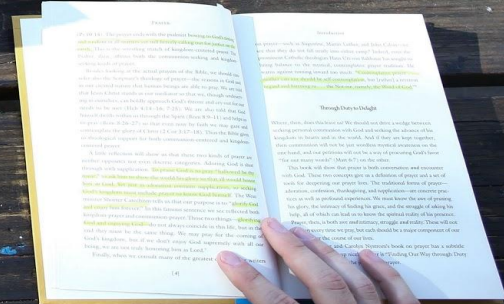




Future Proof Your Life With a Side Hustle



You did all the right things, but...

You did it all the right way. You got your education, joined the workforce and climbed the corporate ladder. It was and is hard and you are great at what you do. You look after yourself, you have family and you do good work in your community. You have reached a time in your life when you can take a look at the big picture and you aren't thrilled with what you see.

You thought that by this time you would be looking forward to an early retirement with leisurely travel, a deeper engagement in your passions, more involvement with favourite charities and a chance to get at that big stack of books. But it isn't working that way.

Whether it is the \$0.77 dollar, the hit of 2008 or inflation, your retirement nest egg isn't looking as robust as you thought it would. You are looking at decades of life - and good active life - left and not enough money to make it as carefree as you would have hoped.

You aren't sure how much longer you want to keep at this grind. Things are changing fast and if you have to learn another big software change, you are going to pull your hair out. Young people are coming in with different expectations and, bloody hell, they are getting some of what they want.

You are wondering what you will do. You want to retire while you still have vitality to do fun things. What will those fun things be? Doing nothing is over-rated and sitting on the beach will get old after a month or two.

What's a smart, savvy, woman to do?

What you have always done. Take what you have and parlay it into a winning move. You have been doing that for years for your company. Now it's time to do it for yourself.

It's time to start a side hustle.

What's a side hustle?

A side hustle is a business on the side. It's something you set up to make you money. You can scale it up or down as your needs change.

Your side hustle will be at the confluence of your passion, your abilities, your customer's desire and their willingness to pay. You start with the first two and test for the second two until you are clear on who you are serving and the best way to serve them. Your business will solve a problem for a group of people in a way that makes them so happy they can't help telling their story.

You get to choose what you do and how you do it in your business. You will control your life. Want to keep every Monday clear for golf, yoga or a long weekend. Done! Want to spend time with other women just like you? No problem! Do you think it's important to give back to your favourite charities? Do it!



Starting a side hustle is a great way to future proof your life. It is a way to turn what you know and enjoy into an income. In some ways it is a reinvention of you. You can take your time and experiment to find the exact right fit for you.

A side hustle is a business you build on the side while you are still at your job. You have the luxury of taking your time to try different ideas to see what resonates. You have the time to find a tribe of people who like you, what you offer and how you offer it. You have the time to refine your business model. You have the time to make sure you are building a business that works for you and comes from your strengths and talents.



Carve out a chunk of time every week to work on a side project that will use your skills, knowledge, talents, wisdom and connections to make a profit. To grow that side hustle into a winning business that you can slide into when you 'retire'.

Everything you need to make it work exactly the way you want it to is there for you. In fact it is there for you several times over, making this a work of elimination as much as it is a work of building. This is where a mentor and a group of like-minded women building their side hustle can help each other.

A quick word on what starting a business means. When is a business started? When you register it? When you incorporate it? When you have your branding and business cards done? When you rent the space?

Your business starts when you have sales. Your first sales will come from people you already know so you don't have to think about marketing yet.

Before you even start your business, you develop, test and refine your idea then you develop, test and refine your business model. Many people make the mistake of locking themselves away to do this in secret. They will tell you it is because they don't want anyone stealing their idea, but the reality is they are afraid. It is hard and scary to do this work in front of other people, but you can't do this work without feedback.

You can only go so far until you need the feedback your market can give you

A quick word on idea stealing. Ideas are easy, doing the work is the hard part. Edison said success is 1% inspiration and 99% perspiration. Ten people can start with the same idea and by the time they finish developing that idea, they will all be different. Even if someone takes your idea, your resulting business will still be unique to you.

Many times ideas come at the same time out of the same needs, or the same technology or the same zeitgeist. If you are working on an idea, there is a good chance other people are, too. That's not a bad thing. Trying to launch something completely new is incredibly difficult. The more other people doing the same thing, the bigger and more informed the market.

