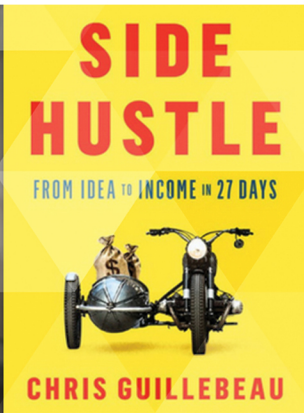




# Side Hustles



## Your Startup and Small Business Guide

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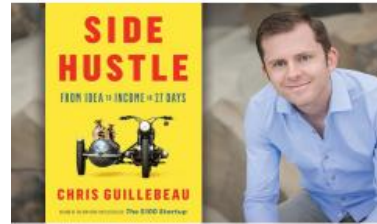
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# When Insurance Will (and Will Not) Cover Your Side Hustle Property

[Rebecca Wessell](#)



**Around 44 million Americans have taken up what's known as a side hustle. The number of people getting these extra jobs to supplement their income includes [about 40 percent](#) of all millennials in the U.S. Side hustles can go a long way to making us feel more financially secure. The added income acts as a safety net, especially as people are increasingly moving into densely populated, rent-expensive cities.**

That said, there are certain risks associated with our treasured side hustles, especially if they require personal or specialized property. For example, freelance photographers need expensive cameras, and ride-hailing drivers need a working vehicle. Even the less tech-heavy side jobs, like freelance writing or editing, may require a computer and even a backup computer just in case things go wrong. Some of that property will be covered by traditional insurance, such as auto or renters insurance, but you may need to consider getting other types of coverage.

## **Insurance that may cover your side hustle property**

There are times when fairly common insurance policies will cover your property, even if it's part of a side job. However, those policies do have limits.

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## **Homeowners and renters insurance**

Both homeowners and renters insurance policies cover a wide variety of property. If you have valuable computer equipment or technology that mostly stays in your home, both types of policies should help you recover the lost value of those items after covered events, such as a fire or theft.

However, these policies typically exclude business equipment, and some personal policies may not extend coverage outside the home. Freelance photographers often have a lot of expensive equipment such as lenses, stands and lighting. If your equipment is broken or stolen while it's in your home, it's covered, up to your limits. But if some equipment is stolen while out at a shoot, then coverage would depend on the terms in your policy. You'll also need to consider whether your policy covers assets such as the files and documents on your computer. Even if your insurance helps you recover a lost or stolen computer, it might not help you recover lost or stolen data—or just a portion of its value.



A business owners policy, on the other hand, may cover your equipment and other assets regardless of where it's located, including software programs and digital files, for an assigned value. Homeowners and renters insurance policies typically also have lower [limits](#) on specific high-value items that you might use in the course of your side hustle. Business owners policies may offer higher limits, so it can help make you whole after a covered event.

## Auto insurance

There are many side hustle jobs that require you to use your personal vehicle, such as ride-hailing and food-delivery services. Traveling for work means your personal auto insurance coverage may not extend to those work-related activities.

You can rely on your personal auto insurance to cover you in the event of the occasional work-related travel, but if your travel is mostly "on the job," your insurance company might fight back on providing coverage in the case of a loss event. If your policy doesn't cover you during your side hustle, then you may need commercial auto insurance. This type of insurance covers losses and accidents that occur when you're driving the vehicle for business purposes, from GrubHub delivery to Lyft transportation.

Ride-hail companies such as Lyft and Uber offer coverage for their drivers, but the policies may be [limited](#). You may turn to some of the personal auto insurers that provide more extensive coverage for ride-hail drivers, an increasingly common offering, but you may be hard-pressed to find specific endorsements for food delivery.

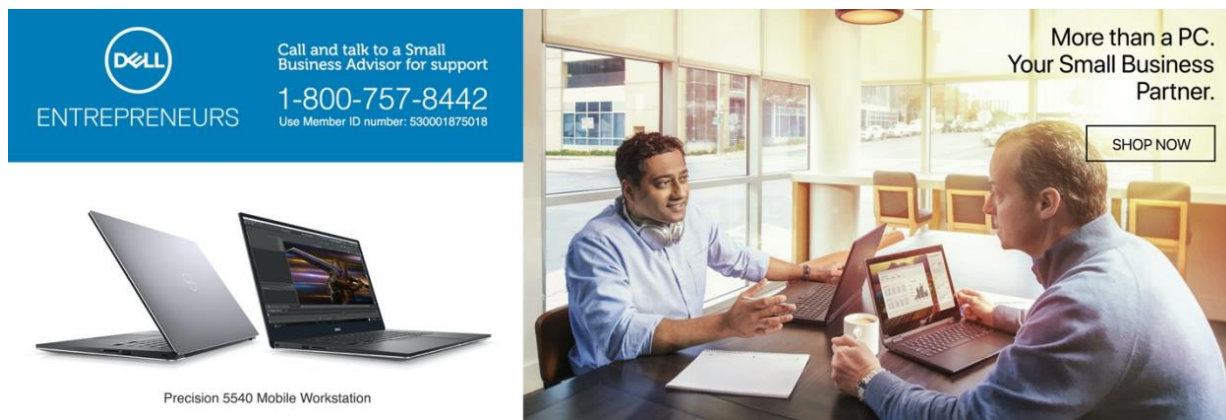
## Other property considerations

Beyond just covering your vehicle or the items in your home, it's important to view your property as your key asset. For many people, their side hustle is completely reliant on the property that's used to make money. Losing valuable equipment is itself costly, but the loss of opportunity to work and make money significantly compounds the issue.

If you do rely on your property to make money on the side, consider taking the following steps:

- **Invest in backup equipment:** You may not be able to get a backup car, but you can back up other assets like a computer. It may be worth the expense when measured against the loss of potential income. [Business interruption](#) insurance exists for just this reason, but you'll have to weigh the cost of it against how much you earn through your side hustle.
- **Have emergency funds in place:** This is especially true for those who rely on a personal vehicle for their side hustle. Having an emergency fund should ease some of the pain during the down time between getting compensation for the loss and getting a replacement for your lost property. If you do ride-hailing or food delivery, for example, that emergency fund can go toward a down payment on a replacement vehicle or the cost of repairs.

