THE ART OF THE SIDE HUSTLE

Your Step-by-Step Guide to Starting A Profitable Side Hustle

Harold McGhee Jr.

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Don’t kill your side hustle before you even get started, get your mind right first! I see people all the time start off so excited when they see a side hustle opportunity they think will be a good fit for them. They make plans and think about how they’re going to spend their extra cash, or how they’re going to quit their jobs the moment their side hustle takes off.

But before they even get halfway to success, they give up. Then they make excuses as to why their side hustle isn’t working. They’ll tell themselves that their day job is easier because they get a steady paycheck every month. They’ll try to convince themselves that they’re happier at their day jobs anyway.

The Right Mindset

I personally believe that we all have what it takes to succeed. We have the skills and the talent to do so. But the moment life throws curveballs our way, we tend to give up and quit chasing our dreams.

Why is that? Do we not want our dreams badly enough? Do we really like our lives the way they are now? Let's be real, we all have desires and dreams that have yet to be fulfilled and your side hustle is the starting point.

The answer actually lies in our mindsets. Not everyone's cut out to hustle at the level it takes to actually take control of their lives. When you hustle, you're taking control of your life and you're stepping out of your comfort zone.

However, some people are content with whatever they have going for themselves at the moment. Their mindset is limited and they don't have that drive or that burning passion and hustle mindset to see their dreams come to life. And that's okay! Although everyone has what it takes to be successful, we are not all motivated enough to bring that success out of us. I tell people all the time, hustling is a future activity. When you hustle, your future-self is letting your present-self know that your future is worth fighting for!

Sometimes people can become jaded and cynical. They've seen far too many people fail, and only a very small minority succeed, so they think they don't have what it takes to beat the odds. In their minds, they've already failed.

But you don't have to follow in their footsteps. You don't need to feel the same way. You don't need to feel discouraged every time you hear about someone who's failed at their side hustles. Those people didn't have what you have, they didn't have a step-by-step guide showing them the way, and they didn't have access to a knowledgeable expert to help them defeat mental barriers and business obstacles along the way. You are already winning!

You Control Your Mind

The human mind is amazing. It can either *push* you to go after your dreams no matter what it takes or *bury* it long before you even do anything about it. But your mind and your thoughts aren't independent of who you are as a person. The truth is, YOU control your mind. Your mind doesn't control you!

With that said, if you want to change your life for the better, then you need to get out of your comfort zone. You'll never see success if you keep on doing the same things over and over again. My first real side hustle success didn't take place until I was willing to do something that I absolutely feared doing. I knew it would get me results and it did!

When you enter the world of side hustling and entrepreneurship, you need to change the way you think. If you've got a negative mindset, then you absolutely must change it to a positive one. Employees complain because their days and hours are dictated by their employer, but side hustling entrepreneurs make moves to change the situations and circumstances that are holding them back. Your mind should always be working on your next move.

If you don't, then you're never going to get anywhere, you'll be stuck doing the same kind of jobs until you die. The same jobs that give you an uncomfortable, mediocre, and ultimately, unhappy life.

Know your “Why”

If you want to succeed in your side hustle, then you need to, first of all, understand your “Why.” Why do you want to succeed? Who are you doing it for? What are you hoping to achieve with your side hustle? More money? Freedom from Corporate America?

Most people who start a side hustle or small business have a weak “Why!” How do I know this? Because they quit! Plain and simple. If you quit on your dreams and/or your side hustle, you need a stronger “Why.”

Now I’m not saying every side hustle is profitable or a good idea to pursue. There are times when you have to cut your losses and regroup for your next move. As long as you keep hustling and fighting for your future and your “Why”, then you’re still in the game.

Bottom line, your “Why” needs to be strong enough to keep you focused and motivated to consistently take action. Success can be an uphill battle if you lack consistency. There will be times when you’ll feel too tired, when you’ll feel like the world is conspiring against you to fail. You’ll feel like your side hustle is not bringing you any closer to your goals. When that time comes, remember your “Why” and you’ll feel your motivation come back. If you don’t, you may need to reconsider your “Why” and dig deeper to connect with a “Why” that can weather the storm of opposition. The future you is worth it!

Know Your Purpose

By now you should know that your mindset plays a critical role in your side hustle success. If you don't want your dreams badly enough, then perhaps your side hustle idea and your life's purpose are not connected?

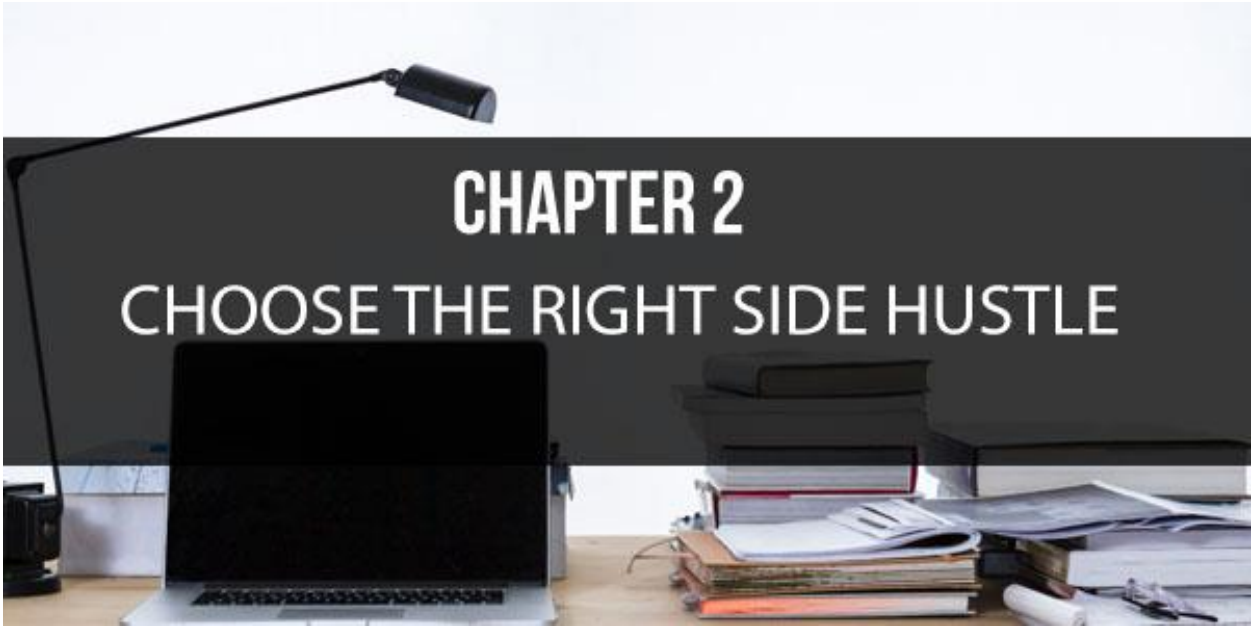
You need to develop the proper mindset before you attempt to do anything. The proper mindset will prevent you from suffering and also dismantle the lack of motivation which will save you time and effort along your journey to success.

If your side hustle idea helps fulfill or contributes to your *life's purpose* and you've got the *right mindset* for it, then you can expect amazing results. This powerful combination is what separates successful side hustlers and entrepreneurs from failures and wannabes.

I usually spend the first month with my clients helping them discover their life's purpose so that their "Why" and side hustle ties into their life's purpose. Why? Because your life purpose has a story behind it, and that story is what's going to separate you from every other person in your field, niche, or opportunity. People I work with don't compete, they contrast!

