase from pre-pandemic times.

Although it’s expected from some of these remote workers to eventually return to the office, an estimated 36.2 million Americans (22%) will still be working remotely by 2025.







This is partly thanks to the fact that nowadays, 16% of companies *only* hire remote employees.

Plus, given that 69% of millennials would give up other work benefits for a more flexible working space, the digital nomad demographic is only going to get bigger.<sup>15</sup>

## **What Makes Time Management For Digital Nomads Different?**

First, you need to understand that time management for digital nomads is a very specific skill. It's not something that you can easily pick up from a corporate job or even from higher education. This is because there are challenges unique to the digital nomad lifestyle that you won't face anywhere else.

Aside from adjusting to a new flexible schedule, you'll need to figure out how to find the right blend of leisure time, personal time, and when to work. As a digital nomad, you have to juggle finding your own clients or customers, managing your business, learning about a new culture (if you choose to move abroad), dealing with the legal side of travel and remote work.

Successful digital nomads who make money will all tell you the same thing: the secret to good time management is to work smarter, not harder. In order to achieve a healthy work-life balance, you need to set boundaries for yourself and learn the art of saying, "No."


Better identify the differences between busyness and taking care of business. Without time management (and productivity), you lose one of the best perks of being a digital nomad: an improved work-life balance.

### **1. Create Productive Daily Routines And Rituals**

Keeping a schedule or routine not only helps you to stay organized but keeping a steady routine has positive benefits for the mind, body, and soul as well. As it can help to deal with insomnia, anxiety, and improve productivity and creativity as well.

To help keep to a schedule you can use various tools to help you understand your work habits, sleep habits, and productivity. They can range from the high tech like smartwatches that can measure your blood oxygen levels while you sleep, to the low tech like a journal that allows you to keep track of your tasks, productivity, fitness, etc.





It's important to keep both your long-term, short-term, and medium-term goals and plans in mind so you can stay on target. By managing your time effectively, you can meet your work goals so you can truly enjoy your free time.

## **2. Start Slow – Work And Play**

When you first start off working as a digital nomad it can be difficult to find the right balance between work and play. The new freedom can be exhilarating and it can be way too easy to put-off work in favor of sightseeing, going for drinks with some people you just met, or catching some sun on the beach.

While it can be very easy to put-off working, you might be tempted to do just the opposite. If you work remotely but you still have a supervisor or team that you work with, you may feel that you need to overwork to prove that you are productive. Try your best to avoid both of these scenarios. When you first start your digital nomad journey, set minimal expectations so you can find the right balance between work and play. This is important because you may find that you have a different rhythm of productivity. When you don't have a schedule forced upon you, it allows you to work when it's best for you.


## **3. Turn Off Notifications**

Turning off your notifications goes for both work notifications and social notifications. When you are in your "work hours" turn off notifications from non-work messaging apps and social networks. This can help keep your work time and playtime separate. Because when you're working you can stay focused on your tasks at hand. And when you're not working, turn off your work-related notifications. Whether you are being social or just taking some personal time give yourself the opportunity to truly be present and have fun without the worry of work.

## **4. Do What Works Best For You**

As we mentioned before, there is no single "one size fits all" policy, methodology, or schedule. You will need to find this out for yourself. You should try out different things and see what your body responds best to. See what works, and what doesn't. You will probably find that working straight from 9-5 wasn't exactly a great fit for you. Maybe it's the mornings and evenings that are better for you. Who knows, you can give both of them a try!





While you can try different routines and schedules, you can also try so many other things as well! Maybe working alone in your Airbnb is too quiet and a coworking space is more your style. Or perhaps you don't like living alone at all and a coliving space is more interesting for you. Give different things a go. You don't know it until you try it, after all.

## **5. Be Realistic**

Similar to saying no, maintaining realistic expectations of yourself is important to both your work life and social life. It also will help with your mental health. If you set your expectations too high you'll continue to disappoint yourself and have less self-worth. Keep things manageable. Don't commit to things you don't know if you can handle. When you bite off more than you can chew you can not only disappoint yourself but others if you can't accomplish what you say you would.

You can perform an occasional self-analysis of your day, week, or month to see if you're accomplishing what you set out to do. You can also see what works for you, and what doesn't. Try to match your work goals with your non-work goals. Ask yourself if you really have enough time to do everything you plan on. And then ask yourself again because if you're like most of us, you think that you can do more than you realistically can. After all, trying to do too much can lead to burnout.


## **6. Take Breaks Strategically**

When you think about productivity hacks at work or how to manage time effectively, chances are you don't think about doing nothing. However, taking breaks is just as critical to productivity as efficiency!

In fact, you can't do one without the other. While it's tempting to "power through" your workday, you'll be less productive and efficient compared to if you were fully focused. Plus, it's easier when you're tired to get caught up in distractions like social media, catching up on the news, or going down the rabbit hole of web browsing.

A study by Harvard Business Review found that 46.9% of our day is spent on distraction. With all the responsibilities we have as digital nomads, we can't afford that much wasted time! Personally, I recommend that people take frequent breaks throughout the day (maybe every 45-60 minutes) to re-charge and maintain focus. Aside from these brief breaks, don't forget about your lunch break as well.





It's also important for digital nomads to be intentional about time for vacations, relaxation, and time away from work. As remote workers or freelancers working from the road, it's easy to trick yourself into thinking you're on a "long vacation," especially if you choose to live abroad. There are so many new experiences, foods to try, and people to meet! But it's still important to be intentional about taking time off work and getting to truly experience the world around you. As a digital nomad, you can choose to vacation where you are at any given time. Make the most of your time there by balancing work with travel and exploration time.