If your personal property is your side hustle's life and blood, it's good to have a few lifelines available, just in case the nightmare scenario does happen.



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# Side Hustles Can Be Risky Business: Here's How to Protect Yours

[Maureen Brogie](#)



Millennials are embracing the side hustle. And why wouldn't they, when on average, a side hustle can [bring in \\$8,000 a year](#)? The majority of side hustles don't cost a lot to get off the ground and provide a great way to supplement an existing income. However, they can be risky business. Why? Because side hustlers' services could be held accountable in just the same way as a full-fledged business.

It's easy to understand why side hustles are not being thought of as businesses, because in the traditional sense, they're not. Thanks to the flexibility they offer, they're an activity you can fit into your spare time to pull in a few extra bucks, not necessarily a venture you have to invest thousands of dollars into in the hopes that it's successful enough to keep the cash pouring in.

But what you treat as a side hustle, the customer will treat as they would any other business providing a service, especially if something goes wrong. Luckily, there are a number of ways to safeguard not only income, but also assets, should a customer decide to take legal action.



If you're operating a side hustle, here's what you need to watch out for, and how to do it:

## **General Liability Insurance**

If your side hustle means you visit a client's property, or clients come to your premises, general liability insurance is a must. It protects against claims made against you if a client were to injure themselves, or if you damage their property.

The cost of settlements for this type of claim can be huge. The average payout for a slip, trip or fall [caused by a third party is \\$20,000](#). So, if your side hustle is cleaning offices in the evening and someone breaks their leg after slipping on your freshly-mopped floor, if you don't have general liability insurance in place, you'll be liable for paying legal fees and compensation out of your own pocket.

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## **Business Personal Property Insurance**

Even if you work from home, it's worth considering business personal property insurance, as it covers items that you use to run your side hustle. That includes essential office technology like computers and smartphones, plus any other equipment you use to perform your job, such as a handyman's tools.

Your landscaping side hustle could come to an abrupt end if your truck were broken into and all of your tools were stolen. Without business personal property insurance, the cost of replacing all of your equipment at once would be so high that even if it didn't spell the end of your business entirely, it would take a significant chunk of time and money to put things right.

## **Errors and Omissions Insurance**

Errors and omissions insurance, also called professional liability insurance, is highly recommended for side hustlers who provide a professional service, such as design, consulting, marketing or accounting. Whether the mistake came about because of an error you made, or something you failed to do, errors and omissions insurance can cover the legal costs of defending yourself, as well as the costs of any damages you may have to pay.

If you're generating some extra income by helping out a small business with their taxes, but failed to file the right form, without errors and omissions insurance, you could be in big trouble. Because if that business receives a fine as a result of your mistake, chances are, they're going to turn to you to recoup that money.

## Contracts and Service Level Agreements

It may seem obvious, but getting an agreement in place before any work is carried out can help to protect you from any unnecessary backlash. By clearly outlining costs, delivery dates and exactly what you will deliver, the chance of a dispute occurring can be significantly reduced. Contracts also provide evidence of what was agreed to if a client decides to proceed with taking legal action against you.

### Is it worth it?

With enough effort and dedication, your side hustle has the potential to blossom into a full-time business, so it's important to have the right measures in place to protect all your hard work.

Insurance policies for a sole proprietor come in at \$500 per year on average, and while that might eat into your side hustle's profit margins, it can save the day if something goes wrong, even if wasn't your fault.

There's no need to over-complicate contracts, either. They should simply state the scope of the project, your terms and conditions and your payments terms. Signed by both parties, your contract will then help protect you if there's a dispute over what you agreed to deliver.

However, it's still worth having a legal expert look over a contract to make sure it's valid. Legal advice can be expensive, but making a one-off payment to have a contract checked over by a lawyer to ensure its validity is cheaper than hiring someone should something go wrong after the fact.

The advertisement is split into two main sections. The left section has a blue header with the Dell logo and the word 'ENTREPRENEURS'. Below the header, it says 'Call and talk to a Small Business Advisor for support' followed by the phone number '1-800-757-8442' and 'Use Member ID number: 530001875018'. Below this text is an image of two Dell Precision 5540 Mobile Workstations. The right section features a photograph of two men in a modern office setting, one pointing at a laptop screen while the other looks on. Above the photo, the text reads 'More than a PC. Your Small Business Partner.' and below the photo is a 'SHOP NOW' button.

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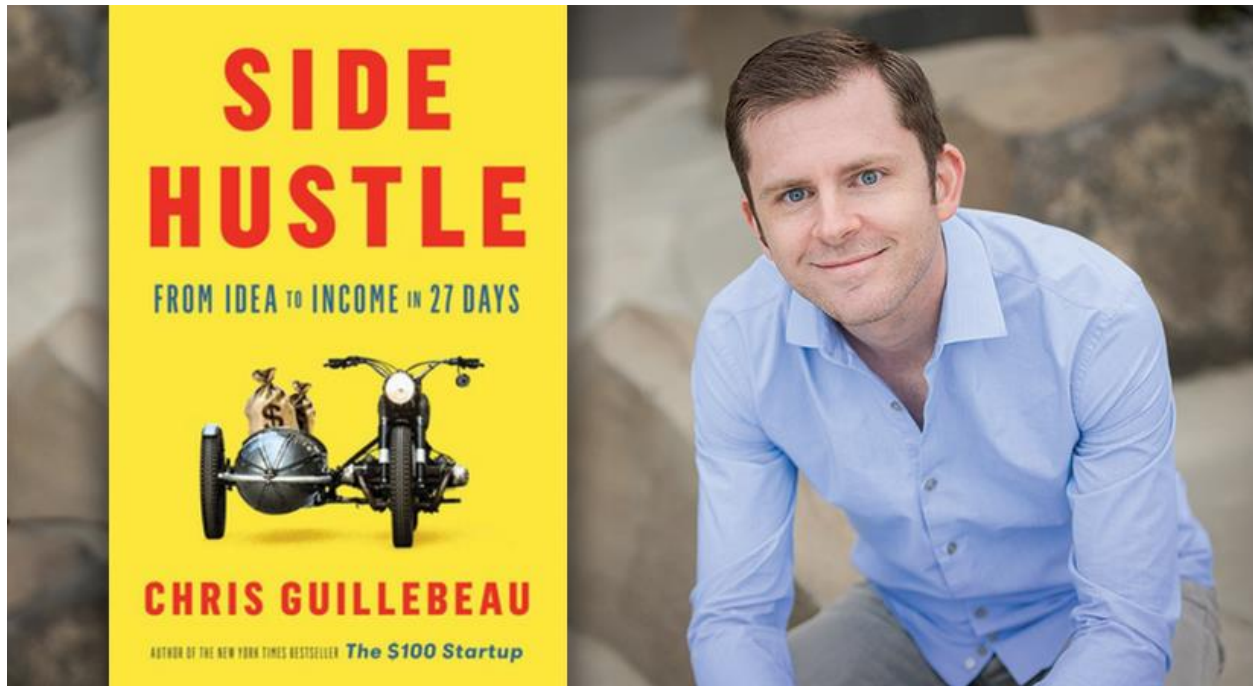
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# Idea to Income: Your 27-Day Plan to Side Hustle Success

