

## Top 4 U.S. Cities That Offer Culture and Opportunity for Entrepreneurs and Digital Nomads

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One of the greatest things about working for yourself is flexibility. One study shows that as many as 15 million people in the U.S. identify as digital nomads. Freedom has become the ultimate goal and the path to finding happiness in a career. One of the greatest aspects of this lifestyle is the ability to travel or live wherever you please. The four cities listed below have something special to offer traveling entrepreneurs and digital nomads.

### 1. Gainesville, Florida

The benefits of living in Gainesville include a diverse economy and the presence of higher education. It has an entrepreneurial spirit and is a great location for nomads that work in [biotechnology](#).

The quality of living is great with a relatively low crime rate in most areas and a culture of inclusivity. The cost of living is slightly above the national average, but you can find affordable places to live. If you want access to great workspaces and strong internet, you would likely benefit from looking around the university area.

### 2. Salt Lake City, Utah

If you want to experience urban life with a beautiful mountain backdrop, Salt Lake City should be at the top of your list. Spend your downtime hiking in the nearby [national parks](#) and enjoy the exciting nightlife where you'll meet people for socializing and networking.

The cost of living in Salt Lake is slightly lower than the national average. Rent is around \$1,300 per month, but if you are feeling very rustic, you may even choose one of the many accommodating [campsites](#). Although, you'll need a strong hotspot for internet access or a great rental co-working space.

### 3. Santa Monica, California

Santa Monica is a bay city just outside of Los Angeles. It offers a relaxing vibe with beautiful, wide [beaches](#) and a friendly atmosphere for surf enthusiasts. If you actually do enjoy long walks on the beach, Santa Monica could be the place for you.

You'll find [rental workspaces](#) just steps from the beach with lounge seating, cafes, and nearby restaurants. Of course, the luxury of beach life is not free. The average rent for a one-bedroom is around \$2,000 per month, but there are plenty of temporary living spaces available for around \$70 per night. Santa Monica offers a quality of life that ranks high in the U.S. with most people moving there to experience the urban setting without the fast pace lifestyle.

#### 4. Portland, Oregon

Portland has a reputation for [culture](#), inclusivity, and great coffee. If you value shopping in very specific, niche small businesses and want a truly excellent cup of coffee every morning, Portland could be the place for you. During the day you can nurture your inner creativity in a city that loves art, and at night, you can catch a standup comedy show.

Considering the number of freelancers, artists, and small business owners in the community, Portland offers many co-working spaces. The cost of living is slightly above average, but that is primarily because people in Portland prefer vintage shopping and [high-quality coffee](#) over commercial stores. The average rent is around \$1,400 for a one-bedroom apartment, but you will pay more in areas like Nob Hill or the West End.

#### Best Practices for Marketing Yourself

As you build your brand and business, keep in mind that you do not need a big marketing firm to help you get your feet off the ground. If you can access the internet, you can market your business. Some effective strategies include:

- Use [social media](#) to get your ideas out there and make a name for yourself.
- Network with other professionals that you meet in your co-working space.
- Be actively inclusive and get to know your target demographic.
- Take advantage of speaking opportunities at conferences or anywhere that your ideal audience gathers.
- Spend some time on your business card design. Make it memorable so that it gives a lasting impression. You can even design it yourself using a [business card](#) app that allows you to customize templates to your desired color, text, and font.

Before you choose somewhere to live, make sure you understand what that location has to offer you. Your home should provide you with opportunities to grow yourself and your business.

#### Footnote -

*This article, and others like it, can be found on the [Biotechnology Kiosk](#) website. BK is the monthly peer-reviewed open access international research journal in biotechnology.*



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