Mattia Rainoldi: So let's start with a couple of warm up question about your life as a digital nomad and the first question is very easy so is what is your job title?

P18: Um, it's a marketing consultant and content creator I guess (laugh).

Mattia Rainoldi: That's interesting yeah.

P18: Slash photographer (laugh), it keeps changing.

Mattia Rainoldi: Okay. Perfect. And how would you describe your employment time?

P18: As in, so I mean I work for myself. I'm self-employed, registered with the UK digital marketing and but I'm in the process of starting an agency, marketing agency, so I guess I'll become agency owner at some point (laugh), yeah.

Mattia Rainoldi: Sounds very interesting so, can you tell me a little bit what is it that you do in your working days?

P18: Yeah, so I, I have a couple of marketing clients that are all in the wellness sector and I consult them, so I do mixture of marketing strategy, but also the implementation of things, so I do a lot of social media management, email marketing, website management, sometimes I takes photos for one of the clients so I do photoshoots yeah so it's a mixture of various marketing activities, but specifically for the wellness sector.

Mattia Rainoldi: Interesting, do you see yourself being employed full-time?

P18: Not really no, I don't think I do more than 30 hours a week, at this stage.

Mattia Rainoldi: Okay.

P18: So yeah I'm actually quite there' lots of free time luckily.

Mattia Rainoldi: Is that by choice?

P18: Yeah, and I'm trying to outsource things so I get more free time (laugh). So I can build the website for the agency um but yeah it's for now I kind of like, um, almost part-time but enough to sustain that I can completely fine financially, because I, my lifestyle is not expensive, you know I don't, I pay cheap rent because I'm in Portugal and yeah my expenses are very low, so yeah, good life.

Mattia Rainoldi: Yeah, I guess so so basically how would you say what is the motivation for you to reduce working hours?

P18: It's to get more freedom to explore because I mean, I haven't had an holiday for ages, so I'm definitely working through much, almost every day, but I kind of blend this lifestyle, I can, I can work from anywhere, I have the freedom, I can work from anywhere in the world, anytime I want you know, no one expects me to be always online, so it's I can be very flexible with my my time and whereabout.

Mattia Rainoldi: This is what I saw also from your diaries I saw that in the seven weeks of diary, you were basically working every day yeah, can you tell me a little bit more about it?

P18: Yeah, well I'm trying to only work five times a week but because sometimes I get like things happening, like visit to an island, someone invites me somewhere and I then have to not work that day, and then I compensate for it. So in this seven day, so I pretty much you caught me like this wasn't a standard week I was actually doing. I did a trip within my trip, so I'm in Faro, Portugal, but I went to another place because I had to explore it, I only worked like maybe a few hours in the morning, a few hours in the afternoon or some of these were like a full working days, but then the ones I barely worked I had to really compensate over the weekend. So yeah and so certain clients I have to post every day because it's social media management, so I do stories every day.

Mattia Rainoldi: You said, it is not your regular week, so how does your week looks like?

P18: Well, mostly, so I'm based in Faro and I I tried to kind of have like a working schedule, so I'm trying to work in the morning maybe to roughly around four o'clock and then I think the rest of the time, I'll go to the beach and see friends. So, yeah, I sort of, yeah, I tend to work from home, or now I'm trying to make, trying to find more cafés and the library cause I'm getting bored just being at home (laugh), and I want to meet more people from that community of the digital nomad, so that's why this week I tried something different and I met those amazing people in this other city.

Mattia Rainoldi: Okay, yeah, that's very interesting, so you're in your regular week, would you take days off?

P18: Usually yes, usually the weekends, I take time off, um, apart from this one client or I mean it just takes me like a few minutes to just post stories because yeah they want to be active on social media but that's about it, usually I I don't respond to their queries over the weekend and just do my own projects, so technically I'm working, but just for my own things you know, like my blog and my my future website for the agency. So it's (laugh) kind of like I don't know if I classify this as work work or like side projects (laugh), it kind of is work I guess.

Mattia Rainoldi: I understand, yeah (both laugh).

P18: A little bit like you know not very organized, you've probably seen like digital nomads that be like all over the place.

Mattia Rainoldi: Right yeah and there's any particular reason for you to prefer so weekend days as days off?

P18: Um, not, not really. I mean I guess it's because I, I was doing this for the previous seven years before I started doing this, so I was, I was, I'm used to this structure. So for me, I think it's nice to have some sort of structure, because I have so much freedom, if there was no structure, it'd be killed and stressful so that's why I tried to have to at least a standard you know, working I guess scheduled, so I overlap with most of my clients and friends who are also, most of them are normal working normally working in the standard Monday to Friday environment.

Mattia Rainoldi: Mhmm. So you said you like to have a structure?

P18: Yeah, a flexible structure, yeah (laugh).

Mattia Rainoldi: Okay, can you tell me a little bit more about it?

P18: Yeah, sure so um, I guess, because you have so many diverse project, so I have five different clients, they have very different requirements. And it's quite you know it's very exciting, very interesting, but if you, you can not work as long as you want or as short as you want for some of them, so it can get out of hand because I when I started, I was working so much, I was working maybe eight hours a day, every day. And then (laugh), like privily and then where now, then no more like maybe the next three or four days, so it was very confusing you know so now I try to kind of balance if it, probably have 30 hours a week and mostly spread Monday to Friday, some occasional hours here and there during the weekend, but it just helps with your I guest balance in life to have structure.

Mattia Rainoldi: Yeah. So you mentioned twice in the sentence the word 'balance'. So what does it mean for you?

P18: I guess a good combination of work and time for myself and time to explore the nice locations where I am because, if I only explore the locations and I, I would not be making money and if I only work then what's the point of being based you know abroad (laugh). So yeah that's why for me, I guess, I need to earn my freedom by working, and I also need to enjoy my work by having adventures and trips so yeah that's that's what balance is for me.

Mattia Rainoldi: Yes, yeah.

P18: (laugh) Yeah, you have to earn it. And sometimes you have to skip, sometimes you see sunshine all day, but you have a deadline so you just gotta ignore the sunshine to do your your work.

Mattia Rainoldi: Mhmm, so are you trying to say that also the context of the moment have an influence on how you schedule your work and other life purposes?

P18: Yeah, yeah, I guess cuz, I, yeah, because I'm thinking just when you're freelancer, then you, you, you know, no one checks, you know, every hour of the day, so you can really choose your hours and, for me, because I want to take advantage of my surrounding area I always yeah if someone invites me to something exciting like yesterday, the day before, I went on a boat trip to island nearby and then yesterday I met some friends in the city center, went for cocktails so that happens, I, I'll just say yes, and then I'll just compensate for like working longer hours in the morning or evening, just to enjoy these opportunities when they happen. So any kind of speaking schedule, you know this is coming up, and you kind of work around it so sometimes I have to wake up at six do an ebook for somebody or something. And then okay, then I can be off for the afternoon or from lunch on or so, you have to always deliver the work to the client but also then reward yourself I guess (laugh) you know, time is life is to be enjoyed.