[Chris Guillebeau](#)



Author, speaker and entrepreneur, Chris Guillebeau, is the host of the Side Hustle School podcast and the author of several bestselling books, including “The \$100 Startup” and “Born for This.”

In his new book, “Side Hustle,” Guillebeau teaches you how to get your side hustle idea out into the world and make a profit in less than 30 days.

**The following excerpt is provided exclusively for StartupNation from “Side Hustle: From Idea to Income in 27 Days” Copyright © 2017 by Chris Guillebeau, Crown Business.**

## **WEEK 1: BUILD AN ARSENAL OF IDEAS**

A side hustle has many benefits, but it all starts with the right idea. This first week of hustling will teach you how to generate hustle ideas that actually work.



### **Day 1: Predict the future**

The path from idea to income begins with your answer to an important question: Twenty-seven days from now, what will be different about your life?

### **Day 2: Learn how money grows on trees**

Some hustle ideas are better than others. Learn the three qualities of a great idea and how to find ones with the most potential.

### **Day 3: Brainstorm, borrow or steal ideas**

Using what you've learned about high-potential ideas, brainstorm, borrow or steal at least three possibilities for your hustle.

### **Day 4: Weigh the obstacles and opportunities of each idea**

Now that you have several ideas, examine them more closely to understand their pros and cons.

### **Day 5: Forecast your profit on the back of a napkin**

To estimate the profit of your side hustle, you don't need a finance degree or a scientific calculator. You just need a napkin, a pen and the power of observation.

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## **WEEK 2: SELECT YOUR BEST IDEA**

Once you have multiple ideas, you need to be able to identify the best ones. Learn how to instantly rank and compare ideas so that you'll have confidence to proceed with the highest possible odds of success.

### **Day 6: Use the side hustle selector to compare ideas**

Once you start thinking about side hustles, the ideas don't stop. This tool will show you how to apply "Tinder for Hustling" logic to pick the best one at any given time.

### **Day 7: Become a detective**

As you move forward with an idea, study what other people are doing. Then, do it better or do it differently.

### **Day 8: Have imaginary coffee with your ideal customer**

There's one person out there who meets your profile as the perfect customer. What can you learn from them?

### **Day 9: Transform your idea into an offer**

Once you have a great idea and a specific idea of who it's for, you need to transform that idea into an offer. An offer includes a promise, a pitch and a price.

### **Day 10: Create your origins story**

Like a comic book superhero, your side hustle needs a history. Don't just give 'em the facts; tell them a story.

## **WEEK 3: PREPARE FOR LIFTOFF**

You've settled on your idea, you've transformed it into an offer, and you know who your ideal customer is. This week you'll learn how to help that person understand why they can't live without your offer, without getting bogged down in unimportant details.

### **Day 11: Assemble the nuts and bolts**

Resourcefulness is your most valuable hustle skill. Get all the logistics out of the way so you can focus on more important things.

### **Day 12: Decide how to price your offer**

Pricing can be a challenge even for experienced hustlers. Use the cost-plus model and follow two easy guidelines for much higher odds of success.

### **Day 13: Create a side hustle shopping list**

Your hustle will require specific tools, resources and deliverables. Learn to find, gather or create everything you'll need to bring your offer into the world.

## **Day 14: Set up a way to get paid**

You've got a lot more than just an idea now—you're well under way to a real-life side hustle. Before proceeding, make sure you've also got a real-life way to get paid for it.

## **Day 15: Design your first workflow**

You're almost to launch week. By listing out your next steps in an ordered fashion, you'll prevent mishaps and feel more confident.

## **BONUS STEP**

## **Day 16: Spend 10 percent more time on the most important tasks**

Many new hustlers get caught up in mundane details. Avoid that trap from the beginning, and keep your focus on just two things.




**To read the remaining steps found in days 17 through 27, pick up a copy of “Side Hustle: From Idea to Income in 27 Days,” available now at fine booksellers and for purchase through [StartupNation.com](https://www.startupnation.com).**

**More Chris Guillebeau content from StartupNation:**


- [Entrepreneur Chris Guillebeau's Formula for Creating a Side Hustle in 27 Days](#)
- [Born for This: Improve Your Skills, Increase Your Value \[Book Excerpt\]](#)
- [Unlocking the Secrets of the \\$100 Startup with Chris Guillebeau](#)