When your "Why" and your side hustle is tied into a larger purpose and has a compelling story behind it, your mindset is easier to manage. This will allow you to feel better as a person and succeed as an entrepreneur!

So, take the time to get to know yourself, prepare your mindset, and ask yourself if you're ready to take on one of the biggest challenges of your life. A profitable side hustle!



We all have useful skills and talents that we can put to good use. But since you've got a limited number of free time (provided you work full time at your day job), then you need to choose a profitable side hustle that will help maximize your time.

How do you do that?

Well, for starters, you can take an inventory of your special skills and talents. You can start by writing down your work experiences (paid or not), and then write the skills you've used to do those jobs. If you picked up any random skills along the way, write them down as well. Usually your self-taught skills are your best skills!

Many times we have to teach ourselves things that we can't afford to pay or have a genuine interest in to learn. Those are the skills that we often overlook when looking for ideas for a side hustle.

This process is important so you can identify which opportunities are going to be a good fit for you. You can then further analyze the marketability and demand of your skills because as you probably know, not all skills are created equal.

Low-Level vs. High-Level Skills

General and low-level skills probably aren't going to get you an extra thousand dollars right away. You'll have a ton of competition since there is a relatively lower barrier to entry, meaning a lot of people can do these easy side jobs.

On the other hand, if you choose a side hustle which requires higher-level and more technical skills, chances are you'll have less competition. Depending on the demand for those skills, you'll be able to bring in more extra cash each month than a low-skill side hustle.

For instance, let's say you're pretty skilled at babysitting, cutting hair and designing websites. Which of these side hustles do you think are going to be most profitable?

With babysitting, you don't really need special skills. If you love babies and you've got a way with them, then you can easily become a babysitter. With this logic, anyone looking to become a babysitter can get hired relative quickly provided that the pay is a right price.

When it comes to cutting hair and web design, not everyone has these skills. This means that the pool of good barbers or web designers is going to be much smaller than the pool of possible babysitters. Good barbers and

web designers are very much in high demand, which is why they can command higher-than-average prices for their services.

Going by the example above, which side hustle are you going to choose? Do you want to become a babysitter, a barber or a web designer?

I bet most of you will choose either a hair cutting or web designing side hustle. After all, if you've only have 20 free hours each week to work on your side hustle, then you want to make the most of it. Why work on a low-paying hustle (say $10/hour) when you can work on something that pays $30-$100 an hour? Think about how much extra money you'll be making for the same amount of time worked!

Money vs. Satisfaction

If you're looking to eventually quit your day job, then having a good paying side hustle is a must. This is why you must know your skills and your strengths so you can put it to good use and make some good money in the process!

You're a pretty capable barber and/or web designer, but you *don't* want to spend all your free time stressed out about client at work. You already have enough of that at your day job, so you just want to do a side hustle where you can chill out. Well, that's your call.

To be honest, there's no right or wrong answer here. We all have different goals. For some of you, you want a side hustle that can provide you with extra cash. For others, you want something that will eventually replace your day job. And for some, you want to do something you really enjoy and still make a few dollars out of it.

I prefer working with clients that want the latter, but no matter what your goals are it's going to take hard work and discipline. Which is why your "Why" needs to be unwavering.

If you find babysitting more fulfilling as a side hustle than cutting hair or web design, then that's perfectly alright. If that's your passion, then follow what your heart says. There's no point working on a side hustle you're going to dislike or hate eventually! Save that for your day job!

It's better to do what you really want to do. When you're passionate about something, it's easier for you to find ways to make it grow. Who knows? Maybe you can turn your babysitting side hustle into something bigger! Things like workshops, courses, print on demand products or even starting a network group like care.com! See how I just monetized something that seems pretty boring and limited? But it will take someone really passionate about babysitting and the right knowledge base to pull something like that off to where it's a profitable side hustle.

For instance, you can probably use babysitting as a foot in the door to bigger opportunities later on. You can offer your hair cutting and web designing services to the kids' parents. So, you'll essentially be hitting two birds with one stone!

In the end, the success of your side hustle will depend on your commitment. You'll find it hard to commit to something you don't enjoy, no matter how talented or skilled you may be. Trust me, I tried and it failed miserably.

I had this great idea for a side hustle in the diabetes niche. I knew a lot of people suffered from diabetes and would be interested in adjusting to the lifestyle after diagnosis.

I started a blog about diabetes, started promoting other people's diabetic products for a commission, I had physical products that I was drop shipping to customers for profit, and I even created a few eBooks and courses of my own to sell and give away to grow my audience.

I saw a few sells but after about 2-3 months I got bored and uninterested with it and cut my losses and moved on because I had to be honest with myself. I saw the diabetic niche as an opportunity and a quick come up, not as something I was legit passionate about.

If you believe in what you're doing and you're happy about doing it, then good for you. Stick with a side hustle that feels right for you. Just be real with yourself. Otherwise, you're going to regret it later on.

Do you believe in the saying “time is money?” If you do, then you know that your time is better spent doing things you’re good at. You can then leave the rest (meaning, the things you’re bad or mediocre at) to people who are way better than you.

In the beginning, it may be perfectly okay to do everything in your side hustle business all by yourself. However, once your business starts growing, then you need to consider outsourcing those tasks which slow you down or those which you don’t particularly enjoy.

This is especially useful if you still hold a day job – you can only do so much! If you insist on doing everything yourself, then you’re only going to slow down your progress.

Make Good Use of Your Time

If you've got the money before you go into your side hustle, then it will be easier for you to scale your business from the get-go! This means you can invest in the tools and resources you need to succeed.

You can simply focus on doing what you know best and outsource the rest. You don't need to go through the process of working on your side business all by your lonesome self. Everything runs better with a team!

Unfortunately, however, not too many people are going to be this lucky. If you belong to the majority of people who don't have huge trust funds or a healthy savings account, then don't worry. That's where I was when I started as well back in my college days.

You can still succeed at your side hustle, it's just going to take you a bit longer because you're going to do everything from scratch. Don't compare your progress to others. You're just going to end up pitying yourself, and your self-esteem and motivation will probably take a plunge for the worst.

Let me give you an example. When I started my Amazon wholesaling business, which is basically working with manufactures and suppliers to get products at wholesale pricing and selling them on Amazon at retail for a profit, I was starting from scratch. I had to do everything myself in the beginning. I did all the calling and emailing to get suppliers to work with me. I designed my own site, filtered through the supplier's lists to see which ones was selling good on Amazon, received and packaged all the products I bought to send them to Amazon, and managed my records and reorders.

Doing all these things cost me many hours, probably hundreds! But, I was willing to do it anyway because I knew this business model would work and I knew it would pay off in the long run. I didn't mind doing all the grunt work. In fact, I treasured the learning experience.

When I finally had quite a few suppliers and was selling several fast moving products on Amazon, allowing me to turn a profit close to every 2 weeks. I start seeing serious money coming in, especially around the holidays!

So, now I had to decide. Do I outsource parts of the process or do I continue to do everything myself?

Before I decided to hire someone fulltime, I had my brother Domenic helping me pack my products in boxes, weighing them for postage and helping me drop truckloads of packed boxes to the post office! He was willing to help his brother out with my side hustle so the cost was usually $20 and dinner per day! That was better than sweat shop prices!

My operation has grown a lot since then and now I have a team contacting and securing suppliers for me to work with fulltime. I have a warehouse that I outsource my packaging and shipping to, and I have software that analyzes all the products from my suppliers and tells me which ones are worth purchasing. With outsourcing, I am essentially am replicating myself, so I can get more work done in less time!