Mattia Rainoldi: Yeah, I guess so yeah. Right and you also were saying well 'I haven't took an holiday for ages'.

P18: Yeah (laugh).

Mattia Rainoldi: Can you tell me more about it?

P18: Yeah I guess there's always the battle, like the inner battle, because you think that you should really take off completely from work because it's not healthy for you work all the time even if you if you're not there long hours and not long hours as you always think about work so that's why yeah I have not tried for a while, because it's still very new to me this whole thing is I've only been doing this for maybe five months or so, five, six, so, um, for me, I still feel like I want to be completely okay with automating things for the client so then I can be away, they don't need me. So yeah that's why I feel like I have always have to be there because it is you may have seen in my diary and also my work is just being there, communicating with everyone all the time and if if I cut myself as a lack of communication, they wouldn't know what to do. They rely on me to remind them about things, because I project manage a lot of their work, so if I'm out of the equation, they think they wouldn't know what to do, they completely rely on for their yeah marketing. So yeah. I'm haven't yet come up with a way of replacing myself or yeah (laugh), well, it will happen, cause otherwise you will burn out like it's too much work, you always think about it, and always available within a few hours from their their message so oh I'll do it at some point, (laugh) the holiday.

Mattia Rainoldi: And how does the situation this lifestyle makes you feel?

P18: Very happy very free (laugh) yeah it's a good life because I yeah I can just really explore places at my own terms and on my own terms, travel and enjoy because I actually enjoy my work, for me it's fun work, so I enjoy doing this and so sometimes I'm actually done this very cliché thing you know I've been on the beach with my laptop just looking at the palm trees and writing an email or you know, like a marketing newsletter so yeah I like this.

Mattia Rainoldi: This is another interesting thing that I wanted to ask you about so about the places where you work from yeah. In your diary you mentioned different places from your apartment to co-working spaces beaches and hostels and other different places. So how do you decide where to work from?

P18: I guess well if I'm trying, to for me it's important that I have I'm able to sit comfortably, to have a good connection, to be able to see my screen, to have electricity if I run out of battery but also sometimes you know if this is like my flat, the flat where I live, it's quite good for that, I have a desk and everything, but sometimes sometimes I get distracted when I'm working from home, you know it's it's easy to blend the boundaries between home and work, so sometimes I need to take myself out of here and just go somewhere else, like a café really helps me if I mean sometimes I don't focus enough, well enough here, so I'm better outside when I can just concentrate and just work, work, work. Or the co-working space helps when you see other people work and then you kind of work better, like you, like you know when you go to the gym and you see the whole workouts and you want to lift more or run faster on the treadmill, so I guess it helps. But I've even worked from a mountain, like last month, I was in Bulgaria and I worked from a mountain, there was a chalet I hired, I rented with my mom. And, yeah, we just we are there with the laptops so it's you can literally work from anywhere, and if there was no Internet and your phone does have Internet, you can just get data off it so it's quite literally anywhere (laugh).

Mattia Rainoldi: Yeah that, I guess it's like that and very interesting, something that you said for you, so you need to create a boundary between your and your in your home. Um, what I have capturing there that you move to places outside what might be considered a place of work.

P18: Yeah.

Mattia Rainoldi: Like being on the beach or being in a café might not be considered a place of work, and I would like you to ask you how do you make it become a place of work for you or?

P18: Well, I just for me when I get my things done, I feel satisfied so, for example, you have a very long list of little things to do for the client like reminder or something could be updated marketing plan or during boards and, for me, I I know I'll be restless until I get it done so, I know, even if I have a great trip you know, I will still think about it, like 'oh, I have to do it, I have to do it' so that's why sometimes I'm really want to be outside. I still get my laptop and then 'okay until you've done your work, you're not going to go swim' you have to do it so sometimes I almost trick myself into doing the work and that's why I choose some locations, because I know I'll get it done and then I'll just go enjoy the day there. Um, if I'm at home, I get lazy and maybe I'll procrastinate but if it's if I'm outside and I'm ready to continue with my little adventures, then I know 'okay, I have to finish it, because otherwise I worry and then I just go there' (laugh) so it's a bit strange, but it works for me. I just feel like satisfied when it's done and yeah get it done. But I do also want to take advantage, I mean I don't wanna not enjoy the surrounding area. So it's a thin boundary like it's always like nearly crossing but yeah.

Mattia Rainoldi: Mhmm, that's very interesting, actually you're totally immersed in, how to say, in the free times space yeah.

P18: Yeah (laugh).

Mattia Rainoldi: Um, and you manage to well okay to create your your own boundaries within it. So, being in such spaces is for you, how would you describe the benefit of being in such spaces while working?

P18: You mean the beach, the cafés?

Mattia Rainoldi: Yeah.

P18: Well, first of all, the beach is not like a regular one because it's hard to see the screen, so I don't do it all the time, I I've only done it a few times, including in Brighton beach in the UK (laugh). But I just feel I don't know so the question is how I make it work there, basically. Well with café it's not difficult, I mean it's it's quite comfortable because you have a table with your laptop, you put your headphones and you just have this nice background moving people, no one really if it's quiet enough it's really actually nice to concentrate. Um, the beach is not easy (laugh) because it's just too bright, the screen, ah the sunshine is too bright, but other places like the mountains, I generally work from the mountains, that was okay, there was a big table outside and I was just working fine. So I guess it can inspires you when you see like a really nice nature environment, it's very calming as well when you just look at the trees and you just type away, for me it's very easy. Um, I just have to not be distracted. For me, what is distracting though actually sometimes when I work from home or somewhere else, the people that I know and just get engaged in conversation too much (laugh), so that's why I tried to go somewhere where I'm alone if I can. I mean alone isn't without friends so at home, I'm sharing a flat, it's always someone to hear so that's why another reason I sometimes struggle to work from from there because it's a living room that I'm working from. In this particular house so I'm going to move somewhere else next month, but yeah.

Mattia Rainoldi: I see, yeah, so basically you're saying that you feel more productive when you work in an environment that even if it's not a conventional place of work, um, you get less distracted by not having other people around, people that you know?