Personally, I like a long break in the middle of my day to explore and do something fun!

### **7. Vacation From The "Vacation"**

Due to the idea that digital nomads only work in glamorous and beautiful places, it may seem like a digital nomad wouldn't need a vacation because hey, their life is a vacation. But one forgets about the whole work aspect of being a digital nomad. And there will likely still be plenty of it. If you're working 40 (or more sometimes) hours per week, you will still be grinding like many other people – except more on your own terms. So, while digital nomads may be working in amazing places, the weekends and downtime may be more interesting than other places, the long weeks still mean that an occasional 1-2 week break from all work is necessary.


Taking a vacation can allow you to visit friends and family. Or conversely, your friends and family can come to visit you! It can be a great time to reconnect with those you haven't seen in a long time. Even if it's just a Skype call back home that you have been putting off for ages. It can also give you time to tour around your current base and take in some of the sights you have been too busy to see.

Just because you're a digital nomad doesn't mean you don't deserve a vacation.

### **8. Lose The Distractions**

Nowadays, and particularly if you are a digital nomad, most of our distractions come from the digital notifications I have already mentioned. However, there are still some offline distractions that cause you to lose your focus. And staying focused is important so you can finish your tasks on schedule so you can enjoy your time off of work as well, and not postponing your off time due to the real-life distractions you can face. What are these offline distractions? You ask. Well, it all depends on your own specific situation. But if you are working from home in a coliving space the distraction could be your





housemates. If you are in a coworking space, it could be some of the other digital nomads that work there. Or, if you are working from a beachside cafe it could be wayyyy too easy to spend most of your day getting some sun on the beach and drinking piña coladas rather than doing any real work.

So, if you are easily susceptible to distractions like these, then try your best to lose them altogether. Find a place that you can do your best work, distraction-free.

### **9. Create Systems To Work Smarter**

How do you actually do that? What are the practical productivity tips you can implement to become more efficient? The best way to do this is to create systems using smart tools, automation, and outsourcing. If you have repeating tasks and schedules, why not take time to sit down and use smart tools to help automate those processes for you?

For example, if you have a recurring monthly deadline, automation tools like Monday and Trello will allow you to set up repeating tasks so that you won't forget about them. These repeating tasks can also include subtasks so that you don't leave anything undone.

Working hard once (upfront) and then automating the rest can save you an incredible amount of time in the long run while allowing you to scale a successful online business!

### **10. Never Stop Learning**

Having a growth mindset is an essential skill as an entrepreneur or digital nomad. Even if you think your time management skills and productivity are top-notch, there's always room for improvement.

That's the difference between those who "try out" the nomadic lifestyle and those who succeed with remote work. Those entrepreneurs who achieve high levels of success never think they know it all. And they always keep learning. The amount of content and information that's available today is astounding. Practicing self-discipline and forming the right habits will help you grow and scale personally and professionally. That's why you should never stop learning. Read great books, take the best online courses, educate and invest in yourself, and keep pushing forward.

Do that and you'll grow and scale a successful online business, master the required skills, and never look back!



## 5 Reasons to Become a Digital Nomad and Create the Life You Want

The number one reason for us turning to this lifestyle?

### 1. Freedom

Digital nomads care less about what people think and more about the quality of the lives they're living. When you conform to a life you're supposed to live, you're giving up the freedom to be yourself. Instead, why not create the life you want to live and give yourself the freedom to be who you really are? Really – what can be better than having the freedom to live your life the way you want to?

### 2. Travel

To be able to live a life of unlimited travel – that's a dream you can turn into a reality when you become a digital nomad. Creating a lifestyle and a business that you can take with you and work on, from anywhere in the world, will allow you to travel and see more of the world than you've ever dared to dream of before. If you have an insatiable desire to see the world – this is the life that will help you make that desire a reality.

### 3. Let go

Becoming a digital nomad is a chance to let go of what is holding you back in life – physically, emotionally, and spiritually. You will find this happens without you even trying.


Most nomads don't have many physical possessions anymore. This minimalistic lifestyle helps you let go of the control your possessions have over you. And, you learn to live simpler lives without complaining.

It's also a chance to get yourself out of the culture of negativity many of us find deeply ingrained within us. When you're busy and focused on building this beautiful life for yourself; when you travel and when you deliberately put yourself outside your comfort zone, your perspective on life will change.

### 4. Build your own life

There are many ways to be a digital nomad and every nomad has their own trajectory to building their dream life. The best part – we're each creating our own life stories based on what works for us, what we enjoy and what motivates us.





If you want a buzzword for it, it's called "lifestyle design" i.e. designing your lifestyle on your own terms. The beauty of being a digital nomad is that you start to build your work around your life – and not the other way around. You work as much or as little as you want/need. You decide when, where and if to work on any given day.

You're still working very hard but you're doing something you love and designing your own way of doing it. So if you want to work 12 hours one day and then have a mid-afternoon yoga class break the next day – it is completely up to you. If you want to travel once a week, once a month or once a year – the choice is yours and no one else's.

## **5. Find your happiness**

Finding your purpose isn't something that can be done in a few days, weeks or months. It can be a lifelong journey, and it can only be done one step at a time.

Keep in mind your purpose doesn't necessarily mean you have to change what you're doing already.

Occasionally, you might want to pause what you're doing and reflect on whether you feel like the path you are on is taking you in the direction you want to go. If it's not, then you can change course. Sometimes that road to finding your purpose has a few curves, forks, and stop lights.