I still have this side hustle up and running to this day and I do about 6 hours of work a week consistently earning 30-50% return on investment! Winning!

Is Outsourcing The Right Thing To Do?

Making outsourcing part of your side hustle will mean more money to spend budget wise. But don't view it negatively. Instead, consider it an investment in your business. Like I said earlier, "you need to spend money to make money".

Now, hiring the right people to help you out with your side hustle isn't exactly easy. If you go to a workplace site like Upwork (https://www.upwork.com) or Fiverr (https://www.fiverr.com) you'll probably receive tons of applicants. You'd need to shortlist the ones you think are going to be a good fit, and then you have to spend some time interviewing them if you are looking for quality work and possibly a long term relationship when you need that type of work done again in the future.

Doing all this is going to take some time. And by the end of it all, the freelancer you hired may end up being only good on paper, but won't be a good match for your needs. So, you need to do everything all over again.

Outsourcing comes with its own share of headache-inducing problems. Once you find a good contractor, you'll need to train them on your systems and your processes. They're probably not going to get the hang of it right away. That means a few weeks of back and forth until you're finally satisfied, and you feel comfortable enough to give them some freedom on how to do their jobs.

One of my clients found this out the hard way when she attempted to get her book cover done by someone on fiverr.com. I had to explain to her the pros process of hiring freelancers to do work for you! She was grateful in the end, because after I put her up on game with outsourcing the right way,

we had her a winning title in no time that went on to be a number 1 bestseller on Amazon in her category. What can I say? I'm good at what I do!

Whether you're hiring freelancers or employees, keep in mind that it's important to build healthy relationships with everyone. If you respect the people working for you, then they'll respect you back. They'll be more committed to helping you grow your side hustle.

I don't talk to my team of freelancers often, but when I do I make sure they are doing well. Treat them like people and not resources, and they go above and beyond for me every time. In the end we all are eating!

Planning is key to your side hustle success. Without a good plan, you may as well be playing in the dark. You're almost guaranteed to fail. If you want to increase your chances of success (and who wouldn't?), it's a *must* that you plan out your side hustle idea and layout a solid plan.

You know your strengths and your weaknesses better than anyone. If you're not good at planning, then I suggest you think of a way to move 'planning' to your weakness column. If you feel like you can't do it alone, then don't be afraid to ask for help.

Ask others to help you brainstorm your side hustle strategy. Do a brain dump and write down everything you can think of, even those you think are ridiculous. You'll have the opportunity to edit your ideas later.

The Power of Mind Maps

To organize your ideas, you can use either a simple linear list or you can use a mind map.

With linear lists, it can be hard to make sense of if you've got a very, very long list. You'd need to scroll down, and it can be disorienting and overwhelming at the same time. If you've got ideas that are similar to each other, it's hard to show that on a linear list.

Mind maps, on the other hand, provides a more logical and more organized way to view your ideas. It's free and non-linear format allows you to easily move ideas around, connect similar ideas and group them together. It's also so much easier to get a bird's eye view of your plan on a mind map.

To sum up, mind maps are much better tools for the planning process than an old-fashioned linear list. There's plenty of mind-mapping software out there. You can try out an app like Bubble (https://bubbl.us) or Mindomo (https://www.mindomo.com). Their free-forever versions allow you to create up to 3 mind maps.

If you don't want to use software or an app, you can do like I did when I first started using mind maps, sticky notes or flash cards! That way you can move things around as you see fit. Sticky notes you can put on your wall and flash card you can do on a table or on the floor if you get on a creative roll.

I have used mind maps in coaching and consulting sessions with clients, to write books, to plan out my own side hustles and even on my day job!

You can use them for pretty much anything, so I encourage you to start putting yours together for your side hustle soon.

Don’t Compete, Contrast

One very important thing you need to consider when you plan out your side hustle strategy is your competitive advantage.

What is your unique selling proposition? What do you have that others in your market don’t have? Why should anyone do business with you instead of someone else in your field?

Find out the answers to these questions, and you can use that as your selling point when you go and start reaching and influencing your potential clients. They’re going to ask you those tough questions, so you need to plan your answers beforehand. And it’s super important that you believe in those answers! People can spot facades a mile away.

You can’t just say you’re better than the competition because that’s what your parents or your spouse told you. No, you need to do better than that. Think outside the box if you have to, but you need to give a solid and foolproof reason why people should give you their time and money.

It’s all about positioning when it comes to standing out from the crowd. One of the very first things that will position you as the go to and professional is your brand.

Branding Your Side Hustle

One thing that will for sure set you apart is your branding. Now, you may think this isn't all that important. You may think you're just starting a "little" side hustle, and you don't need to think about this branding stuff. Well, that's the type of mindset that's going to keep you side hustle "little" and unprofitable! That's what I call a hobby not a side hustle!

If you want to see your side hustle succeed and you want people coming to you instead of you going to someone else, then you need to learn how to brand yourself as someone your target audience is would want to hire for business. They need to connect to the story behind the side hustle.

If you manage to do branding right, then your marketing efforts will be so much easier. Trust me! People will come to know and trust your brand. In the overall scheme of things, branding just may be the secret ingredient to your side hustle's success! I'm not just saying that because I'm a branding coach and consultant, but because I have seen it take people's side hustles to the next level over and over again.

If you want people to take your side hustle serious, it starts with you taking your branding serious. If your brand is whack or non-existent, then people will view you and your services/products in the same light. You can have a small budget with big budget looking branding and still be authentic; I do it all the time. I refer to it as operating in a spirit of excellence or professionalism.

Be As Detailed As Possible

There's a popular saying that goes, "the devil is in the details." At this point, you may think you can skimp on the details and just figure things out as you go. However, if you decide to follow this route, then you may be in for some nasty "surprises" along the way. Surprises that could have been avoided if you've only taken the time to plan things out.

I went down this route when I first started and ended up wasting a lot of money because of it. I put my wife and family through a lot of strain and hardship because I didn't plan things out and let things get away from me. Before I knew it, I was taking losses and creating serious tension at home because of my lack of planning and carelessness.

You want to minimize obstacles and challenges. You want to be prepared when they do happen, that's why you plan things in advance. If you don't, you're just going to end up derailing your path to success. And no one wants those problems! You're reading this guide because you want to succeed, not fail.

It's all quite simple really – you can either be proactive or reactive. As you probably know, prevention is better than a cure. So, it's better to be proactive and to prepare for whatever may occur than to react as things happen.

Your side hustle should not be a consistent contributing stress factor in your life. Side hustles were meant to assist you to reaching your full potential and to live life on your terms, not to create another "job" for yourself that you dread doing because it stresses you out.

Breaking away from the comfort of your day job is a scary thought, especially if you've never once attempted to do something so *radical* before. Or, perhaps you have but you failed.

Well, there's a way you can minimize failure, and that is by analyzing and validating your side hustle idea. I use a technique or principle that I call "Sell Before You Build". This technique will help you cross out the side hustles which aren't going to be worth spending your time on simply because they aren't going to be profitable.

Depending on the side hustle you choose, you may need to spend some money to validate your idea and see if it will work out or not. This means you may need to buy (rent or borrow) some tools and resources so you can do your testing.

The goal is to keep your expenses to a minimum for now. You don't want to go all in and spend thousands of dollars on equipment or services that you're not going to have any use for later on!

Analyze Your Market

What are others in your market doing? What are their products? Their marketing strategies? Why are people buying their products or using their services? Can you differentiate yourself from them in your market, especially if they've been around for years?