P18: Yeah yeah exactly this is it it's just, um, yeah I just I'm a very chatty person and if I see people I'll speak to them, you know friends. And, and then, but then I've this back voice in the back of my head that 'you've done your work if you're not doing your work' and it's really stressful when I feel guilty and there was a really good Ted talk, which illustrates that really well, which is about procrastination and they talk about the, I don't know if you've seen it, it's quite a viral one, where they talk about the the deadlines. When you have a deadline, and when you try to start early and have this nice like a staircase structure and the work increases, but then, at some point you leave it too late, there is a massive one you know literally deadline like how much you've done the way the deadline is and then you're so stressed and then part of your gets distracted, then you just want to go and enjoy yourself, we have this little wonky shoulders your voice 'go ahead, just have fun', but you know, this is not real fun, this is like the dark playgrounds of enjoyment, because you know what this is not really like you've not earned it yet, you haven't done your work and you enjoy it but not completely because you know you have to do it and then you, and then it comes to the deadline monster where it's called it, it scares the monkey then you just do it so it's kind of like a one word feeling guilty and but but, but sometimes you do, and this is one thing you learned from this lifestyle you you're always battling like doing want to go have fun don't want to get the work done first or, so it's always (laugh) always trying to manage the two, but I think now I'm in a good place where I'm not beating myself too much if I've not done everything like too early. But I'm also not not letting myself reach deadline without having managed to make a significant progress so yeah.

Mattia Rainoldi: Yeah I see. You mentioned also in your diary couple of times these words 'guilty' and 'anxious' is what you're describing here.

P18: Yeah. Yes, it happens, it happens, like even this morning I was working on something. Um, I have, I have a client that really likes monthly reports so every month, I give them a really detailed reports which breaks down everything everything I worked for them, and any website traffic, any email signups, leads, new purchases, everything. And it goes in a lot of detail, but just really takes maybe three or four hours to do. And then I have to summarize and prepare to present and I wanted to do this at the beginning of the week, so I know it's done so, I have to do is just have the call and walk them through it. But I didn't do it, so this morning 'okay I'm gonna do now', and I still haven't done it so probably will yeah do it after the call (laugh) and then just have a few hours to relax before the actual call at five yeah so you, but at the same time I don't regret it because I did have an amazing time on the island that I went to so I feel guilty, but not too much, so otherwise I would skip the trip right and I didn't, and I went there, then yesterday, I went to the to see my friends in Faro and again, have like three thirds ah two thirds of the day off pretty much so I feel guilty, but not too much (laugh).

Mattia Rainoldi: I see, yeah. Okay, let me see here, how would you say, would you say that basically your work have an influence on your free time choices?

P18: Um, yeah I guess well yeah I guess the more of my work, I do all the time, the more free time I get, which is my I had now, have which I've mentioned is when the diary I have, I have virtual assistance now, so I outsource more stuff so I can do even less hours, so I actually have two people I'm giving tasks to and they are writing some of the content that I'm putting in my social media schedules for the client so yeah I'm really trying to decrease the amount of work, I guess, so I just just want to enjoy my summer (laugh) it's really as simple as that and and yeah so if I if I'm clever with the way I do it, like outsource it or just two things in like batch like, for example, do only social media like a month ahead in one go or do only emails in one go, if I'm really smart with the way I do my work and choose the tasks cleverly, then I have more free time because I don't have to start and stop and switching between tasks I just do it and it's done.

Mattia Rainoldi: And would you also say that your free time influences your work time, your work choices?

P18: Oh yeah guess, I guess, if I know that something very exciting is coming up soon in my free time, then I guess, I will push myself hard. I don't know if if by work choices you mean volume of work or type of work. Cause I wouldn't say the type of work really depends, it's marketing, it's my, my skill I guess.

Mattia Rainoldi: No, it was more thinking about the way you organize it.

P18: Oh yeah no definitely influences it. I know when things are coming up, for example, on Monday I'm flying to Bulgaria via London, that's going to be a crazy day of flying and then I'm getting a driving license in Bulgaria, then going to the UK, getting my British citizenship, so it's a bit crazy next month which is why I need to make sure I'd really am very you know do my work in between somehow because I do have client I have five plans I need to please the whole time so because they pay me on retainer like every month I'm being paid by those people. And I have to make sure they're happy, you know because they gave me the freedom, so if they're not happy they're not going to continue, so I need to make sure, regardless of me moving luggage, moving houses, fly and getting PCR test, I get my stuff done somehow, and yeah, so I have to really plan, and I might actually I don't know if I work this weekend cause I have to say goodbye to everyone for a month here because I'm yeah but otherwise yeah I think next week is going to be tough work (laugh) cause this week it didn't work too much and next week, I'm going to compensate.

Mattia Rainoldi: Right -

P18: (overlapping laugh)

Mattia Rainoldi: I guess I'm kind of understanding how you structure your your life and your leisure time and work time. Um, what I'm more interested about, and I would like to discuss a little bit more in detail with you is the role of technologies in in all of it.

P18: Yeah.

Mattia Rainoldi: So, from your diary so that you use very different technologies, a range of technologies, both in terms of devices and in terms of, um, applications and platforms and all of these things right. And what I'm very interesting to learn about is how they help you in organizing your work life, and your leisure life as you do?

P18: How they um, yeah. Well, I have to say it's very important to have very good devices because last year, when I started kind of transitioning from working full-time to working like this, I had a very cheap laptop and very cheap phone and if you're creating content, you have to have a really good camera on your on your phone because you quickly snap and you write something smart, then you post so I had a horrible phone and my laptop was so bad that editing one photo would take me instead of sometimes it can take 30 seconds, you know use Lightroom, but this was taking me about a minute and a half and multiply this by 500 photos and you're like 'oh my gosh' so I really decided to invest, so I have a really good laptop now, really good phone and really good camera and they it is very important because you need speed for everything, speed and quality so yeah I have a really good laptop which I'm always worried nothing will ever happens to it, but it makes all the difference and in terms of technology, yes, also important especially marketing, I think one of the main most important things you learn is the importance of technology that lets you schedule things in advance, because then you can rest, you don't have to be always available, like, for example with social media, you can schedule things, with email even you can schedule things and even publishing articles, so it's very important, otherwise you have to be online, you know always available for the client so that really helps.

Mattia Rainoldi: Yeah okay, so I like to go a little bit more in detail about that and, um, and how you how you, basically, if I understood it right and correct me if I'm wrong, please, you have a laptop and a phone that you use both in your work time, in the work and in your in your in your leisure?

P18: Yeah that's it.

Mattia Rainoldi: So, can you tell me a little bit how you differentiate between, um, how you use these technologies for work and then how you use them for leisure and how you draw a boundary between them?