It is too easy to get caught up in work that doesn't matter because doing the work that really matters is hard. Steven Pressfield calls it the resistance in "The War of Art" and "Do the Work". Seth Godin calls it the lizard brain in "Linchpin". It's the part of our brain that reacts to a threat with the fight or flight instinct.

We have been conditioned by 100,000s of years of evolution to fear ostracism. Being on our own meant death. Putting ourselves out there feels like we are opening ourselves to being judged and possibly shunned.

This is scary stuff to our primitive brains. So they kick in with long lists of 'important' things to do to keep us from the work that is really meaningful. I know, I can spend weeks not doing what I know I need to do. And I am a pretty courageous woman who has done many courageous things.

A quick word about fear. Fear and courage are going to be the hardest part of this whole process for you. Everything else is easy, it's known, it's simply a process to execute.

Building the courage you need is what will make this process last as long as it does. Being a part of a group of likeminded women is essential for this piece.

I can't overstate this.

This is the start of your journey in your business and you are laying down the way you will work in your business going forward. You are setting up your habits, your timetable and your profit potential. You are making decisions about what your life will be like with this business.

Make those decisions mindfully and with full recognition of the impact they will have on your life. You can make a business that works for you and supports you in the life you want or you can make a business that sucks your energy and makes your life a hell.

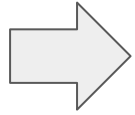
Your business starts with your first sales. It's only after you are making sales that you can make your business. Then you can design your customer's journey and your team's journey.

A quick word on marketing. Everything you do in your business is marketing. For small business, your focus should be on sales and on making your customers ecstatic.

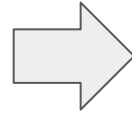
Advertising is useless without a big budget because it must be done as a campaign in order to give you a result. The best business owners I know don't advertise so much as they tell the stories of their happiest customers.

Branding is what emerges from who you are. It is you being authentically you. It's a great process of discovery to go through once you have been in business a few years. It's too soon at the beginning.

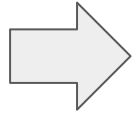
Side Hustle Process



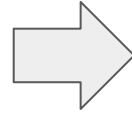
Come up with the idea or concept



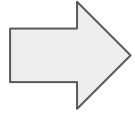
Have a conversation and gather intelligence



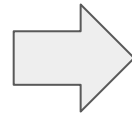
Test your idea



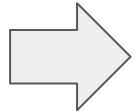
Make an offer and get sales



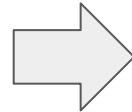
Gather interested people



Repeat 4 and 5 until it is working reliably



Repeat 2 and 3 until you have a great group



Turn it into a business

Start with a concept or idea

Your idea will be at the confluence of your interests, what you are good at, what people will pay for and what people want. What do you like? How do you spend your time? What do your friends ask you to help them with? What do you step in to do? What role do you take on committees? What books do you read, shows do you watch, podcasts do you listen to? What piques your interest, turns your head, gets you excited?

Another way to look at is to consider What you need and what you would pay for?

Brainstorming ideas:

- How did you fix a problem for yourself.? Others will want to know how you did it.
- . Can you improve an existing product/service?
- What's new in your industry. Opportunities open up when things change. How can you help people adjust to the new reality?
- What's hot somewhere else that you could bring here?
- Find a great product or service and sell it for a commission to your tribe.
- Change the niche, be the 'Airbnb of ...' or the 'Uber of....'

Test Your Idea

Once you have your concept or idea, it's now time to test it to see if anyone else is interested. Your testing will help you to refine your idea and to find out what is important about your idea to other people.

Post about it, write articles, join conversations, start a blog. See who responds and what they say.

Meet with people who may be your target. Talk to them about it and find out they think. Remember their words and use those words. What made them sit up and get excited?

Gather interested people

Talk about it and attract people. Invite them to join your email list. Create valuable content to entice them to join you. These should be small bite size pieces that give plenty of value. Like this process paper.

You are also positioning yourself as the expert.

It could be a video, an email course or a live event.

Repeat

You start with a concept, talk about it and see who is attracted and why. Use that information to refine your idea, talk about it, see who is attracted and why. Keep doing that until every time you talk about your idea, you attract more people.

You will know because it will feel easier and people will respond. This process of testing and repeating is where you find the nuances of the idea that attract your peeps.

