

THE FREEDOM PARENT PATH

HOW YOU CAN BUILT AN INCOME, WITHOUT EMPTY
PROMISES OR COMPLICATED SYSTEMS, AS A BUSY
PARENT.

BY SARRAH HIMPENS

WWW.FREEDOM-FORLIFE.COM

WHY YOU'RE HERE

YOU'RE PROBABLY HERE BECAUSE SOMETHING'S BEEN WHISPERING (OR SCREAMING): "THIS CAN'T BE IT."

Maybe you're stuck in a cycle of burnout, juggling too much and still feeling like there's never enough time or money. Maybe you're a parent who dreams of being present, but work keeps stealing your best hours. Or maybe your income is capped, no matter how hard you grind.

I've been there. I was exhausted, missing key moments with my kids, and building someone else's dream while mine collected dust. But then I discovered a better way — no hype, no "get rich quick" scheme — just a practical approach to build an online business that is about freedom, purpose and growth.

You can run a business that gives you the flexibility to work around your life — not the other way around. Building real income, gaining time freedom, and most importantly, being truly present for your family.

This e-book is your sign. It's not long, but it's packed with what I wish someone had handed me years ago. I will share the most important insights and movements that changed everything for me. You don't have to reinvent the wheel.

- This is not a theoretical story.
- This is not a sales talk.
- This is a guide for parents that are totally ready for a life that is built on their conditions.

Let's discover together how you can go from surviving to thriving — in a way that suits your family, your values and your tempo.

You don't have to be perfect. You just have to be ready to start.

You have it in you — I'm here to help you getting it out of you.

Let's dream bigger together.

CONTENTS

Chapter I - The Real Cost of a 9-5

Why the 'safe' path costs you your freedom – and what it really brings you (or takes from you)

Chapter II - What is a Freedom-Based Online Business?

A simple revenue model with impact, build on your life – not the other way around.

Chapter III - The 3 Movements that Changed Everything

The mindset, the system and the support that you need to break loose.

Chapter IV - The Skillset Shift: What You Already Have

You don't need to become someone else. You need to start seeing what's already in you.

Chapter V - How to Build While Raising a Family

Spoiler: You don't need more time. You need a different approach.

Bonus: Your Freedom Blueprint

Visualise how your life would look when time and money aren't an issue anymore.

Final Word – You Decide the Path

Nothing changes if you don't

CHAPTER I – THE REAL COST OF A 9–5

WHY THE ‘SAFE’ PATH COSTS YOU YOUR FREEDOM – AND WHAT IT REALLY BRINGS YOU (OR TAKES FROM YOU)

From a young age, most of us are sold the same dream: go to school, get good grades, land a “secure” job, and everything will work out fine. The 9–5 job is painted as the responsible route: the stable, sensible choice. You get a steady paycheck, some benefits, and maybe, if you’re lucky, a promotion every few years.

But let’s pause for a second.

What’s the **real cost** of that so-called security?

Time: The Trade No One Talks About

Your most valuable asset isn’t money: it’s time. And a traditional 9–5 demands you trade it in large, non-refundable chunks.

Eight hours a day. Five days a week. For forty years or more.

Add to that the commute, the time spent prepping for work, the recovery time from a long day, and it’s easy to see how the majority of your waking hours revolve around your job.

You’re not just working, your life is structured around work.

How many moments with your kids are you missing? How many mornings start with rushing, and how many evenings end with exhaustion? Time you could spend exploring, creating, connecting... gone. It’s spent making someone else’s business thrive.

Capped Income: The Invisible Ceiling

In a job, your income is rarely tied to your effort or creativity. Instead, it’s capped by company budgets, job titles, and politics. Raises are small and slow. Promotions often go to those who play the game best, not those who work the hardest or deliver the most value.

You might be showing up early, staying late, taking on more responsibility... and still barely moving the needle financially.

You’re told to be grateful, but it doesn’t feel good when you’re constantly budgeting, counting down to payday, or sacrificing experiences because they don’t “fit” your salary.