P18: Yeah, no, no, there is any boundary here (laugh) but um yeah my my phone is my my most important device because quite often I'm on the go and I think, for me, in terms of the work of a few that one of the most important things to be doing as a consultant is to be very have really good communication skills and to be very like available when the client needs you. I mean I'm trying not to be too available, so they expect, like every second of the day, but I do for me it's very important, I reply promptly so they know I'm thinking about them, I'm not forgetting about a campaigns so that's why my phone is very important, so I can see their messages, but also for those of them that I post on social media, I can just do it from there and then even if I'm on the beach or anywhere, I can just do it takes me a few seconds or minutes and then yeah the laptop of course, like the bulk of the work is done on the laptop but in terms of the free time though yeah my phone I'm very, very active on social media and in touch with lots of friends from yeah all over the world, so I need my phone to do that and I love sharing my life people, so I inspire them to do the thing they want, and I think it does work, people have kind of become like this inspired partially when when I've shared, so I like to be connected with people um, and also obviously I'm managing my finances from here, my my schedule, I can take my calendar, because I have so much going on yeah and I just yeah my phone is very important and I guess there's no really boundary there, it's just sometimes I see a message from a friend, sometimes it's a client, so it's same thing you know just replay and in the laptop I don't use it too much in my free time to be fair, I mean I do use it to organize myself and to up again respond to friends and things but I don't think I haven't been watching Netflix probably a year now, I barely watched anything. I don't need them. My life is a book (laugh) so you know, I don't use it for my free time too much, apart from like like you know, like finances, communication. So yeah it's mostly work.

Mattia Rainoldi: Okay, and in terms of for you were mentioning social media, um, how do you differentiate between having as a person so with your free time and having as a marketing consultant?

P18: Well, the only place which is just purely for this is LinkedIn. So this is the only place I only talk about work stuff and use it for work to kind of promote myself a bit, but my Instagram is a blend so I use it for friends, but also for work, because when you are creating content. You need to be seen as someone who creates content, so I need to have an active presence, grow my social media followers. So then, if I try to sell the service to somebody they can see that I'm doing it already. So I guess it's important to, yeah, for me, these are kind of connected the work and personal, cuz I'm kind of a personal brand right to have your personality, but also your work, because I do mention I'm working on marketing stuff and I post the testimonials sometimes my clients on there, so that any of the followers or my target audience 'we're honest like people'. They can see that, they know I'm doing this, so yeah it's a very it's a whole strategy behind this so yeah it's a blend of work and leisure.

Mattia Rainoldi: And how does it make you feel?

P18: I mean it's I'm because of my personality type and very high energy and for me it's okay. I can manage this whole flicking between work and free time but if I have a down day, then I might feel bit anxious but usually I'm actually enjoying this I'm enjoying just always being on the go always, yeah be online and sharing nice fun things and doing work on the go, on the go, normally it's fine (laugh), but sometimes as you've seen sometimes I feel a bit guilty or anxious. But the majority of the time I'm just really pleased, yep, I'm enjoying it.

Mattia Rainoldi: Okay. And, um, you were saying so that clients can call you at any time getting time, or get in contact with you at any time. Can you explain a little bit more around it?

P18: Yeah well mostly I mean not I mean I I try not to respond late in the evening, because then I don't want them to expect me to do any work late in the evening or very early in the morning, um, but I'm pretty much maybe roughly between eight and eight, 8am, 8pm I can reply, I mean we don't we don't have any phone calls, it's mostly like WhatsApp or Slack. And I have a several monthly calls that are specific dates that, um, today unfortunately it's a Friday evening I at five o'clock but it's when the client is free but I have to I actually have to this is a separate separate but but yeah I had a I had one client that was very they're pushing a lot they they were pushing to get a lot out of me for this amount they were paying so I had to send this long email that was very scary to send but saying that 'this is how much you're paying, so this is how much I can offer', moving forwards and and because we I used to reply in the week ah over the weekend to them and sometimes I get 6am or 10pm and I did say, from now on (laugh) I'm not doing this anymore in a kindness possible way, but they accepted so now they don't bother me anymore over the weekend and yeah I, I might be online working on certain things sometimes you know no more than a few hours over the weekend, but they don't need to know that, because then they'll expect more so I don't really, I try not to respond then.

Mattia Rainoldi: Mhmm. You said so you're trying to keep time between eight or eight, 8pm to 8am in the morning, you keep to, you try to keep them free of work.

P18: Yeah.

Mattia Rainoldi: Right. Do you have any strategies in place in order not to get any influence from from work?

P18: Um, as in not get too overwhelmed thinking about it or to tend to work is that what you mean?

Mattia Rainoldi: Um, related to your devices.

P18: Um, I mean what the only exception is one client that I'm posting stories whenever she sent me pictures. Um, so you know it has to be timely you know so if it's a breakfast that she's a yoga retreat owner, so she is serving breakfast at eight o'clock and I get the image, I mean it's, for example eight or seven whatever time in the morning I try to post it within maybe an hour maximum usually like a few seconds after it's already posted so that that for me is a fun fun thing to that yeah. But otherwise I really don't want to think about work, you know it's late in the evening because I can I want to switch off, and I want to I don't want to stress the whole time and fell like I have to be doing something so I tried to if I know I have too much going on, like too many projects that have lots of moving elements I just I use journals a lot like I really I journal a lot in general and it's a digital journal, so I always have this really long list of things to do, but it's not like a fixed to do, it's not like, I have to tick everything today but I move things all the time, so to avoid being tempted to work I just put it there and then move it the next day but I've used it before, so the device will work but um, yeah I really try not to to too much work.

Mattia Rainoldi: Mhmm. To be clear here, let me know if I'm wrong if I'm getting it wrong, let's suppose I am your client and let's suppose it's 10pm at night. I would write you a message or an email, this is going to reach you?

P18: Oh yeah it's going to reach me, but I will ignore it, I can't be I'm not going to open it, I can see the pop up but I'm gonna hide it. If it's on WhatsApp. But I try to move them all to Slack so I don't I will actually have a few clients that are friends now or friends who became clients or friends who work for me and I asked them to move to Slack so Slack is just work and WhatsApp is just friendship. Um, and I sometimes I do have a couple more than are still on WhatsApp but it's just like a few and I if they miss the ones that are on Slack and they message me on WhatsApp then I say 'oh, can you message me on Slack and I'll respond when I do the work' so that helps with the separation a lot but yeah some yeah there's just a few exceptions that are a bit blended still. But yeah Slack like really, really helps because yeah, then you don't mix up the free time and work realtionships in the same place.

Mattia Rainoldi: And that kind of blending happens just because you have a personal relationship with your clients?

P18: Yeah yeah. Exactly. So they and then they don't like technology for them it's too much of an effort to install something else so for them okay I let you use WhatsApp because I know you don't like other things so.