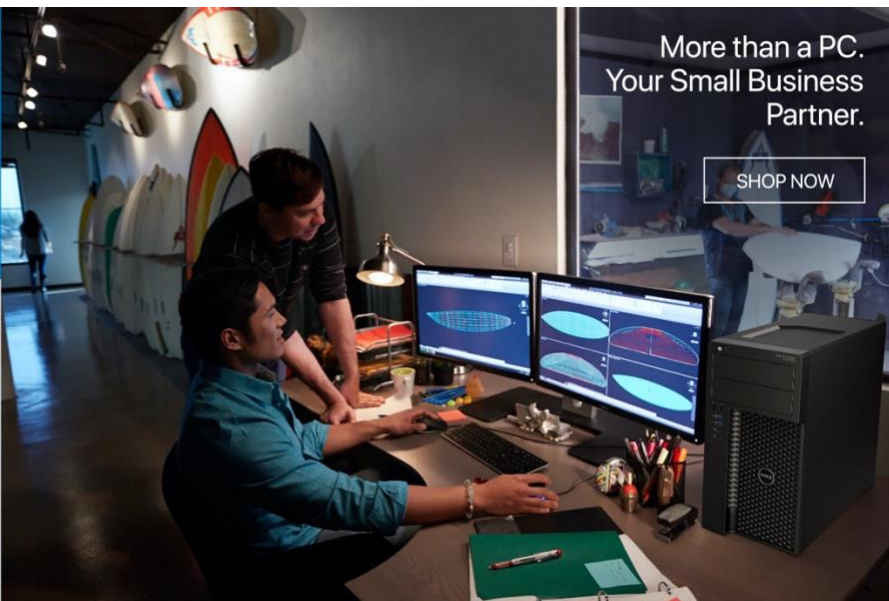


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# 5 Side Hustles That Need Liability Coverage

[Maureen Brogie](#)



Millennials are leading the charge when it comes to the side hustle. [More than half](#) of U.S. millennials are making extra cash operating a side hustle, while a recent study from Bentley University revealed that [66 percent of millennials](#) have a desire to start their own business.

Starting off with a side hustle while still maintaining a full-time job can be a great way to build up a business while not having to give up the security that comes with regular income.

But, do you think that side hustles are totally risk-free? Think again. Here are five popular side hustles that need liability insurance, with examples that demonstrate why it's so important.

## **Social media manager**

Entrepreneurs have recognized the importance of social media marketing, but few have time to do it well. This is where side hustlers come in, perhaps providing a few hours per week to help business owners schedule some Tweets, or deliver a social media strategy.

While this seems risk-free, there are plenty of pitfalls. For example:

*Josh schedules social media posts for his client, a boutique fashion retailer, every week. Distracted by the phone, and with a few different accounts to manage, he forgets to check that he is logged in to the correct account, and ends up accidentally publishing the scheduled posts to another client's social media account. He doesn't realize his mistake until a few days later when the client asks him why none of their posts are live.*

*To make things worse, the client was running a promotion at the time, which all of their followers have now missed out on. The client attempts to sue Josh for the error, which they say has damaged their reputation and resulted in lost revenue.*

Errors and Omissions insurance, also known as E&O insurance or professional liability insurance, is recommended for any side hustle that provides a professional service. This type of liability insurance could protect you when an honest mistake is made.

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## Designer

Many startups cannot afford to employ a full-time designer, which presents a great opportunity for side hustlers with creative flair and an eye for detail. Consider the following example:

*Maria has been supplied with some amazing images by her client that they want to use in an online ad campaign. She designs a whole range of marketing collateral, which the client loves.*

*The campaign launches, but soon after, the client is served with a lawsuit for copyright infringement. None of the images were owned by them, nor did they have permission to use them. Now the client is trying to pin the blame on Maria, even though she had no idea the images they provided her belonged to someone else!*

This is another instance when Errors and Omissions insurance can help with advice and legal fees. It comes to your defense if you are accused of doing something wrong, even if the claims are baseless.



## **Landscaper**

For those who love spending time outdoors, landscaping is a fantastic side hustle. Plus, it can be a great way for those with the right tools to rake in some extra cash. How much can go wrong when pulling weeds or mowing a lawn, right?

Wrong!

*Becky spends her weekends doing what she loves: planting flowers, pruning shrubs and keeping lawns in top condition. And best of all? She's getting paid for it! A homeowner has just moved in to a large property in the neighborhood, and wants some help tackling the garden, which has become a jungle while they have been busy fixing up the house.*

*After hours of cutting back bushes and pulling weeds, it's time to tackle the unruly lawn. In the long grass, Becky doesn't spot a huge rock, which is whipped into the air by the lawnmower, smashing straight through the glass in the customer's brand new french doors. The customer wants to make a claim for the broken doors but as Becky is without insurance, Becky will need to pay out of her own pocket.*

Accidents happen. General liability insurance protects businesses from damage to third party property. It also helps source replacements for damaged items, and eliminates the stress of having to resolve the issue all by yourself.

## **Handyman**

A handyman provides an affordable option for people who don't have the time, or the skills, to get odd jobs completed, and is the perfect side hustle for competent DIY enthusiasts.

Picture the following scenario:

*Noah has been asked to decorate a bedroom for a customer. He turns his back for just a second, but it's enough time for the customer's dog to get into the room and brush up against the freshly painted walls before going on its merry way to shake paint all over every other room of the house.*

*The customer assured Noah that the dog would be kept out of the way while he was working, but they're now holding him accountable for cleaning the house, and their mucky pooch.*

If your side hustle is based on another person's property, or if a third party comes to your place of work, then you need general liability insurance. General liability insurance protects businesses from damage to third party property. It also helps source replacements for damaged items, and eliminates the stress of having to resolve the issue all by yourself. Equally, if there is any dispute over how the damage occurred, insurance could help fight in your corner.

### **Business consultant**

Utilizing your expertise to advise business owners can be a lucrative way to make money, but what if you get it wrong? For example:

*Ahmed has a wealth of experience in helping small businesses grow. An online company asks him to look over their finances for the last few years, as they are hoping to open a physical store nearby. Some of the documents included in the files they send are invoices that include their customers' account details.*

*Unfortunately, when Ahmed downloads the files, he doesn't realize that his PC is infected with Malware, and the confidential data is stolen. Months later, the online company discovers it was subject to a data breach, and has been issued with a fine. Now they're accusing Ahmed of being responsible.*

Cyber liability insurance can't prevent a cyberattack, but it will help to protect a business if a data breach does occur. Sole proprietors and startups are easy targets for cybercriminals, as they are less likely to have robust security measures in place, but this doesn't make their data less valuable. A cyber insurance policy offers advice and provides the financial help your business needs to recover from a breach.

### **Side hustle with confidence**

While a side hustle may be seen as a risk-free venture, this type of work is far from it. Liability insurance isn't just about protecting your side hustle and its income; if a disgruntled client decides to sue and you can't afford the legal fees, you stand to lose much, much more.