Ask yourself this question, if you were a customer, would you buy your products or services? Or would you go over to the other guy or gal and buy from them? Why or why not? Based on your answer, you should have a pretty good idea on where you stand.

If leaders in your market are active on social media, don't be afraid to follow them. It's not illegal. After all, they're pretty much posting on public domain. Research which types of content get the most engagement from their followers. Then create a list of what you need to do to implement in your own plan.

At this point, you may feel like David going up against Goliath. Don't worry, just take it all in stride. You're doing this analysis because you don't want to waste your time doing things that won't work for your target audience. You're doing this because you want to increase your odds for success. You don't want to spend months and years working on a side hustle only to find out that you don't have what it takes to succeed or you've been working it wrong the whole time!

Get Feedback from Your Target Audience

You should clearly identify who your target audience or clients are. If you want to maximize your efforts. You can't afford to waste your time and money trying to put your offer or product in front of people who simply aren't interested. Instead, you want to get your offer or product in front of the right people, those who will actually invest and do business with you!

So, to make sure your target audience is going to like what you bring to the table, you need to get feedback from the people who fit your target demographics.

Say, for instance, your target clients are small businesses in Illinois with 1-5 employees. You can try looking for people in your personal network who fit that profile. You can also post it as a question on social media and/or relevant forums.

Present your offer and ask them if it's something they would be interested in. If yes, why? If no, why not? Getting detailed answers is going to help you improve your offer and increase your chances of success.

You can later use those same people as case studies and social proof for your own products or services. This ensures that you are giving the people what they need and willing to pay for. Some people know what they need, but are not willing to pay for it or invest in themselves. You want to stay away from them because you are not targeting opportunists, you are targeting buyers.

Don't forget to thank people for their time. You're trying to build a brand, and you should always look for opportunities to put your brand at the top of

people's minds. They may not want to buy now, but you will be the first they think of when they do.

Sell First, Build Later

You don't want to go all out at this point since you're still in the process of validating your idea. The basic concept of the "Sell First, Build Later" technique boils down to 3 basic questions:

1. Is there already people making money with my side hustle idea?
2. Can I pre-sell my side hustle idea?
3. Is the side hustle idea scalable?

This works great for information or digital products, as well as physical products. For example, when I first came out with my Power of Purpose course. I made sure people were already making money selling courses on finding your purpose using a simple method that I teach my clients. Once that was validated, I gave away a free email course to build my initial list, then I offered access to the extended version of the course that would be released in a month or two with one on one and group coaching for $47.

I didn't actually have an extended course yet, I was just seeing if people would be willing to pay for it if I did. Once people start buying it, then I started creating the course because I was already making money from it! Hence "Sell First, Build Later"!

So, if your launch turns out to be successful, then you've most probably got a profitable side hustle on your hands. However, if not, then don't be afraid to go back to the drawing board. Don't think of it as a failure – you

really didn't lose anything. You're doing these tests to find the most suitable and most profitable side hustle for you!

It works the same way with physical products. When I first started my drop shipping side hustle, I didn't know what niche or products I wanted to sell. So I researched what niches or types of products were already selling well, then I found some similar products and tested them out to see if people would buy.

To do this, I ran some ads for those products and if people bought them, I used the money that they paid me to purchase the product at wholesale, sent it to their address with a tracking number, and kept the profit for myself! If no one bought the products, I was only out of a few dollars for advertising costs instead of stuck with all this product that won't sell!

Starting to see how this whole "Sell First, Build Later" principle works now? Genius if I don't say so myself! There is a lot more detail involved but I'm just painting a general picture for the purposes of this guide.

If you're shy, timid and, scared at the thought of talking to random people and businesses, then you're in for a shock. Your side hustle is never going to take off if you don't go out there and let people know you're open for business.

So, before you even think about which marketing strategy to employ, you need to figure out how you can toughen up ASAP. You need to build confidence so you can market and 'sell' yourself and/or brand to potential clients.

Put yourself in the shoes of your prospects: would you want to do business with someone who displays confidence or someone who doesn't? I'm sure you'll choose the former.

I always have to put a disclaimer here, because you shouldn't fake confidence. You still need to be yourself and authentic, but you need to have confidence in the skills, services, or products that you offer. Now, if you're new to side hustling and being an entrepreneur, then you can fake it

a little, just don't try to be a completely different person in the name of confidence. It's not a good look. People can spot fake confidence a mile away. So just do yourself a favor and keep it *100;* if you're putting out quality work, the confidence will come.

Once you've built your confidence in your skills and believe you can deliver what your side hustle promises to deliver, then it's time to market yourself to your audience.

Now, the kicker is that there are many different types of marketing techniques you can use. Look around you, how are your others in your market marketing their brand? Is it working for them? Should you do the same or should you look for another strategy, so you can tap into a different and less saturated market?

What you ultimately decide on will depend on your industry. As I have found not all markets are effective on all platforms. I know for me I implemented a Twitter strategy for one of my side hustles based off limited research and it didn't yield any leads or sales like I thought it would. But, for starters, let me give you an idea of the most common marketing strategies that can work for many side hustles:

Word of Mouth Marketing

Word of mouth is probably the simplest form of marketing there is, yet it's also one of the most effective. How many times have you bought a product or subscribed to a service your family and friends have recommended? Or, how often do you ask them for recommendations?

The reason why word of mouth works so well is that we tend to trust the judgment of people we personally know. So, when they say you should check out this new business on 8th Street, then you'll go check it out as soon as you get some free time.

For your side hustle, it's important you use your existing network of friends. Ask them to help you get the word out about your service. If anyone asks them why they should do business with you, they can easily vouch for your skills, your talent or your integrity.

It's kind of like what I am doing with this free eBook; I am giving it away to all of those already in my circles of influence. When they hear people talking about wanting to start a side hustle, one of the first people they're going to think about to help them is me or recommend they read my book.

Once you start getting some clients, make sure you go above and beyond what's expected of you. Give them a lot of value and make sure they have a very positive experience. If you do this, you won't even need to ask your clients to help spread the word about you, they'll be happy to do it of their own accord!

The majority of my coaching or consulting clients came from word of mouth referrals from previous clients who was pleased with the results my services allowed them to obtain.

Content Marketing

This kind of marketing strategy will only work well if you are good at writing and are willing to learn or pay someone else to do it for you. When I

first got into content marketing, I knew it worked because it was working on me!

When I started writing myself, I quickly found out that because I was so used to reading good sales copy and content for blogs, articles, and magazines, I had a natural knack for writing.

Content marketing is one of the only marketing strategies that has the potential to yield you income and leads years after you write it. You never know when someone will read that post you wrote on your blog, or that article you had in that magazine, or that book you wrote 10 years ago. Even email is considered content marketing, not just sales letters and pages.

For you to succeed at this marketing strategy, you need to make a personal connection with the audience you're going to be writing to. These people are giving you their time and attention, so talk to them like people. Don't be like the pushy and aggressive sales guy because you're just going to leave a bad impression on them and possibly get yourself a negative comment on your content because of it!

For your content marketing to be effective, you need to think outside the box. Don't just write pieces about how great your service or product is and why they need to buy from you now. Instead, find ways to give them an abundance of value that they can use. Be the person who is always putting out helpful information that positions you as the expert and influencer. Give them so much value that when you do put out an offer for a product or service, it will be a no brainer for them to sign up, because you have already helped them so much.

For instance, if your side hustle is painting, then you may want to publish content with helpful painting tips, fun do-it-yourself (DIY) projects, and examples of your work and techniques. You could even have a couple of pieces of content about when hiring a painter is better than DIY.