Mattia Rainoldi: Right, so if now I am your client and I sent you a message on Slack because that's the -

P18: (overlap) Yeah (end of overlap).

Mattia Rainoldi: - channel that you favour for this kind of communication and it's late at night, you would see the notification and not react to it?

P18: Yeah I'll completely ignore it yeah.

Mattia Rainoldi: Okay, but you still see the notification?

P18: Oh yeah yeah I'll see it. Yet, but I will move it yeah I'm not gonna stop it, because sometimes I just want to be informed in case something breaks or something is wrong or whatever, I just want to be there if there's an emergency I can help but yeah I I haven't, um, maybe, maybe, maybe that's something to consider. Maybe I should completely cut off the notifications after certain time, but for now it's still there, I just don't act on it, yeah.

Mattia Rainoldi: Mhmm. And is there any particular reason for you to do that?

P18: Um, not really I don't know I know I haven't thought about it, I just I guess for Slack specifically you can you can change the notifications, so I guess, so you don't get anything after a certain amount like maybe I should do that but I have a function on my phone in general, which makes everything black and white, the screen black and white after 9.30. So I don't see anything, unless I look, you know open the messages, so I have this there, but sometimes I I disable it, so I can watch videos (laugh) on, um, TikTok (laugh) and so yeah it's kind of I don't know it's just I like social media too much I guess it's hard to switch off.

Mattia Rainoldi: So this is an interesting function that you have and, um, so what is the purpose that you're trying to achieve with it?

P18: I'm helps me sleep better because it's it's very it's a very effective tool and I love when it's blocking the way, no, I mean everyone knows I think about this blue screen thing, and you can make it lighter like yellow but actually black and white is even stronger so with the form of my phone has this function. It just it can just completely turn that black and white, you know when you tell it okay it's bedtime and then it stops the notifications like an airplane mode plus black and white, so I just do it to to sleep better because I, I used to stand to really late watching things online and then the next day because I wake up really early and then, even if I go to sleep at one o'clock and I still wake up at six or seven I'm just you know no energy (laugh).

Mattia Rainoldi: Mhmm.

P18: So yeah I tried to kind of trick myself to not use you know my phone after certain hours.

Mattia Rainoldi: Do you have any strategies that you use to tell yourself now the work days over and leisure time starts, or the other way around?

P18: Um, not really actually no, you're right, now I'm, not that you say this, I realized I should really stop the notifications because the work might stop like creating work, you know writing things, copywriting or whatever it is, but if I see it, I'm thinking, you're still thinking about work, because actually a lot of my work is done in my head and some might be thinking about even in my free time. I think 'oh this campaign could work with this plan, maybe I will suggest this so, then I come up with this whole thing' and then I open my laptop and I write it like everything in one go because it's already thought of so in a way, I kind of see working a little bit, even if it's in my leisure time yeah so maybe it is to maybe, to kind of cut it off because otherwise yeah you're stressed a bit to you know if you carry all these ideas in your head yeah it's quite a mind.

Mattia Rainoldi: So do you believe that, um, other people, people that you're working with have expectations towards you?

P18: Yeah and then I feel that this was my issue, I had to kind of stop giving so much because I was giving away too much in the beginning because thinking ' oh wow, I'm actually doing this life, I need to please them the whole time', maybe I was doing too much people pleasing with them and I had to, um, and I think I've been increasing their expectations and some of them, but now I'm working on kind of decreasing them again. So that's why I send this long email to one of the clients, another one general I replied to her within one working day, so I think she's never expecting to reply on the spot. I think if my relationship really depends on the client and their personality and some of them who are more pushy or cheeky then they could easily try to extract more from me, um, but now that I've because I will create an agency in that page on the website, I'll have very specific I think outlines of the services. And if something that they want on top of the the thing I'm doing for them, was on another package, then I'll say 'well, you can upgrade if you want, but otherwise, this is it', but for now I'm I have to say it's a bit to get have to always like know be tempted to say 'okay I'll do it' and that last problem now I'm learning to say no, I am happy to do it, but this will be an additional amount of this, so yeah it's a work in progress.

Mattia Rainoldi: Now I would like to move on to discussing a little bit the boundaries that you have or might not have and any different ways, so, and the first question that I would like ask here is if you have found yourself already in a situation in which basically you felt like work was intruding your leisure time?

P18: Um, yeah many times (laugh) but now it's improved a little bit because it's the same client I talked about earlier, so they are, um, the ones who I had to send a long email to, these guys because they were my first client, I felt 'oh my gosh they helped me to this lifestyle in a way'. Um, so I at first, I felt like giving them so much to make sure I keep them and then I realized for this amount I should be charging about four times more because I worked for an agency before, and it was and I realized that I had to really stop doing this, but they let me pause and just the amount of work, but it was yeah really the hours of the day they asked me to do stuff and I was always available at that time, so there yeah there was quite a few situations, for example, once I was, actually yeah I was about to move houses again in Portugal in another city um and I had their the call with them on Friday at five o'clock it was it was a week ago, at that point, and some of my friends, because I at that time I was, I was living at a yoga retreat without doing the yoga, but I was living there, so they had lots of fun things going on, like meditations and different things, and they invite both 'would you like to join'. And if this was ending, I think it was like at six o'clock just like an hour after the plan, but at that point, I thought 'um, this client sometimes goes on and on, so it might I might easily finish the call after six' so I just said no, I can't do it and there, then I skip this like meditation thing so and then and then yeah which, I think I could have easily, but then because they also had to move out after the call I had to move actually on the scooter I had to move these backpacks. So I think I had to just just keep this and think about the practical stuff but if I could the call earlier like say half past five or six tops then maybe I would have done everything, meditation and moving but yeah but now, this has changed because I've told them well we can't have calls every week, moving forward, so now we don't have them every week.

Mattia Rainoldi: Alright.

P18: This particular client so yeah it's you have to communicate things, you have to tell them that I did kind of hint that I could leave if we don't change things, so I think yeah you need to really say things to get results (laugh).

Mattia Rainoldi: And do you have another situation in mind where through technologies work or leisure intruded the other domain?

P18: Um, oh yeah well sometimes if I'm this if I decided okay let's have a lunch break from 12 to 1 and then I'm just on the phone and again looking at my friends feed on Instagram and then suddenly get like a message pops up and and, and even if you don't intend to respond to the client, I mean like Slack message pops up or you see an email and and then, but then then immediately like you're not you know, in your lunch break anymore you you think about work and then 'okay let's let's do this then', and you can ignore the rest and then 'okay, maybe I won't take a break now I'll just do it later' and yeah so sometimes it does interfere, yeah, it's just you cannot see it it's just there, pops up.