Have a conversation

Now that you have gathered a couple of hundred people, stay in touch. Send them valuable information every week or so. Ask them questions, see who comments, about which ideas and what they say. Send them surveys, invite them to conversations and listen to the questions they ask.

Make offers

Use all that intelligence to make offers. You pass the final test when people put money down. Congratulations, now you have a business.

Your numbers have to be big enough to be significant. A 2% conversion means you have to have at least 100 people to hope to get 2 people. Plus or minus 2 means you could get 0 -4 people. That's hard to get a sense of whether something is working or not.

I don't know anyone who hit it out of the park the first time. Ask, listen, offer and repeat until you are getting a good response. Sales to your list will be about 2% so if you send an offer to a list of 400 people and 8 people buy, it's a good offer. Now make them very happy.

Repeat

Keep making offers, listen to the feedback and incorporating it until you are making reliable sales.



Now turn it into a business

You don't have a business until you have sales. You need to be making sales before you can know what your business will be. Once you do, you can turn it into a business and grow it.

No business plan survives first contact with customers. Side hustle is a way to test ideas with little investment and pressure.

Building a business means putting structure, systems, processes and planning around what you do.

One way of looking at it is to design the journeys you, your customers and your team take through your business. Your systems and processes emerge out of the way you do your work.

Your Journey

Design your business so it works for you. Don't make it harder than it needs to be. If you like working 1:1, do that. If you like working with groups, do that. These decisions help you figure out your business model. Who do you like working with? How do you like working? Where do you want to work? How often and when?

What environment do you want to work in? How do you want to experience your business? What do you want to get out of your business and what are you prepared to give it?

Customer journey

Who are your best and favourite customers? Tell their stories to attract others like them. What's the journey from attraction, through engagement to serving and delighting your customers. What's the job your customer wants to accomplish? How can you tell the stories of your best customers? That's how you will attract more like them.

How do you want your customers to feel? What experience do you want them to have? What is the best value exchange for everyone?

Team journey

Even if you don't have staff (yet) you do have a team. They are your suppliers, colleagues, customers, advisors, peers, mentors, etc. How do you attract the best? How do you work with them? How do you help them get what they want?

How do you want your team to experience your business? What is important to them? How can you align everyone's needs and values?

Systems

Once it is working, automate your processes and create systems. Your objective should be to make the repetitive tasks easy so you can focus your attention where it will give you, your customers and your team the best results. Automation and systems are there to support you in doing your best work.

A few things to consider

Entrepreneurship is very different from corporate life . In some ways it is easier because there is less bureaucracy. In some ways it's harder because you're on your own! Small business isn't a little big business so not all of what you know about business will translate into your side hustle. The approach to marketing and advertising is a big difference.

Information is not in short supply - curated information is. "If information were all we needed, we would all be billionaires with perfect abs." - Derek Sivers. You will save yourself time, headache and money if you have a guide through this process to help you make your way through all the information out there.

The opportunities are there and you have everything you need to make this work. By starting now as a side hustle, you have gifted yourself with the time to do this right.

The one thing that is in short supply is courage. It is lonely being an entrepreneur. You have the least experience at the beginning when it is hardest. Make sure you are part of a group.

You're not striking off into the unknown, but it isn't a well-trodden path either. Having an experienced guide will make your journey easier.

There are wonderful specific tested tools available. The trick is in finding the ones that work best for you.

Do you want help?

Everything you need to be able to do this is out there for you. I know, because I spent the last 5 years sifting through it all. If you would like to make this project easier and faster for you, join me.

I am Frances Schagen

I am a serial entrepreneur who ran a bookkeeping business for 15 years. I've seen every mistake in the book and I made many of them myself.

I founded the Business Owner's Success Club because I could see that the one thing that helped me and other business owners was to get guidance and to talk to each other.

I spent the last 5 years reinventing myself and exploring what a side hustle could be. The one thing that takes the most time is not doing the work I knew I had to do. This isn't about productivity hacks, the right to-do system or motivation. It's about having the courage to do what needs to be done.

The one place I was always able to get the help I needed was when I banded up with other small business owners. I looked for guides, mentors and experts.

You can do this.

You can do this on your own. (That's the long, hard way).

You can do this faster, with less stress and with fewer mistakes with support from someone who has already done it and a fellowship of other amazing women on the same journey. [Click here to get more help](#)

Are you ready for the journey of a lifetime?