See, you're not pushing them to buy your service right away. You're just sharing what it is you do and how you can help them. That's all there is to it really.

Social Media Marketing

Everybody and their momma is on social media nowadays. Whether you've got an online or offline side hustle, you can benefit from the power of social media marketing.

First, you simply need to know where your target clients are hanging out. Are they on Facebook, LinkedIn, Instagram, Twitter, or some other social networking site?

Then build a strong profile and make sure it matches your branding. Post content that shows your expertise. Don't post anything silly that will make you look thoroughly unprofessional, or in other words WHACK!

Start reaching out to your target clients. Follow them and/or write thoughtful comments on their posts. You can also send them private messages, but don't be aggressive and pushy. You want to gain their trust so they'll do business with you, you don't want to scare them off. If you send them a private message, make sure it's going to be worth their while. In other words make sure it's centered more around them than you.

Social media marketing has the power to grow your side hustle exponentially. But be very careful in how you go about doing it. If you annoy too many people, you can quickly lose your reputation, and you may need to start again from scratch!

I see this happen all the time, especially to those in the network marketing arena. Their upline tells them to market to their social media circle and get your first wins to validate that you can do this.

This is not bad advice when done correctly, but most people don't have the slightest clue as to how to market on social media correctly. You don't want people dodging you in Walmart because they don't want to hear about your new "home based business opportunity"!

I have personally been in network and multi-level marketing, so I know the pressure there is to build a team and grow your customer base. But don't place a strain and potentially end good relationships with people because you don't know how to market on social media.

When social media marketing is done correctly you will have systems in place generating you both leads and sales like clockwork.

At this point, your side hustle is exactly what the label says, you work on it on the side, meaning it's not your full-time job or your day job. You're basically working on your side hustle on days when you don't have regular work or even before/after you go to work. Obviously, your schedule will depend on you and how busy you are at your full-time job.

When you're just starting out at your side hustle, you need to be realistic with your goals. Sure, you may think your hustle's got real potential, and you think you can make it grow to earn 10x your salary or something like that. By all means dream big and envision that thing.

But, honestly, do you think you have that much time to devote to your business that you can scale it to that level in the next 3-6 months? Think about it thoroughly, or else you'd end up disappointing yourself big time. Now that may be your goal for five years from now, but don't expect to be replacing your full-time income in a few months.

Proper Goal Setting

You can aim for ambitious and lofty goals. You can also aim for extremely easy goals. Or you can aim for realistic goals, not too hard and not too easy, but just right.

When you aim for ambitious goals, you may end up putting lots of pressure and stress in yourself. You may take on more work than you can handle and start missing deadlines which can lead to clients complaining of poor quality work, etc. You don't want that. I have been there and it's not fun nor fair to your family. When you pressure yourself to achieve something you simply cannot physically do, then you're literally killing yourself, both mentally and spiritually.

At the opposite end of the spectrum, if you aim for goals that are way too easy for you, then you may end up procrastinating. You'll think, "I can do that project in one day. I'll do it tomorrow. I'll just watch a movie today." So, you end up not doing anything, and waste a lot of time in the process.

The right goals would be something that will push you or challenge you to use your time wisely. You're not going to procrastinate, and at the same time, you're not going to drive yourself crazy stressing over unmet timelines and expectations. This way, you're highly productive, and you ultimately bring yourself closer to your goals.

Goals for Each Timeline

There are 3 different timelines for goals. When it comes to your side hustles, you can set short-term goals, long-term goals or life goals.

For short-term goals, think of what you want to happen to your side hustle over the next few weeks or months. Ask yourself how much you want to earn in the next month or so, and how you plan to achieve that goal. Having a daily, weekly and monthly to-do list or checklist would be beneficial as well. It will help keep you on track and make sure you stick to what you've planned.

For your long-term goals, think of where you want your side hustle to be in say, 1 to 5 years. Do you think you'll still be working solo? Or do you think your little business will have grown by then and you've got a team to help you out? Do you think you'll still be employed at your day job?

For your life goals, obviously, this is THEE goal. What do you want to achieve with your side hustle? Where do you eventually see yourself several years from now? You'd probably be the CEO of your own company that started from your side hustle. Or maybe your goal is to see your local enterprise become a global one. Whatever your life goal may be, make sure your short-term and long-term goals align with it.

Rolling with the Punches

Your goals aren't set in stone. Over time, you may realize that some of your goals may not be feasible. So, you need to adapt and adjust as necessary.

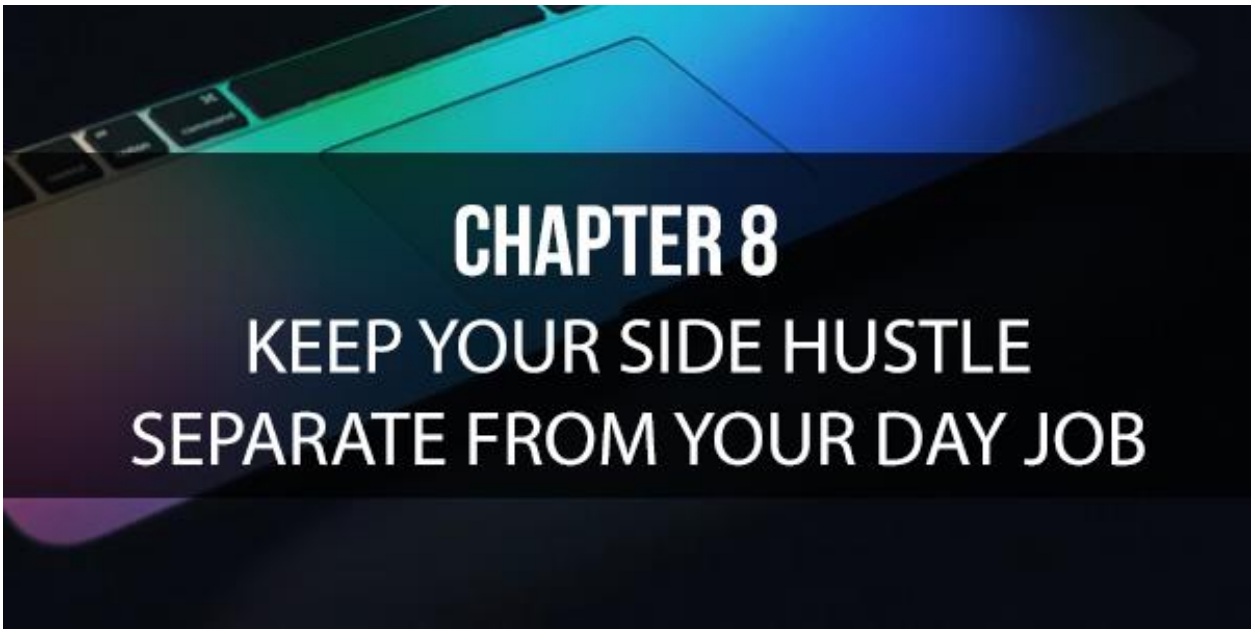
There's no need to get upset if you don't achieve your goals as planned. Simply re-evaluate your goals and try to come up with something more achievable.

For example, if you find that one of your goals was too difficult or too complicated to achieve within the timeframe you chose, then perhaps you may want to adjust the timeframe or scrap that goal altogether.

No one's going to fire you from your side hustle for underperformance. If you need to change your goals, then so be it. You're probably just a one-person show at this point in your side hustle journey anyway. There's no need to be so hard on yourself.