Mattia Rainoldi: Right yeah. So do you find yourself often in situation where keeping clear boundaries is very difficult for you because of technology?

P18: Yeah, yeah, it's difficult because of the phone and the phone is, you can see the the messages and the laptop I guess not so much because you don't get all the notifications, but I barely use it anyway, if it's not for work but yeah it's hard yeah when you find um, your, your phone is always online and it's hard not to think about work and I've had situations when I was actually quite, quite often when I'm with friends and we're having a dinner and 'I'm sorry, I'm apologizing, sorry, I have to really have to post this now', so I just kind of I disappear mentally from the conversation and or yeah go go post something on the story for the client or the client is asked me a question she's trying to evaluate the prices for, I don't know, online advertising and I have to then think about a rate and response because someone else who's waiting for her to confirm so yeah it does interfere with my life a bit, yeah.

Mattia Rainoldi: Yeah, I understand, so let me see here what I would like to do now is to have a look a little bit at your diaries and are a few very interesting situations here that I'd like to talk here or talk with you about it for a little bit and this is something that happened here, for example you're saying so 'while having Zoom call, I've posted on Facebook'.

P18: (laugh) Yeah quite often.

Mattia Rainoldi: So, can you explain what was going on there and?

P18: Um, yeah so I sometimes get Zoom calls but they're not work related there with I'm doing like a bit of volunteering or voluntary work for an organization in the UK and I was having a call with them about something and but then I remembered 'oh I didn't post this thing for the client'. So I was on the call, but because I was on the laptop they couldn't see if I do something else, because you know, on the phone it's going to hide the camera but on this one, you can do whatever you know so when I was writing the post, and posting and it's kind of I mean okay, then, if you really don't care and did the thing I forgot to do earlier that I didn't schedule, had posted on the spot, but um, and then you just feel kind of you, you are mentally active the conversation for a few moments, for then you just do it in otherwise it's lingering the back of your mind you've not done it so, and if I wait to then after the call is going to be like really late so just I might just get it doing then yeah (laugh).

Mattia Rainoldi: So okay so actually how this situation makes you feel?

P18: Yeah it's a blend so its first time it's a bit stressful because you think 'oh gosh how am I going to do this without them hearing my keyboard' and you know if the screen gets bright and my you know I'm not completely there, but at the same time you feel relieved, because 'I did it' now I don't have to worry about the other thing. I think with with marketing work, specifically, I think the timing is very important because there's so many little things and a lot of signups for certain elements and if you get something from one person and another person you kind of need to pretty much do it on the spot, otherwise, if you keep carrying on for the next day, the next day you delay everyone else's work so for me, I just have to have the sacrifice a little bit from my moments with friends and and other things that quality work to keep talking to get the other thing done after the way it's just kind of done and that's it, so yeah.

Mattia Rainoldi: There are other incidents here in the diary where you're discussing similar things so yeah 'while I was having a meal with a friend, I was posting Instagram stories and replied to clients'?

P18: Yeah it happens, it happens, a lot of this because it's almost like being in PR in a way 'oh I have to be there' and I don't know this is the thing I'm not sure if it's because I made it like this if I created all these expectations that I'm having to hit have this really speedy service that I'm always there to help maybe this is something for me to work on, because I may have now created this really, I mean really good service very quick for them, I'll have to always be like this I feel. So I don't know, partially I do it because I'm already doing it anyway, so this is my the way of doing things with the clients, but also, yeah, just I feel relieved when I do, I just like 'okay out of the list, to the task, the tasks that I have to do'. So yeah it's a little bit like 'oh, and I feel bad' for because my friends they are there and I'm like on my phone but, yeah, if there's more of them, and they can talk to each other, then it's fine, I just do it quickly.

Mattia Rainoldi: Yeah. I understand. Because then you're saying you felt like a little bit distracted yeah um but here you said, well, 'I couldn't really ignore the client'?

P18: Yeah that's it it's just, I feel, maybe, maybe, maybe it's me, maybe I have kind of created that expectations like you know that I will reply but sometimes you know if you're waiting on the client because some of the clients, they have other projects or their work like they're not on their phones as much so, some of them they're out and about, and then they only reply it's at some point, and if I need the information in order to post something or in order to create a newsletter which will go out the next morning I really need to know exactly what I should write about, and if they are only available then, I also need to be available then to extract information and post. So, yeah, it's kind of, this is what you were saying earlier about the scheduling, being fluid in the things sometimes because of the nature of work, of those specific clients that I have, yoga teachers or retreat owners, they're not very much on their computer, so I need to take advantage of the moments that they are and (laugh) that's why I sometime, I just gotta do it.

Mattia Rainoldi: Great. In your diary here you're also set mentioning several towers, oh several hours, (laugh) sorry about that, several times that you create some hours during the day when you concentrate on your work.

P18: Yeah.

Mattia Rainoldi: And how do you do that? How do you create this, um, separation?

P18: Yeah, well I function really well if I have a routine actually, if I follow it it's a feel like it's better like I'm more organized, more focus, more relaxed and I'm most, most of the days I follow some sort of a structure and but, when or the question is how, was it how I do it, or why. How was it yeah sorry I missed -

Mattia Rainoldi: (overlap) Well, you can (end of overlap) answer both, the how and the why, if you wish.

P18: Yeah, no, I think, for me, I, I need to, to, to be able to fulfill that work. I need to really feel energized, relaxed, at the same time, because it is a lot of communication all over the place. And for me it's important that I start a strong I normally go for a run or meditate or journal, all of these, have coffee and any this is done, then I can really sit down and work and then I'm really sharp like my brain is very sharp and I can handle any, as many communications as needed. Um, so, and then, if that is okay, I know what, then my morning routine and then I can sit down, then, most of the time I, if I, if I block things out and spend a good two hours of this plan, on this plan, usually that works, and I put this in the calendar even to roughly know I mean I don't always follow it, but, but I try (laugh) and that it really is very satisfying and then you know you've really done everything that you wanted to do in the hours that you wanted to do it and then it's really satisfying but other times it's impossible to do, for example, on Monday I mean I have to fly, change so many airports, because there was no direct flight to Bulgaria, so I need to go to London and then change the airport and who knows how I'm going to work then, but I think I'm going to find somewhere in the airport to sit down and work or just not work and then Tuesday work more. So yeah but it's kind of like you really do your best, but because of the nature of my lifestyle it's I mean I've kind of get away from the corporate world. So for me the recreating a corporate world will be a bit silly you know if I the whole point is to not do nine to five and I forced myself to trying to be strict about it and it's it's yeah so in a way yeah long story, maybe contradicting myself a bit, but I generally flexible structure, I guess, is the right word it's just you have your mornings for yourself, you have the well late mornings, for what about lately it's been like the early morning for my routine then morning, sometimes I take a lunch break sometimes I don't I don't but then I finish around maybe four o'clock roughly and I set up a phone call it something else, and then I just then, then I can switch off if I if I fulfilled all the tasks that I need I thought were important to do, then I can really switch off, but if I haven't done it then I beat myself up a little bit I know you don't do it. So, then, I extend the working day yeah.