# 5 Reasons Why Side Hustles Make Millennials Better Entrepreneurs

[Elizabeth Shetty](#)



Some 44 million Americans are currently holding down side hustles in addition to their main source of income. This type of work appeals to anyone who wants to earn an extra buck, and is particularly attractive to millennials, whose money woes eclipse those of generations before them.

Simple recently surveyed a panel of millennials who have side hustles for their [Behind the Side Hustle study](#), exploring reasons for pursuing a second job and feelings about balancing multiple workloads. Unsurprisingly, they found that 80 percent of millennials do so to bring in extra money. Six in 10 of these hustlers explained that they aren't happy with the earnings from their main job, while a quarter went so far as to say that they're struggling to make ends meet.

Thus, it's safe to say that money motivates. But what else do young people gain from their side gigs?

Some of the most well known brands in the world were born out of side hustles. Facebook, Craigslist and Imgur were all launched by entrepreneurs pursuing ventures alongside their everyday schedules. In Facebook and Imgur's case, this

took place on a college campus, while Craig Newmark set up Craigslist in his spare time outside work.

Below are five ways that side hustles can set millennials up for a more successful entrepreneurial career.

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## **Side hustles teach a strong work ethic**

Working a side hustle is a great way to learn about time management, and nothing demonstrates self-discipline like the ability to juggle more than one job. Millennials who work side gigs are also used to having to work hard to achieve their goals. This means they'll face fewer nasty surprises when they find themselves working crazy hours to get their first venture off the ground.

There are countless other business lessons that can be learned working a second job. In our survey of side hustling millennials, we also found that 45 percent had become more organized as a result, while 44 percent said that their side gig taught them skills that make them a more valuable employee. This sort of insight can be a useful tool for making important business decisions down the line.

## **It can kick-start finances**

The [Millennial Economy National Survey](#) found that millennials have a strong desire to explore their entrepreneurial side, yet 42 percent said that their biggest obstacle is a lack of money.

Side hustles allow young people the financial freedom to help pursue their dream, as they can work on their new venture whilst living off of their main source of income. And even millennials with side gigs in unrelated fields can work toward their goals: this secondary income can be added to a savings account and then put toward launching their first business.

## **There's more time to learn**

Although many millennials pursue their dream career as a side hustle rather than a full-time gig due to financial constraints, there are also fewer risks associated



with this route. This is because it means there's more time to learn, so although growth and progress may be slower, any important business decisions are likely to be better informed and more carefully considered.

By gradually reducing their hours in the main role as the businesses grows, millennials can benefit from an extra layer of security. Many of the millennials we surveyed acknowledged that they needed this period of time to learn and grow. Speaking about this balancing act, one said, "It's my passions and what I want to do for my career, but I need a full-time job while I get established in my side hustle."

## **There's less pressure**

Quitting your day job to go it alone full-time is a big risk and puts an enormous amount of pressure on an entrepreneur. The business needs to be profitable enough to cover any living expenses, which can quickly suck the joy out of a situation, turning what had been a dream job into something of a living nightmare.

Besides, many millennials are in it for more than the money anyway. Lucas Puente, lead economist of services marketplace, [Thumbtack](#), explained that millennials are motivated by much more than financial success: "This cohort finds being an entrepreneur financially rewarding, but they are most focused on being able to pursue their individual passion."

## **They know the millennial market**

Another benefit of being a young entrepreneur is the first person experience that helps tap into this lucrative demographic's wants and needs. For example, co-working space provider, WeWork, was founded by Adam Neumann in 2010 when he was just 31 years old in response to the rising number of young freelancers and startups in the U.S.

One of the millennials surveyed echoed this sentiment, saying this of their side hustle: "It helps keep my mind busy and active. I think that we should always be challenging ourselves and learning new skills whenever possible."



A horizontal advertisement banner for Dell Small Business. On the left is the Dell logo above the text "SMALL BUSINESS". In the center, the text "OPTIMIZE YOUR IT SPEND" is displayed in large blue letters, with "Members save an extra 5% off select products." written below it. To the right of the text are images of a laptop, a desktop tower, and a server rack. Further right is a blue "Shop Now" button. On the far right is an Intel Xeon Gold processor logo with the text "Intel Xeon Gold" below it.

# How to Turn Your Side Hustle Into a Six-Figure Business

[Amanda Abella](#)



After the Great Recession, many individuals (including myself), started doing anything they could to make extra money. I went six months without a job in 2010, and in those six months, I Googled how to write for money and secured my first freelance client. Even after I secured regular employment, I kept freelance writing on the side. It was, in essence, my side hustle before [side hustles](#) were really a thing.

I didn't know it at the time, but that one simple Google search would lead to the six-figure business I have today as a writer, consultant, brand ambassador and influencer.

I'm not the only one, either. While the recession may have forced many American workers into finding ways to side hustle in order to make ends meet, many of those side hustles have turned into full-fledged businesses.

*In fact, [according to one study](#), 53 million American workers are contractors and they earn 17 percent more per hour than those who are employed-full time.*

Not only that, but 60 percent of companies are considering hiring more contract workers.

That being said, is it easy to go from side hustle to six-figures? No. It certainly does not happen overnight. However, the economy is ripe with opportunities for it, and with enough gusto, you can make it happen. Here's how.

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## **Learn how to market and sell**

You can't make money without knowing how to sell. Period.

Whether it's pitching a client for freelance writing or trying to close a deal with a new consulting client, knowing how to sell is the difference between being broke and having a six-figure business. Your ability to close is directly correlated with how much money you make.

But sales aren't just about closing a deal or getting someone to click "buy." There's actually far more that goes into it. For example, one common theme I've noticed among many side-hustlers who have become six-figure business owners is that they all have a solid brand associated with their name. They didn't just start selling, they also built their influence over time. That influence leads to easier sales.

## **Get really good at negotiating (or hire someone who is)**

A surefire way to make more money is to get really good at asking for it. For example, I recently had an experience where I learned I should be charging five to six times more for certain types of contracts.

So, what did I do? I started challenging myself by asking for more money at every opportunity I had. As for those specific contracts, I now have an agent who handles

those and we get what we ask for. Sometimes the best way to get better at negotiating is to hire someone who does it for a living.