Meanwhile, the cost of living keeps rising, and your freedom? It stays out of reach.

Lack of Flexibility: Living Life on Someone Else's Schedule

Got a sick child? Need to attend a school play? Want to book a spontaneous trip or just sleep in after a rough night?

Too bad.

Most traditional jobs require you to ask permission to live your life. Personal time, family emergencies, mental health days—all must be filtered through company policy and manager approval.

It's not that employers are evil. It's just that the system wasn't built with your *life* in mind. It was built for productivity, not personal freedom.

We've normalized a world where adults need to explain themselves just to attend their own lives.

And somehow, we call this *security*.

The Hidden Toll: Stress, Burnout, and a Life Half-Lived

Here's the truth no one says out loud: most people aren't thriving. They're surviving.

We've accepted chronic stress as normal. Tension headaches, anxiety, burnout... they're all just "part of the job." It's become routine to live for the weekend, dread Monday, and numb out every evening just to recharge enough to do it all again.

And for what?

A pension? A two-week vacation? A life that fits into the cracks around your job?

The Wake-Up Call

If reading this makes your chest tighten, if it feels like you've been quietly compromising for too long: you're not alone. Most people feel this way at some point, but they don't know what to do about it.

The good news? There are other ways to live. But the first step is seeing the truth for what it is: the 9–5 isn't "safe" if it's stealing your joy, your health, your relationships, or your dreams.

It might be familiar. But that doesn't mean it's right for you.

CHAPTER II – WHAT IS A FREEDOM-BASED ONLINE BUSINESS?

A SIMPLE REVENUE MODEL WITH IMPACT, BUILD ON YOUR LIFE – NOT THE OTHER WAY AROUND.

Let's be clear from the start: this isn't about becoming an influencer or trying to build the next billion-dollar tech startup in your garage. You don't need to go viral on TikTok, and you definitely don't need a 50-page businessplan or a pitch deck for investors. That's a whole different game. A freedom-based online business plays by a different set of rules — your rules.

A freedom-based business is exactly what it sounds like: a business that gives you more freedom of time, location, energy, and income. It's about creating something sustainable that fits into your life (not the other way around), while still allowing you to grow, earn, and have an impact.

You can work from home, a café, or the beach as long as you have Wi-Fi. You can build it while raising kids, juggling another job, or living on the road. It's designed to flex with your life instead of requiring your constant presence.

What Makes It “Freedom-Based”?

At its core, this kind of business is built with intention. It's not random. It's not luck. It's structured around a few key principles that make it different from traditional businesses or the typical hustle-and-grind models you see online. Let's break those down.

• Pillar 1: Leverage

This is where real magic happens. A freedom-based business doesn't mean trading hours for dollars. It's not about selling your time, it's about creating systems, offers, and tools that work with you and for you.

Think of digital products, affiliate partnerships, automated funnels, and content that lives on the internet 24/7, bringing in leads and sales while you're offline.

The idea is to multiply your effort. You don't get paid once for your work; you get paid again and again for something you built once. That's leverage.

• Pillar 2: Automation

Time is your most valuable currency. If your business needs you to be glued to your phone or laptop all day, it's not really giving you freedom.

That's why automation is essential.

With the right tools, you can:

Send emails to your audience automatically

Deliver digital products or courses on autopilot

Handle bookings, follow-ups, and even sales without lifting a finger.

Automation doesn't mean removing the human touch. It means using smart systems to amplify your presence, so you don't have to show up constantly to make things work.

It's like having a digital assistant who works 24/7 and never calls in sick.

- **Pillar 3: Mentorship**

This is the one most people skip — and it's a mistake.

Starting an online business can be overwhelming if you try to do it alone. There are endless choices, tools, platforms, and advice online (some of it useful, most of it... not). Without guidance, you can end up spinning your wheels for months or years.

Mentorship cuts through all that noise.

Why guess your way through, when someone else has already figured out the path? Working with a mentor or being part of a community flattens the learning curve. It gives you structure, support, and clarity — especially when doubt creeps in (and it will).