One of the books that my wife bought me while we were engaged was *Failing Forward* by John Maxwell. It meant a lot to me knowing that the woman that I was about to marry understood that I was a visionary. She knew that not all of my grand ideas would pan out, but they would propel us closer to the ones that would.

Enjoying the process and the journey is important. You have a big goal you want to achieve someday. You're not going to be able to do that if you condemn yourself every time you make a wrong move. Learn from your mistakes and your failures. It's the only way you're going to grow as a hustler, as an entrepreneur, and as a person. Keep putting in that work!



If you value your day job, then you wouldn't want to lose it, especially not when your side hustle has barely even started. Even when your side hustle reaches the point where you're making more money than at your day job, you may still want to keep your job.

If you work at a job you really like and enjoy and you find it very fulfilling, then, by all means, stay in it. Some jobs are worth staying for even if it doesn't pay nearly as well as your side hustle. If this sounds like you, then good for you. Not everyone is as lucky as you.

So, here are some tips to help keep your side hustle separate from your day job:

Don't Get Fired

One of the biggest no-no's of having a side hustle is working on it while you're on paid company time. Even if you've got the most boring job in the

world, if your time is paid for by someone else, then you shouldn't be disrespecting them by working on your side hustle secretly. If you get caught, you could lose your job.

Likewise, if your side hustle is also somewhat related to the things you do at work, then you should take measures not to get tempted to offer your services to your work clients. That's called poaching. Your employer can sue you for breach of contract, and that's something you should want to avoid at all cost.

You need to respect boundaries between work and your side hustle. For as long as you're employed, then you need to play by your employer's rules.

Time Management

Time management is very important when it comes to side hustling. Since you've only got a limited amount of time each day, and you need to divide that with work and other personal commitments, then make sure that every single minute you allot to your side hustle is actually spent working on it! If you don't treat your side hustle like a business from the beginning, no one else will either.

Doing this can be very hard, especially if your side hustle is at home. There're just far too many distractions – you've got TV, Netflix, kids, pets, etc. I know how hard it can be to say "no" to friends inviting you to go for a night out during weekends, but you need to build up the courage to say "no." You may sound like a killjoy, but really, it's all for the best. Your time is valuable and used as investment into your side hustle that will pay off in the long run.

You have to minimize random ‘play/chill’ times as that can seriously disrupt your concentration and will literally ruin your plans. Plan your to-do list and your schedule in advance and make sure you stick to it. There is no such thing as an undisciplined successful entrepreneur or side hustler.

Having a routine is key to side hustle success. If you have random things disrupting your schedule all the time, you’ll find it hard to find a rhythm so you can work productively. Your side hustle is important enough to focus on it. Remember, if it doesn’t interest you enough to stay focused on it, how can you expect it to interest others enough to purchase it?

For side hustles that require creativity and concentration, you often need to get into a ‘zone’ before you can do anything. If you let yourself be distracted by the tiniest things, then you’re really not going to accomplish much.

Boundaries Are Needed

You need to set physical boundaries when you work on your side hustle. For instance, if you write or create designs, you probably need some peace and quiet so you can get your creative juices flowing.

If you don’t live alone like me and have a whole family you share the house with, then you need to find some space all to yourself. For me, I turned my spare bedroom into a home office. If you have that luxury, I recommend you do the same. At a minimum get you a divider and set up a work area for yourself. My first office I created as a kid was in my closet! I have always wanted an office since I was a little kid,so I have always found a way to make myself one, even when space was limited.

Tell the people you live with that when you're in your special room, a.k.a. your office, you're not to be disturbed unless there's an emergency. You can put up a sign on the door handle that deters anyone from inadvertently disturbing you.

When it comes to clients, you also need to set boundaries. Depending on your side hustle, it might be important to mention that you do have a full-time job, so they don't call you anytime they feel like it.

Some clients may panic when they don't hear from you within the hour, so they call you up. It's better to be upfront about your schedule than have them think you're available 24/7.

If they really, really need something done urgently like it's a matter of life or death, you may need to make an exception (just make sure it's actually an emergency). You can perhaps take an early lunch break at work to go do the urgent task for your client.

Just remember not to be a pushover, because it can be really easy for people to take you for granted. Stand your ground and follow the rules you've set. Your boundaries can literally save your sanity! Over demanding clients will have you thinking of quitting your side hustle every time!

How many free hours do you have on a workday? And how many free hours do you have on your days off? How many hours do you need for your personal routines? For sleep? For family time?

There are plenty of reasons why you need to create and follow a strict side hustle schedule. For one, you've only got 24 hours in a day. That's fixed and non-negotiable. Whether you like it or not, you've got to squeeze in your day job, your side hustle, and everything else within this timeframe.

The stress of running a side hustle can take a toll on your body if you don't allow time to rejuvenate. You need to spend time taking care of your body. You need to assess your physical, mental and emotional health from time to time. The reason for this is if you get sick, you don't get to work; it's as simple as that.

I personally, noticed that I was taking on too much when I no longer was making it to the gym and eating out every day just to accommodate

demanding clients. I have also noticed when I was not leaving work at work and allowing my day job to take up too much of my side hustle time.

Plan Your Day the Night Before

Planning your schedule every single day will help ensure you avoid taking on more than you can realistically handle. You can only do so much in one day. Which is why several years ago I got into the habit of planning my day the night before.

One of my mentors years ago told me, “you don’t wake up on the wrong side of the bed, you go to bed on it!” When I asked him what he meant by that, he showed me Genesis 1:5 which says “And God called the light Day, and the darkness he called Night. And the evening and the morning were the first day.” He then went on to explain that God considered the start of the day in the evening. So how you begin your day in the evening will determine how it will be throughout the day when you wake up. In other words, plan your day the night before to set yourself up for success the next day.

For example, if you have a blog as a side hustle, plan out how many words you should be writing each day. If that doesn’t work for you, then think about how many posts you can realistically write and upload in a week.

Remember that consistency is key to succeed in almost anything in life, and it’s especially important for side hustles! As an entrepreneur, you need to structure your day so you don’t go about procrastinating and doing things you really shouldn’t be doing!

Prioritize Your Time

Strictly following your schedule will help prioritize your time. You do want your side hustle to be profitable, right? So, figure out a way to do tasks that will help maximize your time and your profitability. Have a system in place or a process that will help you get from landing a client to delivering their service or product in the most efficient way possible.

You may start out with a prototype of your system (let's call it system A), but somewhere along the way, you'll find it's not nearly as effective as system B. If this happens, then you need to adjust. You need to do whatever it takes to be as efficient as possible. You can forget about scaling your side hustle if you are not being as efficient as possible.

Don't feel confined to stick to your first idea (System A) because it was written on your original plan. Don't be afraid to change plans, you've got to do what it takes to get the most out of your time!

Stay Focused

Multitasking is a valuable skill, but in many cases, it can slow you down. It's so easy to lose focus when you multitask. It's easy to get overwhelmed by the different things you need to do and thus do nothing. Been there and done that!

For example, if you're doing some client work, watching TV and checking out social media all at the same time, you're probably not going to get much work done. When it's time to work on your side hustle, turn off the distractions.

Put your phone on silent mode if it's not going to be used in your side work. Turn off the TV. Take the necessary steps to make sure you are giving your full attention to what you're working on. Wouldn't you want someone doing the same for you if you were paying them for a service?

Trust me, you're going to get so many things done when you've removed the distractions (they're called distractions for a reason!). You might even be able to finish your tasks ahead of schedule. When you do this, you can reward yourself by watching some TV until it's time for you to work on the next task on your to-do list.