## Put a value on your time

Here's where many side hustlers struggle: They don't know how to value their time. Nowhere is this more evident than in the amount of free work they take on, their lack of boundaries with difficult clients or how much they low-ball themselves when negotiating.

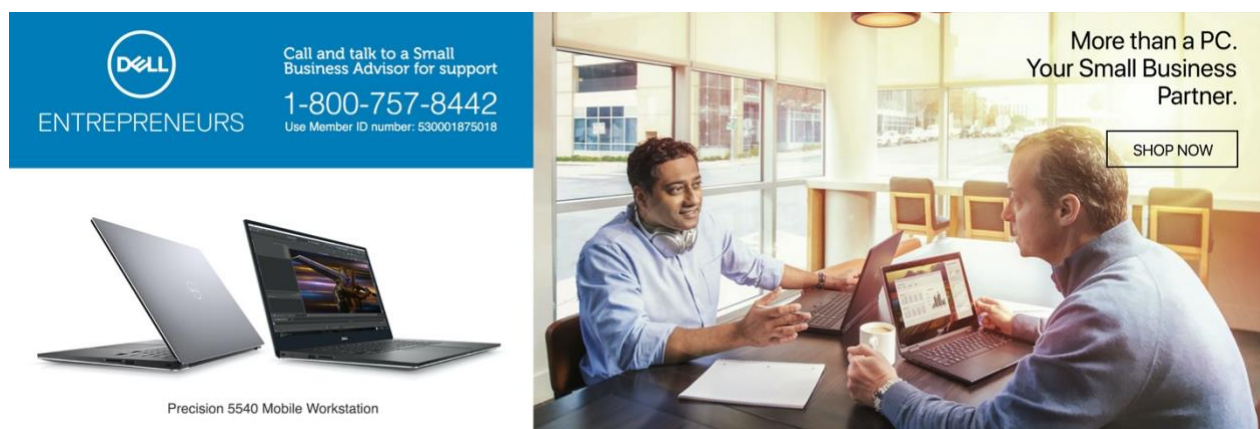
*If you want to go from a side hustle to a six-figure business, you need to start thinking in terms of how much your time is worth.*

Here's an example: You get an email from a client who is paying you \$400 for a project and wants you to immediately do a task for them. At the same time, you get a message from someone who you are negotiating a \$10,000 contract with.

What do you do?

You set a boundary with the client paying you \$400. You tell them you can get to it when you're available. And then you go close that \$10,000 because it's more worth your time. If you drop everything because you're afraid of losing \$400, you miss out on the opportunity to make \$10,000. Most people would be too worried about the \$400, and that's why they struggle.

Another example is when you get approached to do free work. Many who are still in the side hustle mindset take on free work for exposure. Those with a six-figure mindset know their time is valuable and ask for money.



The advertisement is split into two main visual sections. On the left, a blue banner at the top contains the Dell logo and the word "ENTREPRENEURS". Below the banner, two Dell Precision 5540 Mobile Workstation laptops are shown. On the right, a photograph shows two men in a modern office setting, sitting at a table and working on laptops. Text in the top right corner of the photo reads "More than a PC. Your Small Business Partner." and a "SHOP NOW" button is located in the bottom right corner of the photo.

Call and talk to a Small Business Advisor for support  
1-800-757-8442  
Use Member ID number: 530001875018

ENTREPRENEURS

Precision 5540 Mobile Workstation

More than a PC.  
Your Small Business Partner.

SHOP NOW



## Create multiple streams of income

The final piece for turning your side hustle into a six-figure business is to create multiple streams of income. For example, I started as a freelance writer but over time I've created a six-week group coaching program for business owners and I work with brands as a spokesperson. I also do consulting for small business who want to build their online brands.

That's about four different streams of income that make up the bulk of my revenue. And that doesn't even include affiliate sales or ad revenue, which are on autopilot and cover my groceries each month.

Different streams of income could look like various things for different people, but consulting is usually an easy one to get started with. Why? Because you probably already have people wanting to pick your brain about how you created your side hustle. Offering [consulting packages](#) for that is an easy way to make more money and provides you with an additional source of income.

## From side hustle to six figures

Learning how to sell better, negotiate for more money and create multiple streams of income are three sure-fire ways to make more money now. With time and effort, you can use these strategies to grow your side hustle to a six-figure business.



More than a PC.  
Your Small Business  
Partner.

SHOP NOW

Precision 5540 Mobile Workstation

**DELL**  
ENTREPRENEURS

Call and talk to a Small  
Business Advisor for support  
**1-800-757-8442**  
Use Member ID number: 530001875018

The advertisement features a photograph of three business professionals in a warehouse setting, looking at a Dell laptop. The text promotes the Dell Precision 5540 Mobile Workstation as a solution for small businesses, providing a 'Shop Now' button and contact information for a Small Business Advisor.

# 10 Steps to Start a Side Hustle (While Working a Full-Time Job)

[Ryan Robinson](#)



Never in history have we seen such rapid growth in the number of entrepreneurs who've begun working for themselves. From app developers, to freelance writers, business consultants, creative producers and startup founders, there's no shortage of people willing to take calculated risks in the name of creating their own self-employed careers.

And why not? Every single day, many of these solopreneurs are growing their small businesses [into the millions](#).

Yet, despite the optimistic outlook, the majority of would-be business owners still fall victim to the fear of turning their side hustle ideas into reality.

*In a recent study from Bentley University, over [66 percent of those aged 18 to 34](#) cited a desire to start their own businesses. Yet, as of 2013, only 3.6 percent of businesses in the U.S. were owned by those under the age of 30.*

And it's not for lack of education or talent.

Global access to free and inexpensive online education resources on platforms like CreativeLive, Skillshare, General Assembly and others, have helped drastically cut the learning curves and barriers to entry in many industries. With valuable online learning opportunities as readily available as an internet connection, there's no excuse for not picking up new concepts and building powerful skills.

Case in point, over the past few years, I've personally gone from first-time founder of a failed business, to freelancer, to building four successful businesses—[all while working full-time](#).