A good mentor doesn't just tell you what to do. They help you build the mindset to actually do it.

So... Who Is This For?

You don't need a degree in marketing or tech. You don't need to be famous or have thousands of followers. You don't even need to have a product yet.

What you do need:

A willingness to learn

A readiness to take consistent, imperfect action

A desire to build something real — not just a side hustle, but a sustainable income stream on your terms.

If you're open to thinking differently, leaning into systems, and showing up with intention, then this kind of business is totally within your reach.

What Does It Look Like in Real Life?

Great question. Here's a little teaser: in my free business training, I walk you through exactly how I structured my own freedom-based online business. I show you the moving parts, the systems that run in the background, and how I built it around my real life — as a parent, a partner, and someone who values time freedom above all.

No fluff, no gimmicks. Just a clear look at what's possible.

When you're ready, the full breakdown is waiting for you. Let's get you building something that works for you — not the other way around.

CHAPTER III – 3 SHIFTS TO BREAK FREE

THE MINDSET, THE SYSTEM AND THE SUPPORT THAT YOU NEED TO BREAK LOOSE.

Let's talk real change. Not the kind that fades after a weekend seminar or motivational quote, but the kind that sticks. The kind that takes you from feeling stuck in survival mode to finally living with freedom, purpose, and ease.

Looking back on my own journey, there were three key shifts that changed everything. And no it wasn't some overnight miracle or lucky break. It was a conscious decision to shift the way I think, the strategies I used, and the kind of support I allowed into my life.

Consider the role models in your life: Identify the people in your life who influenced your financial beliefs and behaviours. Was it your parents, grandparents, or other relatives? What attitudes did they have towards money, and how did they handle financial decisions?



Mindset

Entrepreneurs play a different game. They don't think in hours worked, they think in value created. They look at problems and ask, "How can I solve this in a way that serves people and scales beyond my time?" Instead of asking, "Can I afford this?" they ask, "How can I create the value that allows me to afford it?"

Making this shift doesn't mean you have to quit your job overnight. It means you start thinking differently. You stop seeing yourself as just a worker, and start seeing yourself as the CEO of your life. You realize you're allowed to build something of your own, on your terms. And it all starts with believing that it's possible for you too, even if no one around you is doing it yet.

I used to think I had to come up with a big idea, invent something new, or hustle 24/7 to make it. Nope. That's another myth that keeps people stuck: the idea that if you didn't build it from scratch, it doesn't count.



Find a Proven System

But here's the truth: Success leaves clues. And there are systems out there, ethical, proven systems, that are already producing real results for real people. You don't need to reinvent the wheel. You just need to find the right vehicle, one that matches your values, your lifestyle, and your vision of freedom.

For me, that system was already up and running. It had structure, support, mentorship, and most importantly it was working for people who were just like me. Once I plugged into it, I didn't have to spend months or years figuring everything out on my own. I simply followed a process that was already designed to get results. I made it my own, adapted it to my life, and finally started seeing momentum.

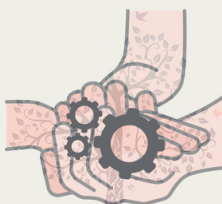
This one might be the most underestimated, but it's been the most impactful for me.

When you're trying to break out of old patterns and create a new life, doing it alone is exhausting. You question yourself. You get distracted. You overthink everything. And worst of all you don't have anyone in your corner who's been there.



That's where mentorship comes in. Having someone who's walked the path before you, who can say "Here's what worked for me and here's what I'd do differently," is gold. A good mentor will help you avoid common pitfalls, challenge your limiting beliefs, hold you accountable, and remind you of your why when things get hard (because they will).

Mentorship isn't about having someone give you all the answers. It's about having someone who helps you find your own, while shortening the learning curve and helping you stay the course when doubt creeps in. Because trust me, doubt will show up. But with the right mentor in your corner, you won't stay stuck for long.



Putting It All Together

These three shifts might sound simple — mindset, system, mentorship — but together, they're transformational. They're the reason I was able to step out of survival mode and into a life that feels expansive, aligned, and truly mine.