Mattia Rainoldi: I see yeah, but now let's suppose you decide you start now working.

P18: Yeah.

Mattia Rainoldi: So and how can you keep this time that you planned for yourself to be working, um, free of distractions from leisure time?

P18: Oh, I think, yeah, it's I guess it helps if I have some music (laugh), you know we just focus and headphones and I don't speak with anyone, because you saw how many people there were, they just keep walking around, um, you know that, so I guess maybe me today I actually may go to Starbucks because I have this very important report and I really need to deliver because it's the monthly performance report, so I think today I need to go somewhere else, I think I will work from somewhere else and and then the way I keep myself from distractions from my leisure time I think it's the thought that I have this deadline and the phone call at five o'clock.

Mattia Rainoldi: So maybe I didn't explain myself well but -

P18: Yeah.

Mattia Rainoldi: - you said, your entire life is on your phone and you're going to have it while you're working, so how do you make sure that you don't get distracted from non-work related tasks there?

P18: Um, well, there is always an element of multitasking so I just see my notifications on Instagram or messages I guess I'll just ignore them because today's a specific important date because of the client call but I'm, I think I'm just gonna or just not look at my phone I'm just going to keep it facing down and work, but then I think sometimes that's even more distracting thinking 'oh, what if someone needs something' and I know I'm missing out look so am I look at it for a few seconds, but then don't engage, so I guess yeah you just just have a quick peek but then the rest of time just keep working until you've done your thing and then you can you can have a look properly.

Mattia Rainoldi: Okay, so basically your strategies here is just to try not to?

P18: Yeah (laugh) that is it (laugh).

Mattia Rainoldi: Okay. If it works for you (laugh).

P18: You have any other is there another suggestion I mean I'm anything welcome.

Mattia Rainoldi: A couple of more things you're you're maintaining being on a beach couple of times and checking forms and sending sending stories, to what is it, here stories to some kind of social media. Why do you do that, how does it make you feel?

P18: Um, if it's a client story or my story? It depends.

Mattia Rainoldi: About yourself, you are on the beach and you're sunbathing and doing other things, and why would you engage with with work as saying posting stories on Instagram or Facebook?

P18: Yeah, well I guess is because if, you have to kind of consider have to always kind of weighing the two options one option is, you see a message coming in, and you can address it super quickly, and I think there was even a rule somewhere, if you text under five minutes do it now it's more than five minutes later, but for me it literally takes me 30 seconds and then I just do it, and I think it's just easy for me to do it, but um, I guess, because if I see it, and it's a very quick fast, and I do it and it's fine, if it's longer than I know okay, this will take a few hours, then best not to read the whole message, but it's something very quick get, out of the way (laugh).

Mattia Rainoldi: Yeah, interesting, yeah, um, let's see further (pause), let me see quickly? Okay, yes, this is again another sunbathing, rooftop incident yeah this is one interesting, um, that you're saying you're working and listening to a podcast at the same time.

P18: Yeah.

Mattia Rainoldi: So how was it the situation?

P18: I find is quite good, because sometimes you have very tough there a bit mind numbing you know they're just updating a massive spreadsheet with copying, formatting, listing and another thing and then like too many like repetitive things and you get a bit more than you think 'oh this is like so boring and so slow', so I put on podcast so I kind of do something productive, I'm doing some mindless data stuff but other times, I find it if the workload is too much and in a bit you know stressful, then I find that it's kind of calmed me down like if your brain is a bit like anxious at that moment I listen to something so I get distracted from how much work I have and then I mean and, of course, if it's a low engagement task, I can only do it for things that don't require me to use creativity or strategy it's just super simple then but I'm stressed then I listen to something else I get distracted and just go on with the task. So yes, yes, both.

Mattia Rainoldi: Yeah, fantastic, so now imagine that, if we just think about the all this discussion that we had until now with different examples and so what would you say, what are the perceived advantages or disadvantages for you, that technologies create for you in the way that you manage work and leisure time?

P18: Do you, well if it wasn't for technology, I would never be able to live this lifestyle it's so important, I mean I I I, yes I don't have my laptop and my phone I will never be able to do digital marketing, so I need to change my profession, you know technology. So advantages, is that it's you know, allowing me to do this, to begin with and it's very fast, you know the because most of my technologies that are related to marketing or about posting content in one form or another, you know other social media or emails or websites, um, Facebook ads whatever it is, but also yeah so it's very fast, very convenient mostly free me, um, allows me to communicate with people very quickly, but I guess the downside is that, um, you rely on it, so if my my Internet stops or my battery dies, I can't do to anything or if there is an issue with the platforms, I don't know, for example, the clients for their login details and I need to access their account but it's not working, so I can't do the task again so you rely on it by the launch and you rely on the communication ah technologies being combined as well, so it's not only solving this both about laptop and phone and also the other system, so if it's, for example, Instagram you mostly you can post this from your phone like this is the best way but um, yeah so because you can you can do it from the desktop, but I think it's normally much better on the phone because of the sizing and filters and everything, but so I need to then, if I get the picture by email, I have to download it from the laptop to my phone or, I mean if I'm editing on the computer have just email it to myself and then use it from the phone I post it so I need to be able to do this quickly but the so the plus is that it's very fast, and you can kind of utilize different things, but then a bit stressful because you know to work all of them, and you know certain databases they're not connecting with other databases, so if I if I cannot synchronize it, um, properly I actually have to do even now, after call I need to export something and then import somewhere else, and if I don't do it, and the new people just wouldn't get the email communication so yeah so the downside is that you know everything connects. I need to connect it manually do but yeah the plus is that it's still most most most it's working, all of it is mostly I have no problems like I have backup, even if it doesn't work I can use my data.

Mattia Rainoldi: Yes. And terms of the way to organize your day so or, um, separate, um, what work it is and what your leisure activities are, what there the advantages or disadvantages that technology is creates for you?