Through my work and own experiences, I've found the three most common reasons people don't follow through on starting their own businesses are:

1. A lack of confidence in themselves
2. A perceived lack of necessary resources
3. And most of all, **a lack of motivation**

Starting a business while you're still working full-time is hard. But it can afford you many luxuries and securities that go straight out the window when you quit your job to pursue a business idea, from the obvious of having a steady income to fund your new venture, to forcing yourself to focus only on what delivers the highest impact and lessening the pressure on yourself.

Now, before you take the plunge, you need to have a solid plan.

## **10 steps to starting a side hustle while keeping your full-time job:**

### **1. Make the commitment**

This will get difficult.

It will strain your relationships and you'll continually be forced to make tough decisions.

Write down a list of all the activities and commitments you have during your week with the amount of time you devote to each. Take note of the ones you can afford to lessen your involvement with and let those involved know you are stepping back a bit to focus on a new project that means a lot to you.

Then start to cross off the easy stuff first: time spent watching TV, playing video games or surfing Facebook and Instagram. The more time you can free up, the quicker you'll be able to start seeing results.

## 2. Inventory your strengths and interests

Which skill sets does your new business idea require?

You likely possess at least some of the necessary skills to make your business happen, but if you don't, you're now faced with a tough decision. Pause to spend time learning a new skill or outsource to someone else who can help pick up the slack?

If you want to discover your strengths as an entrepreneur, [try this exercise](#), which will help you uncover both your soft and hard skills and uncover your unfair advantage in business. Just remember, if your ideas and your skills don't match up, that's still OK. If you look in the right places, there are scores of talented freelancers out there ready to work with you.

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## 3. Validate your business idea

When "Fortune" decided to ask the founders of failed startups what went wrong, [the top reason that came up was a lack of market need for their product](#) (almost half cited this as the reason their company died).

Early on in your planning, you must [validate your business idea](#). This means getting honest feedback from actual paying customers, because as Basecamp founder Jason Fried explains:

*"The only answers that matter are dollars spent. People answer when they pay for something. That's the only answer that really matters."*



It's human nature to think that we're right and that our ideas are always amazing. Unfortunately, our business concepts and product ideas are often not fully thought out, useful or even properly researched. By slowing down and building a very basic proof of concept with ongoing feedback from your target audience, you'll gradually create a solution that's guaranteed to meet their needs. You'll be able to grow from there.

#### **4. Create a competitive advantage**

A [competitive advantage](#) is defined as your unique advantage that allows you as a business to generate greater sales or margins, and/or acquire and retain more customers than competitors. It's what makes your business, *your* business.

This can come in the form of your cost structure, product offering, distribution network, strategic relationships, customer support or elsewhere in the business.

Get honest with yourself here. Not only does your business honestly have to fill a market need, but it has to do so in a way that's different from what's available elsewhere.

#### **5. Set detailed, measurable and realistic goals**

You don't want to take your first steps without at least knowing where you *might* end up.

Without setting attainable goals and realistic deadlines for yourself, you're going to spend a lot of time spinning your wheels. In my experience, it works best to set daily, weekly and monthly goals for yourself. This constant accountability helps you stick with both the short- and long-term objectives.

In the beginning, your daily goals are most likely small wins or to-do list type items, then you'll gradually start hitting milestones as you get closer to launching your side hustle.

#### **6. Build a roadmap to launch date and beyond**

It's one thing to set your goals, and yet an [entirely different activity](#) to map out exactly how you're going to get to point B, C, D and beyond. You need to be particularly proactive with this step and expect that you'll have to regularly adapt as things change over time. Nobody can launch your business for you, but you won't be able to do it all on your own, either.

*Your ability to problem-solve and navigate around your obstacles will determine your startup's level of success.*

## **7. Outsource your weaknesses.**

This is all about *focus*.

Look for opportunities to outsource every possible part of your business creation that you can. Obviously, you don't want someone else planning your goals, roadmap or telling you what your product or service should look like.

The real point is that you need to be doing only *what you do best*. While it would be great if you could code your own website to test out your online service idea, if you don't already command a knowledge of developing, you're looking at a few months of dedicated learning time just to get to the point where you'll be able to understand the basics.

## **8. Actively seek objective feedback**

Your goal is to build a product or service that provides value to people. So it's important that you seek unbiased, outside feedback to make sure you're building something that's actually providing value to your customers.

Do this from day one and never stop. To find your early feedback group, you want to individually target people that you know will give you an honest opinion. My go-to group consists of a handful of close entrepreneurial friends and a few mentors I regularly keep in touch with.

From here, you can start to widen your scope for feedback and begin incorporating Facebook groups, LinkedIn groups, Reddit, HackerNews, ProductHunt, GrowthHackers and so on.

## **9. Don't blur the lines between work and business**

It may seem tempting to create a better version of the company where you work, but unless your employer missed some major lessons along the way, your contract probably clearly stipulates that you've agreed not to do exactly that.

Plus, that's just bad practice and can destroy a lot of relationships that could instead be very helpful for you one day.

That's why the [best business ideas](#) are ones that enhance your performance at work and give you the opportunity to continue building your strengths outside of the office. If you're under any non-compete clauses, assignment of invention clauses or non-disclosure agreements, then it's best to consult an attorney for personalized advice on this matter.

It may seem obvious, but don't work on your side hustle during company time. You'll also need to refrain from using company resources on your business, no matter how tempting that may be. This includes not using your work computer, online tools, software, subscriptions, notebooks or seeking the assistance of other employees unless you've specifically cleared it with your attorney.

### **10. Reach critical mass before quitting your day job**

Don't get me wrong, I'm an advocate of only doing things that I'm interested in, and doing those things with 100 percent of my energy.

That being said, I'm willing to take my time in fully vetting an idea, discovering my target market and testing that idea before making the decision that 'this must be great!'

Having the time to continue thinking things through and seeking the advice of others will greatly benefit your new side hustle. Even more importantly, unless you're working on a high-growth startup and can secure investor funding (or you're able to self-fund), you're realistically going to need some form of sustainable income before your new business is able to be that sole source of sustenance.

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Starting a side business while working a full-time job will undoubtedly be difficult, but it's doable. There are as many paths to entrepreneurship as there are entrepreneurs in this world. Take these steps into account and you'll be well on your way to being your own boss. Imagine that awesome feeling.