When you combine these shifts with a freedom-based vehicle and a supportive community, something powerful happens: you stop surviving and start living. You start creating, serving, and growing in ways that finally feel right. You gain time, energy, and emotional bandwidth and most of all, you gain choice.

And that's what freedom is really about: the choice to live life your way.

Let this chapter be your invitation to make these shifts for yourself. You're not stuck, you just need a new approach.

CHAPTER IV – THE SKILLSET SHIFT

YOU DON'T NEED TO BECOME SOMEONE ELSE. YOU NEED TO START SEEING WHAT'S ALREADY IN YOU.

One of the biggest lies that keeps people stuck is this:

"I'm not experienced enough. I'm not tech-savvy. I don't have what it takes."

But let me tell you something: if you're a parent, you've already mastered half the skills that make entrepreneurs successful.

Seriously. You're a problem-solver. A schedule juggler. A chaos navigator. You've learned how to adapt on the fly, communicate clearly, manage emotions (yours and your kids'), and keep going even when you're dead tired.

That's grit. That's leadership. That's emotional intelligence.

And it translates beautifully into building a freedom-based business.

The Skills You Probably Already Have

Let's break it down. You already know how to:

- **Solve problems** on the fly (hello, toddler meltdowns in grocery stores)
- **Multitask under pressure** (ever cooked dinner while helping with homework and answering emails?)
- **Build relationships** (with your kids, your family, other parents)
- **Communicate clearly and empathetically** (because kids need clarity and emotional guidance)
- **Show up even when you don't feel 100%** (how many times have you just 'gone through it', even when you were having a high fever or you were mentally down?)

These are golden in business. You're not behind, you're built for this.

What You Actually Need to Learn

Here's the refreshing truth: most people overcomplicate entrepreneurship. You don't need a business degree or a huge following. You just need three core things:

1. **Basic tools:** Learn how to use simple platforms for emails, landing pages, content, and payment (and I teach those inside my system).
2. **Storytelling & connection:** People don't buy products — they buy energy, values, and trust. If you can share your "why" honestly, you're already ahead of most marketeers.
3. **Curiosity & consistency:** The willingness to learn, try, mess up, adjust, and keep going. That's what separates dreamers from doers.

Find Your Transferable Superpowers

Take a minute and ask yourself:

- What do people come to me for?
- What challenges have I already overcome?
- What lights me up when I talk about it?

Chances are, your next step isn't about learning more, it's about using what you already know in a new way.

You don't need to become some new version of yourself.

You just need to trust the version of you that's already handled a thousand challenges and still shows up every day.

That person?

They can build anything.

CHAPTER V – HOW TO BUILD WHILE RAISING A FAMILY

SPOILER: YOU DON'T NEED MORE TIME. YOU NEED A DIFFERENT APPROACH.

Let's keep it real.

You're already juggling a million things: meals, laundry, homework, tantrums, maybe even another job. The idea of adding "build a business" on top of that?

It can feel... impossible.

But here's the truth: You don't need to hustle harder. You need to build smarter in a way that aligns with your season of life. Your energy. Your priorities.

It's not about being perfect or productive 24/7.

It's about finding moments that work for you, and turning them into small, consistent wins.

Create Time That Works for You

Forget "finding time." You have to create it by being intentional with the little pockets of space you already have.

- **Nap time?** That's 30 minutes of focused content or answering messages.
- **Evenings?** Instead of Netflix every night, pick 2–3 days to build your dream.
- **Early mornings or weekends?** Just one focused hour can move the needle massively.

It's not about working more, it's about working on the right things during windows that fit your rhythm.

You're not lazy. You're just tired. And building this shouldn't drain you, it should fuel you.

Micro-Habits That Build Real Momentum

Here's what I teach:

Forget about "all or nothing." What you need is **"a little, every day."** These habits compound.

- 15 minutes of connecting in DMs
- Write one post, even if you don't publish it yet
- Record a 60-second video (with kids in the background? Totally fine)
- Journal one idea, one message, or one win you had today

That's business-building. In your real life. As you are.