P18: Technology really helps me stay organized, so I mentioned this digital journal that I have, I mean I organize my thoughts about my free time in my work time in it and it helps me dump everything in one place and then move this into kind of subtasks and then put this in my calendar when I have deadlines for campaigns and posts. So it's not for those calendars I don't really use a very rarely use physical note paper, and I really rely on this, to make it organizing quick and and also like mentally block things off, so if if I know I have a great or long time off like, if I have a leisure activity that will take four or five hours, um, five hour lunch break then I'm really need to put stuff in my calendar saying okay today you're working from 7 until 12 and then from maybe 5 to 6 or something so yeah because if you can't have everything in your head it's not easy to be organized and you know relax, you know you're always thinking about what you need to do.

Mattia Rainoldi: Okay, yeah. Very good. We are moving towards the end of, um, this this interview and if you just briefly think about all that we have been discussing, is there something else that has been left out that is important to you to talk about so related to work, leisure and the role of these technologies in, yeah, basically how you organize yourself around these two important areas of life.

P18: Um, I guess the one of the most important thing, apart from technology in this life as digital nomad is really people, um, because you I mean I've started outsourcing thing now so for me, those people are so crucial to me because they, I need no need to be in regular contact so because people do their tasks properly, then I saved myself so many hours so you know, and then I just grab there the things I've written and I put it somewhere else and rewrite it myself or someone who specialize in certain type of advertising, they just they're ready to do it themselves and I don't have to touch this it's all like I don't like Facebook ads or it's too much like the long maths and budgeting and things that I don't like, so I think it's very important there to recognize the importance of people, outsourcing, just communication in general it's super important so yeah technology might be yeah, it is good but yeah unless you actually connect with the right people to help you, um, work well.

Mattia Rainoldi: The outsourcing thing is very interesting to me, so yeah I don't know how to ask it exactly. Maybe you can tell me a little bit more about it, how outsourcing tasks to others makes you feel in what value creates for you? On the topic of work and leisure still.

P18: Yeah, yeah, they really free a lot of time, so they create a lot of leisure time and I mean you do the sacrifices, you pay so you you reduce your income, but you could increase your hours in your free time and also your headspace. So for me because I really want to move away from doing the soul of the task myself, I want to really get people right, I mean, I have two people right now, well four actually but two main ones, I have two who do campaigns and I have two who do virtual system tasks on though sometimes if I know you know, one of the benefits is accountability in a way, they need me to give them deadlines and give them some sort of brief for, for example, an article, the client needs and I used to write everything myself and sometimes I will litually write it on the daily where the deadline is and that's really stressful because then means this leaves no room for any changes, you have to have to do writing really well, send it on time and if I have given this to the virtual assistant, and she writes like a week ago before the deadline, then this is so much you know, on time and there's time to be changed, and everything and then I don't have to think about it, and I think 'okay well do it right now' and it's just done and it just think about there is knowing that I need to send it to whoever makes me more organized and also accountable, because she expects me to give her something on time and I that makes me more time for the clients, um, yeah then yeah I guess, um, really, the main thing is really more free time, um, because yeah they save me maybe at least 10 hours this week, I was doing much more hours before but, knowing that okay this person likes something, then the client approves it then the other person schedules it, so I just don't do anything for that task but I still, of course do other things that they don't have access, for example, they don't have access to this Instagram account that this client you know when I post about often which is fine, though, I can still do that, and maybe I'll do better, because I know her brung way well and my view is they don't know it that well, but yeah it's really it's very beneficial for sure, saves space and time, free time.

Mattia Rainoldi: Very interesting so and I would you see yourself then working working in the future, so you are a digital worker, so how would you how do you see the future of developing for you?

P18: Well, I want to outsource more and get more clients so make more profits (laugh) but I actually funny enough, I want to do less digital stuff and more photography so I actually want to be less which don't know I just absolutely enjoy taking pictures and attending the events and just being there, presence and I would love, ideally, if I, if I can manage to outsource the biggest chunk of my work, and I only get new business and then communicate with the clients and delivered reports that the people just do the stuff and I just coordinates and take pictures that'd be the best, but that's (laugh) many months ahead. I need to get more photography plans to start with.

Mattia Rainoldi: And in terms of relationship work, leisure, how do you see your future being?

P18: Yeah I think I need to work on my boundaries for sure. I need to maybe take holidays off like actual just holidays, no work at all and I would love to improve the separation, I'd love to do more yeah more clear cut days with just work and just free time.

Mattia Rainoldi: Mm-hmm, do you still have anything that you'd like to ask me about, about this interview, the research project in general?

P18: I'm just curious like so you want to because you asked a lot of questions about the story about how I feel, how I organized, but I know you, you are interested in technology, but I wanted to have enough information to write all the technology side of things, because I feel I've talked about other things more (laugh).

Mattia Rainoldi: Well, I don't know, it depends, it depends, it's very hard to say for me if I have enough or no, because you are the one that holds the information, um, with my questions, I try to to encourage you sharing how you use technology and our using technology plays a role for you in creating the boundaries or not, um, between work and leisure, um, I don't know if you have still something that you'd like to talk about, and I'm very happy to stay here and listen more.

P18: I don't know what else to say about a few key word with digital nomads is technologies everything you know, this is it because there are nomads but not digital. I met a girl she's a painter she paints houses and she makes money that way she paints is in like artwork, she's an artist and she decorates. So she still is a nomad but now the digital nomad so she doesn't care about technology, apart from Instagram where she promotes herself and find clients so it really depends on, I think, on the profession, like mine is digital marketing, so you know, mostly technology but yeah I think, um, I'm very curious also I mean, I guess, one day, I read your research but um I wonder if the digital nomads cary in professions like if you have more designers, for example programmers, it really varies, I guess, but they only do technology so imagine it's so important for all of us, but I guess the last thing I'll tell you and I'll stop talking is that really the in terms of yeah, we need to earn the freedom, as I said, I am you need to ignore this like you know you're only you only live once to I thinking because you know the work is here it's not gonna end so and the sunshine is here, but it will come back so you know, we need to if you skip one day, you work double the next day so it's a it's a nice work but you just have to be good at kind of controlling everything (laugh) and not to get too burned out.

Mattia Rainoldi: Yes, yeah there is a lot of negotiation going going on, um, what do you do now, what you can do later and what to prioritize or not prioritize. So is what I'm, I guess I have learned from you as well today.

P18: Yeah and you need to be very good at managing expectations or telling people ' oh sorry I don't think I manage to do this on time' if needed, but uh yeah I think you just have to stay on top of everything, if you want to, if you want to be fluid in your lifestyle and move around, you also have to be pretty good at communicating with the client 'okay I'll reply to tomorrow' or yeah.

Mattia Rainoldi: Mm-hmm. I guess so, well, thank you very much for taking the time for this interview. I very much appreciated talking to you and that you've done this study with me. I'm going to stop the recording and then we can have a few conclusive, um, toughts.