Reward Yourself

It's an incredibly satisfying feeling when you cross off things on your to-do list. When you're on a schedule, it's sometimes hard to think about rewarding yourself when your scheduled downtime is 5 days away. Be careful not to splurge, but don't shy away from treating yourself either.

For instance, if you managed to do everything on your to-do list for today, then you can reward yourself with an extra hour in front of the TV. Or perhaps you have your favorite Chinese food delivered so you can make TV time even more enjoyable (I know, I love food!). If you finish your to-do list for the week, then reward yourself with a movie ticket to watch the latest movie. Although don't always think you have to spend money to reward yourself, the goal we are working towards is to make money!

Strictly following a schedule – and for a side hustle at that – requires commitment and discipline. If you succeed, then you certainly deserve whatever reward you've got planned!

As much as possible, you want to generate some revenue every time you work on your side hustle. This requires you to figure out how you can streamline your processes and your systems to come up with the most profitable ‘formula.’

As you already know, not all side hustles are created equal. Some side hustles are straightforward, while some are a bit more complicated and require thorough planning. If you’re engaged in a ‘simpler’ side hustle, then generating revenue is as simple as offering your service to your neighbors.

Now, when it comes to generating revenues for more complex side hustles, you should focus your time on activities that are actually going to make you money. Here are some ideas:

Focus on Your Target Audience

Before you started your side hustle, you should already have had at least an idea of who your ideal clients and customers are.

Say, for instance, you want to tutor kids. Before you go around promoting your business, you should already know what kind of subjects you're going to tutor, what grade levels you're going to handle, etc.

If you're babysitting, then you may want to only care for kids at certain ages. If you're not comfortable being left alone with a baby or a toddler, then that's fine. You can just choose to babysit kids 4 years old and above.

In many cases, creating a buyer avatar of your target audience is helpful. It's easier for you to create offers that they'll find interesting.

For instance, with my dropshipping business, I advertise my business on various social media channels (spending both time and money to do this). If I am going after the wrong people, then I don't see many sales. However, when I focus my attention (and my ads) on people who will actually benefit from buying my products, then I make a lot of money!

So, that's what you want to happen. You want to maximize your return on investment. And the best way to do that is by putting your brand and your offer in front of the right audience. If you don't, then your money is literally going to go down the drain.

Focus on Generating and Nurturing Leads

The importance of lead generation can never be emphasized enough. Without a pipeline full of leads, you'll be struggling to stay afloat. Without good leads, how are you going to generate revenue for your side hustle?

A solid marketing strategy will help you fill up your pipeline with quality leads. But you can't just leave it at that. Instead, you have to nurture your leads, so they eventually become paying clients.

With lead generation, you can either do it manually or you can automate the entire process. For manual lead generation, you can ask for referrals from your existing network, like your friends and even your clients. You can try offering discounts to anyone who sends some new customers your way.

For automated lead generation, this is mostly used by online businesses. You can set up a landing page with an attractive offer. When people download or check out your offer, they enter their contact details on the page. All you have to do then is contact them and do your best to convert them into paying clients.

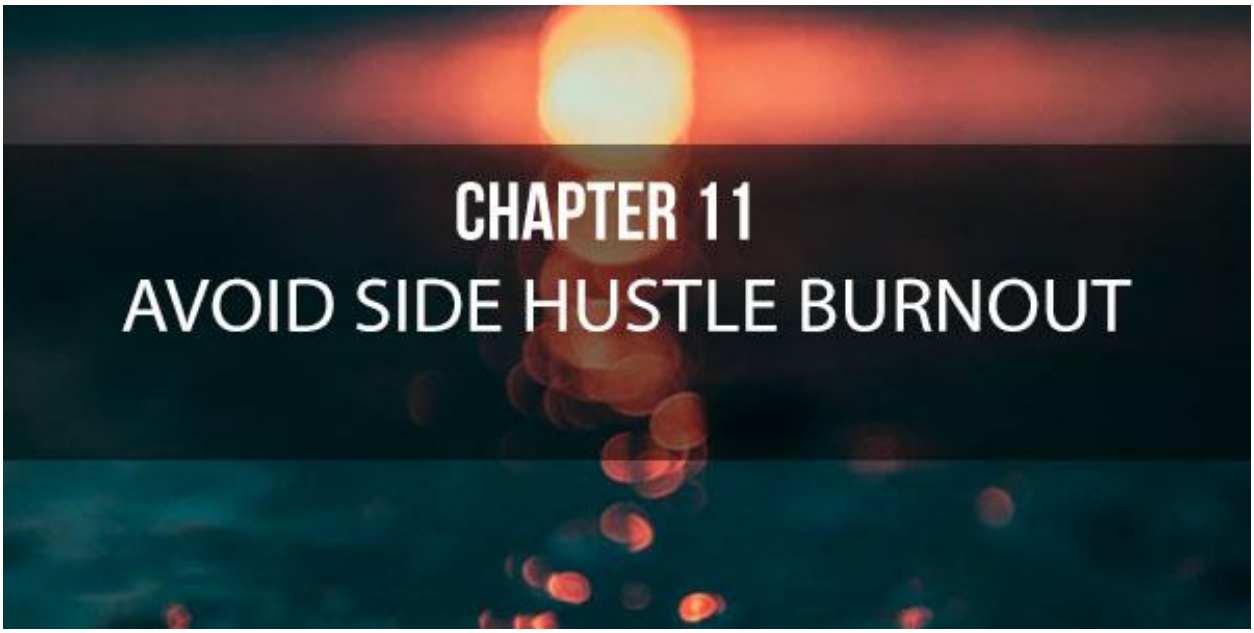
I personally recommend taking a hybrid approach and use both manual and automated lead generation. I get clients from referrals and also from my marketing funnels that I have set up. In this day and age, everyone is capable of both, so plan on implementing both with your side hustle.

Focus on Great Customer Service

Some people underestimate customer service. They think there's no money to be made in providing good customer service, but this is not only false thinking, it can also kill your side hustle entirely!

Unsatisfied clients can easily go online and post about their bad experience with your business. Word can quickly spread about you. People who haven't heard of you will Google you. When they read your negative reviews, they're going to go elsewhere. They're not going to risk their money on you.

However, if you treat your customers right and deliver as you promised, they'll be happy campers, loyal to your brand, and best of all, tell their friends all about you. As you know, word of mouth is one of the most effective forms of marketing. Pretty soon, you'll have more leads in your sales pipeline than you know what to do with!



Working full-time can be hard and stressful. Working on a side hustle can take your stress to the next level. No matter how passionate you are about your side hustle, even if it's your favorite thing to do in the world, there will come a time when you'll start feeling burnt out. So, how can you avoid the side hustle burnout? Here are a few ideas:

Learn to Delegate and Outsource

You don't have to be a one-person business forever. Sure, being hands-on with your business is great, but you've only have one body.

When you start feeling the heat, and you feel like the walls are closing in around you, then perhaps it's time for you to delegate or outsource some of the less important tasks in your side hustle.

Of course, finding someone to help you out will mean investing both time and money in them. You'll spend time training them, getting them up to speed on your needs, and be paying them for their time.

The question would be, should you give all your trade secrets away? Do you tell them everything about your business? The ins and outs? You probably can if you trust your contractor or employee enough, but for the most part, it's probably better to conceal as much as you can.

Stop Comparing Yourself to Others

No matter how hard you try, someone else will always be more successful, more attractive, more talented, more popular, etc. than you. If you're using your side hustle as a means to compete with someone else, then you're never going to win.

