A photograph of a man with white hair and sunglasses, standing nude in front of a large, weathered stone wall with a large opening. The man is smiling and looking towards the camera. The background shows a clear blue sky and some greenery.

Robert Sanders
looks at ways
to combine
naked
business and
pleasure...

SHOULDER TO THE WHEEL

IN THE PURSUIT OF A HAPPY LIFE, MANY OF US SEEK TO FIND A CAREER THAT FULFILS OUR PASSIONS. The theory is, do what you love and it won't feel like work at all.

It's probably a bit of an exaggeration in many people's experiences, as we can't all be musicians or movie stars, and even with the most satisfying vocational work, there are going to be times when it still challenges us.

That said, as naturists, imagine how rewarding it would be to be able to fulfil your love of the clothes-free life by having a job, a career or a business that allows you to work naked. There are many people who are successful at doing just that, so why not consider giving it a try. Here are a few examples:

NATURIST JOBS

Unless you earn a living in a naturist venue such as a campsite or B&B, being naked all day at work can be a matter of simply finding ways to supplement the income from your normal job with some naturist-related work on the side.

Nude modelling is often considered the preserve of the female sector (see our interview with Joss on page 42, for instance) but that's not always the case. Peter Whiston models nude for art classes and drawing schools. He reckons he makes enough in a year to pay for a week's holiday in the sun, and says it's a great activity for a nudist in winter.

If you have a certain body type and are from the right age group, hen parties or nude waiting can also be a fun way to balance the books.

If you can write, contributing articles to naturist publications may also be an option. The number of such magazines that pay for contributions is quite low, so it's unlikely to be a full-time career, but editors are always on the lookout for original ideas, and good photos. Publishing a naturist book is much harder. Nick Mayhew-Smith – featured on page 40 – says he has not managed to make any money from his naturist books, despite being well-known in naturist circles.

However, more long-term and financially rewarding work can be had if you are prepared to find a full-time or part-time job in the naturist industry. The "buff pound" has become a genuine term, and as naturist businesses



The ‘buff pound’ has become a genuine term

proliferate and society becomes more aware of us as a niche market, jobs related to naturism are only going to increase.

Many naturist clubs are run by volunteers, but some employ staff, especially in high season. Typical roles may be receptionists, administrators and office managers. You may also be able to work as a lifeguard, gardener or on the maintenance staff.

Alan Birtwistle signed up to help at the Naturist Foundation in Kent. He visited for a weekend and saw a job advertised, thinking that it might supplement his retirement from the fire service. As a result, he now lives on the site all summer, working as a cleaner and

living with his partner Alison Smith in their motorhome. “It keeps me occupied,” he says, “and comes with the camaraderie of other naturists. I also have other practical skills that are of value to the venue.” Alison, meanwhile, could be described as the Naked Graphic Designer, as she works from the motorhome and has the Naturist Foundation as one of her clients.

Bars and restaurants are also great places to get employment. But don’t wait for the occasional vacancy to appear. Why not write to local clubs, spas and other naturist businesses and see if there is anything available. If you know other naturists or take part in naturist activities, make it known that you are actively seeking work. The adage “it’s not what you know, it’s who” still often holds true.

NATURIST ENTREPRENEURS

For many, having a job similar to those described above is enough. It provides an income, fulfils the need to be able to work naked, and enables you to stay focused on the key things you do best. For some though, the holy grail of working naked is to have your own naturist business. Being your own boss can feel like the ultimate freedom. Even a non-naturist business can still fulfil your needs if you can work at home naked (or if you are bold enough to introduce clothing-optional working practices). As a writer and a life-coach, I am able to spend about 60% of my working time naked all year round, and ►

Peter Whiston:
pocket money
without pockets

with more naturist clients that figure could grow further.

But how do you decide what your business is going to be about?

Naturism is only ever half the issue at best. When you are thinking about starting your own naturist business you need to take a look at yourself and the things that excite you. If you've got a nest-egg or good financial backing, that can make it possible to run your own naturist holiday venue, but most of the time you may need another angle.

Look at your other passions. Do you love music? Are you a cyclist? Do you like to cook, sail, dive or practice yoga? Even with this random list of common hobbies, just adding the word "naked" could turn it into a viable business. Naked musician, naked cycling club, naked chef (or has that one been done?), naked sailing holidays, naked water sports, naked yoga classes and so on.

Look for clues in your daily life and in your values. The aim is to find a unique niche, one that will be popular with a large enough number of people to make a profit, but not so large that everyone else wants to be in on the action.

Remember that location can be a niche too, as can gender or any other demographic. There may not be enough female naturist sailors in the Cardiff region, for example, to maintain a viable business, so do your research and talk to people who may want to be customers to see what they are looking for and whether they are willing to pay for it.

Nick and Lins help naturist businesses to increase their online presence by providing both content and an audience through their blog, Naked Wanderings. "We had planned a two-year trip around the world as a kind of sabbatical," explains Nick. "Our blog was just a hobby project, because we are naturists and were planning to visit a lot of naturist places along the way, and because we felt that there wasn't enough naturism-related content available online. After just three months, our blog really took off and our story appeared in newspapers around the world. This brought us a lot of attention, both from naturists and from naturist companies. We started receiving requests from resorts to visit them and write about our experiences. We realised that there was a business potential here that could help fund our travels so we could travel longer.



Social roles: Alan and Alison at the Naturist Foundation

Make it known that you are actively seeking work

"Today, almost five years after we started this journey, we are still travelling, and have built a whole business around Naked Wanderings, including selling advertising, destination guides and merchandise. What we do requires lots and lots of research. When it comes to contacts,

we started out with no contacts at all in the naturist world. But as our audience grew, so did our network. Today, we have a huge database consisting of naturists, naturist business owners, promoters of naturism, and other naturist content creators."

So, the moral is: once you have come up with your idea, you need to do a lot of work to find out what might be of interest to others. Try to put yourself in your potential customers' shoes. It can even be useful to create an imaginary "avatar" of the ideal customer – someone you can picture in your mind who fits your criteria.

THE NEXT STEP

One way to get started with a business is to start small and test everything. Get advice from others in the field, friends whose opinions you respect, and professionals in the industry. Join some related groups on social media, and look at what people post, as clues that could help you find customers.

Let it grow gradually from small beginnings. Focus on the things that seem to work most effectively, and find ways to scale them up to increase income. Sometimes it may even be that your business develops out of something you were originally doing on a voluntary basis.

Nigel Pinkstone volunteered to be the South West BN rep initially, then took over the running of Nudfest due to the lack of a person prepared to be the organiser. "Along with the team who previously ran Nudfest," he explains, "I have now formed Bare West Events, running value-for-money naturist events in the south-west."

It's a not-for-profit company, proof that it's not always about making money as long as you enjoy what you


Naked Wanderings: spreading the word



are doing. "We work together on the behind-the-scenes tasks to ensure we offer interesting and fun events that allow the wider naturist community to take part," says Nigel. "As Bare West Events develops, more and more people seem prepared to give up their time and experience for free for the benefit of other naturists, which is allowing us to

keep costs down and plough back every single penny into promoting naturism."

So, if you want to find a purpose, a career or simply a job that you can do naked, there are more opportunities out there than you might think.

You just need to think outside the box – and without your clothes... 



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