Boundaries = Protection, Not Guilt

Your energy is everything, and let's be honest, kids take a lot of it. That's why setting loving boundaries is crucial.

- You're allowed to ask for 1 hour of focused time.
- You're allowed to say no to extra obligations.
- You're allowed to let the dishes wait so your dream doesn't have to.

You don't need to "do it all."

You need to do what matters and that includes you.

Done Is Better Than Perfect

Perfection is a trap that keeps amazing moms and dads from ever getting started. So here's your permission slip:

- Your landing page doesn't need to be perfect.
- Your first offer doesn't have to be fancy.
- You can show up tired, messy, unsure, and still be impactful.

You're not building an empire in one weekend.

You're building freedom, one aligned step at a time.

And you get to do it while staying connected to the people you love most. That's the beauty of it.

You don't need a full-time schedule.

You need a full-heart intention and a flexible plan that fits your life.

Because this business? It's not separate from your family, it's built for them.

Let it grow alongside your kids.

Let it mirror your values.

Let it be imperfect, honest, and deeply yours.

BONUS – YOUR FREEDOM BLUEPRINT

VISUALISE HOW YOUR LIFE WOULD LOOK WHEN TIME AND MONEY AREN'T AN ISSUE ANYMORE.

Your ideal day

Take a moment. Close your eyes if you want to. Breathe deeply. Ask yourself: “Where am I?”

What’s the first thing you do?

What don’t you worry about anymore?

What does your work look like - if any?

Who are you spending time with?

Write it down, describe your ideal day. This isn’t just a fantasy.

Time vs. Value

Take a piece of paper and split it into two columns:

- In the left column, list how you currently spend your time on a typical weekday (hour by hour if you can).
- In the right column, write how you wish you could spend your time if income and work schedule weren’t an issue.

What stands out to you? Which activities bring you joy or meaning—and how much time do they currently get?

“Freedom Fit” - Self Check

Rate yourself (1 to 5) on the following statements:

- I want to stop trading hours for money.
- I want more time flexibility without sacrificing income.
- I enjoy learning and growing through online tools.
- I care about building something aligned with my values.
- I’m ready to take imperfect action and learn on the go.

Add up your score.

- 20–25: You’re totally ready to start.
- 15–19: You’re in the right mindset; just clarify your next step.
- Under 15: You might need to revisit your “why” — and that’s okay!

Your Current CEO Score

Ask yourself these three quick questions:

- Mindset – What belief about money or success might be holding me back?
- System – What current routines do I have that could be simplified or automated?
- Support – Who do I currently learn from or lean on? What kind of mentor or community would help me grow?

Write down one simple action you can take this week to improve each of those areas, even if it’s small. Momentum starts there.

FINAL WORD – YOU DECIDE THE PATH

NOTHING CHANGES IF YOU DON'T

You've made it to the end and that tells me everything I need to know.

You're not just curious.

You're ready.

Ready to stop trading your time for money.

Ready to step out of burnout, break the cycle, and finally build something that's yours.

On your terms.

You're done settling for less than you're capable of. And that fire? That pull in your gut that brought you here? That's your intuition saying:

"It's time."

And here's the thing

This isn't about selling your soul, becoming a robot online, or pushing products you don't believe in.

This is about using a proven framework, inside a supportive system, to build a life you love while actually helping people along the way.

You've already taken the hardest step:

You opened the door.

Now, let's walk through it.

Because you don't need permission to grow. You need a path.

So if something in you feels lit up right now...

If something's whispering "this could be it"...

Then trust that.

You've got this. I'm right here with you.

Let's go.

So here's what happens next:

Check your inbox.

You'll find a personal invitation to book a free call with me.

I'll walk you through:

- The business model that gave me time freedom
- How I built income without sacrificing my integrity or family
- What you need to get started — even with zero experience

It's the same method that helped me (and many others!) go from stretched thin and stuck... to building a business rooted in values, freedom, and alignment.