For instance, let's say you have a childhood friend who somehow managed to rise through the ranks and now owns a million-dollar home with luxurious cars. You want to be successful like your friend.

So, you start a side hustle where you hope to eventually become a millionaire. You do everything you can to succeed, but 5 years later, you're nowhere near your friend's socioeconomic class. Maybe you now drive a nice car, but you still live in the same house. You've done everything and you're still a few million dollars poorer than your friend. You become disillusioned, depressed, and eventually give up.

Instead of being jealous at your friend's success, how about you focus on how far you've come? For example, let's say that in the 5 years you've worked on your side hustle, your income has more than doubled or tripled,

your quality of life has improved, and you're now in a position to leave your day job for good.

This is why you need to be mindful and thankful of what you do have. Comparing yourself to others is one quick way to burn yourself out, so don't do it. Learn to appreciate yourself and your accomplishments no matter how small they may seem to you right now.

Set Realistic Deadlines

One of the quickest ways to side hustle burnout is to set unreasonable deadlines for yourself. With your side hustle, you're the boss. You need to work hard, but you also need to work smart if you want your side hustle to last more than a week. My wife is constantly on me about my deadlines, because I have no patience. I am always trying to get things out as quickly as possible, and it takes a toll on me both physically and mentally. Therefore, my wife will always ask me, "Are you sure you don't want to give yourself a little more time for that?"

Don't take on more work than you can afford to handle, or you'll be forced to say "yes" to deadlines that are literally going to drive you crazy. You may need the money, but I encourage you not to overwork yourself to attain it.

If you have two clients offering you a sizeable amount of money in exchange for doing some urgent work over the weekend, then you may need to turn down one of them, or perhaps even both of them!

You can try to negotiate the deadline, and maybe one of them will agree to move their deadline to a later date. There's no harm in trying, right?

However, if you really need to, don't be afraid to just say "no." I would rather you tell someone no than give them service that you didn't have time to do in excellence.

Take Breaks and Vacations

Can you imagine how tired you must feel if you've worked for 12 months straight without taking a single day off? You may have a break from your day job, but technically, you're still working on your side hustle. So you're not really "off," you're just doing something else. Still busy, still hustling.

When you're in the beginning stages of your side hustle, there may be stretches where you'll work for weeks at a time without taking a break, but as soon as you finish your first project, you should reward yourself by taking a short break. You will be tempted to ride the momentum into the next project, but do yourself a favor and take that break.

You don't need to buy a plane ticket to some exotic location abroad (though you could if you really wanted to). You can just chill at your house for an entire day without checking your emails or thinking about your day job or your side hustle. Just enjoy your "me time."

Every time you achieve a major milestone, treat yourself to something nice. Get a body massage, buy yourself that nice bag, or purchase that gadget you've been thinking of buying for months now!

Mix It Up Sometimes

If you become stuck doing the same things over and over again, you're going to get bored eventually. If you want to find out how you can regain your excitement for both your day job and your side hustle, you need to do something different. Mix it up!

There is not much that can be changed about your full time job, but as for your side hustle, instead of designing graphics this week, try working on your written content.

How about looking for items to sell on Amazon for a profit? Or maybe driving an Uber for a few hours? Do something you don't normally do, something that will bring you loads of fun!

Sometimes a break is needed from your side hustle to gain perspective. You can go for hike, drive to the beach, or hang out with some friends. This may give you the boost you need to regain your motivation at work and your side hustle!

So, your side hustle is finally starting to take off and your future has never looked so bright. You're excited at the prospect of working full-time on what was once your little side project. You probably feel the way Bill Gates and Steve Jobs did when they were finally ready to move out of their garages to launch their brilliant products to the world!

But how do you know when it's safe to quit your day job? Do you just make that decision when you feel like it? Well the truth is, you can quit anytime you like, but don't blame anyone else if your side hustle fails.

Here are a few signs that you're finally ready to quit your day job and pursue your side hustle full-time:

You Make Way More Money at Your Side Hustle

This is actually a good tipping point for most side hustlers. The moment your side hustle brings in more money than your day jobs, is it a smart decision to quit?

The answer is “yes” and “no.” “Yes,” if the side income is stable enough which shows your hustle has been consistently generating more money than your main job for several months. “No,” if it’s not stable, showing there’s no guarantee that the next several months’ earnings are going to be able to sustain you.

What does “way more money” mean exactly? Well, that really depends on you and your living expenses. Some people may be happy with a side income 2x their salary, while some will only be happy if it’s 5x or 10x their salaries. Figure out your tipping point and use it as a benchmark to figure out if you’re ready to take the leap.

Saved up Enough Money For Plan B

Just in case your side hustle doesn’t work out, what are you going to do for money? How are you going to be able to sustain your lifestyle if you lose both your salary and your side income?

Having an emergency fund is of utmost importance. Many financial experts recommend having at least 6 months of your monthly income in savings. It has to be easily accessible, so when an emergency strikes, you can quickly retrieve your money.

I caution you to avoid investing in financial instruments such as stocks which can be risky. It's best to play on the side of caution and leave your emergency fund in a high-interest savings account. If your side hustle does not succeed, you'll have something to fall back on while you attempt to regroup.

My wife and I agreed that before we quit our jobs, we have to be completely out of debt with an equivalent of a year's worth of our salaries in savings in order to pursue our side hustles fulltime.

It may look different for you, but talk it over with your spouse (if you have one) and make sure it's a place that you both agree on to ensure your financial security.

Ready to Scale Your Side Hustle

You've got the data and the bank account to prove your side hustle is ready to move forward and upward. You're ready to take it to the next level, but you can't do that if you're still tied to your day job. So, you do the only rational thing left to do – you quit your job.

Before you quit, you should assess and make sure you're not looking at your side hustle through rose-colored glasses. Get someone else's opinion who can look at things from a neutral angle such as a mentor who's been in your position.

This is one of the many reasons I continually surround myself with people who are already functioning and living at the level I aspire to be, and I also surround myself with people who are supportive of my journey to success.

Committed to Seeing Your Side Hustle Succeed

Sometimes deep in your heart, you know that you're doing the right thing. When you're really passionate about your side hustle and it's what you've always wanted to do, quitting your day job is probably a good decision. It may also be time to leave if you strongly believe that quitting your job is what God is leading you to.

Spend some time going over the pros and cons of leaving your job and focusing on your side business. If you think the pros outweigh the cons, then by all means go for it. There's no one stopping you! Just make sure you have a Plan B in case things don't go as planned. Especially if you have a whole family depending on you.

Missed Opportunities

Say you have so many leads and prospects, that the only thing stopping you from taking them all on as clients is you don't have the time. If each client you sign on pays you a few hundred to a few thousand dollars each month, that's a significant chunk of money you're missing out on.

At some point, you're going to have to ask yourself if staying at your job is still worth it. For some, they're not in it for the money, and so they stick to their day jobs even though they've got a highly profitable side hustle.

For others who are motivated by the freedom that the money will bring, it's a no-brainer really. If you're earning $100/hour at your side hustle as compared to $10/hour at your day job, then you're literally leaving a lot of

money on the table. When the math adds up like this, then you can safely say you’re ready to quit your job for good.

With that said, there's no reason why anyone would shy away from starting a side hustle. After all, millions of people have thriving side businesses in addition to their day jobs. With the right mindset and the right goals, you too can have a profitable side hustle that has the potential to out-earn your salary! If you are ready to get started, reach out to me and let’s have that conversation. Your future self will thank you for it!