A promotional banner for Dell Small Business. On the left is the Dell logo above the text "SMALL BUSINESS". In the center, the text "OPTIMIZE YOUR IT SPEND" is displayed in large blue letters, with "Members save an extra 5% off select products." written below it. To the right of the text are images of a laptop, a desktop tower, and a server rack. Further right is a blue "Shop Now" button. On the far right is an Intel Xeon Gold processor logo with the text "Intel Xeon Gold" below it.

# How to Channel Your Skills and Find Your Best Side Hustle

[Ryan Robinson](#)



First things first, let's define exactly what a side hustle is.

To put it simply, a side hustle is a business that you [grow while keeping your day job](#), thus retaining the stability of income that a full-time gig affords you, as you test the waters of entrepreneurship.

Having a side hustle gives you security, reassurance, diversity of income, and most importantly, it gives you the possibility for something more than just the mindless 9 a.m. to 5 p.m.

Since a side hustle is really a business at its core, I'm going to argue that a business is nothing more than a format for channeling your skills, experiences, abilities and interests into a neat little package that [helps people accomplish something meaningful](#).



When thinking about what it means to start a business, it's easy to let your mind race around all of the to-do list items like writing a business plan, filing for an LLC, setting up your website, getting a logo designed, making business cards, optimizing your Facebook page, the list goes on and on.

**But here's the truth: None of these tasks matter at all today.**

Especially as you're still looking for the right side hustle idea *for you* and trying to determine the best way to go about getting started.

A business needs to be incredibly simple in the early days.

No fully baked products, fancy websites, email marketing tools, hi-tech automation systems or Facebook Ad campaigns. When you're looking for the right idea (and just getting started), any moment spent not [directly helping people](#) is a waste of your time.

Let's take a look at three key ways to go about finding the right side hustle for you, and how you can channel those skills, experiences and interests of yours into a vehicle for helping people accomplish something meaningful.

## **Observe what you already do at work**

What's your job title at work?

Regardless of your exact title and the daily responsibilities on your plate, chances are high that there's a market for freelancers and consultants in this type of role.

Freelancing is simple, and it's one of the best side hustles you can start doing today—as long as you have [the right level of motivation](#) and a willingness to deal with rejection. Freelancing is nothing more than taking the skills you already have (or are actively building) and pitching them to companies or individuals who could use your skills in their business, on a contract basis.

Just about any somewhat established company with at least a few employees is going to be receptive to hiring an external freelancer or consultant that demonstrates the ability to provide enough value. Many companies [hire freelancers](#) simply because they don't want to hire full-time for the role, can't afford to or want to test the waters with someone on a contract basis.

So, ask yourself what you do for work at your day job.

- Do you spend any time copywriting? Putting together blog posts? Creating proposals or presentations? Well, you could very easily make a run at [freelance writing](#).
- The same goes if you're a web developer or software engineer. Offer your freelance services on a project or hourly basis to companies that need tech help, but can't justify another full-time hire.
- Designers, marketers, photographers, salespeople—all of these types of jobs have given you the opportunity to build your skills, and there's high demand for good freelancers in all of these fields.

[Getting started with freelancing](#) is extremely easy.

Begin by digging deep into your existing network first, rather than immediately rushing to the freelance marketplace websites like Upwork, Freelancer or Fiverr, where you're likely to be treated as a commodity. Instead, identify friends, family, former co-workers, classmates and teachers that either have worked with or currently work at cool companies you could see yourself freelancing for.

Touch base with the people in your network, not with a hidden agenda that you need to immediately land a freelance gig with them, but just to let them know you're now taking on freelance projects.

Organize your best work into a very simple portfolio site using a platform like [SquareSpace](#). Something that can show your prospective clients the type of work you'll be able to deliver for them.

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## **Examine the problems you're good at solving**

If you've been able to [solve a meaningful problem](#) for yourself in a repeatable manner, there's all but guaranteed to be an existing market of people (or businesses) who will pay for quicker, more effective access to that solution.

You can offer the solution as a freelancing service. Or under the right circumstances, you can package what your service does into a physical product that replicates the solution, or even digital products that do the same. You can also

get into creating educational resources that train others how to get up to speed, so they're able to solve their own challenges.

Start by asking yourself these questions to examine whether or not there's a market for solutions to the problems you're good at solving.

- Are there any particular problems or topic areas that people tend to come to you asking for advice and assistance with?
- Are you seen as a resource or a resident expert at something?
- Do you find yourself answering the same questions over and over again in the office?
- Is it easy for you to connect people you know to others who are good potential customers, partners, investors or otherwise?
- Have you built your own internal tools or processes for doing something quicker?
- Do you have a coveted skill that seems difficult for others to build and replicate?

If so, this is an opportunity to take something you're already good at and monetize it into a physical product, service or digital offering that helps people overcome the challenges you're good at solving.

For example, take the proliferation of [product management tools](#) that have been borne out of the need for proper organization, better internal collaboration and faster launching of new projects. These tools are classic examples of taking your personal expertise at doing something, shepherding a new product through to completion, and turning it into a productized, step-by-step system others can follow to achieve similar results.

However, it's dangerously easy to get attached to your idea, and find yourself spending a lot of money bringing it to life before you've truly validated it with paying customers, or by getting pre-orders from people who are willing to pay you for this solution.

Noah Kagan, serial entrepreneur and CEO of [Sumo.com](#), agrees. He shares, "Don't waste time or spend money on non-core issues when starting a business. In fact, don't spend any money until you make some."

This reinforces the business advice that dozens of the world's top entrepreneurs [have shared with me](#): **No matter the type of business, get your customers first.**

If you can build a rough, basic version of your solution that works well enough to actually help people achieve their goals (and convince them to pay you before it's *perfect*), then that's when you know you're really onto something.

## **Ask yourself what pisses you off most**

This is my personal favorite tactic for finding new side hustle ideas, because the focus isn't necessarily limited to what I'm good at today—or what I've identified as a market opportunity.

Instead, the emphasis is on taking a look at [the problems](#), situations, processes, products and services that you feel are subpar and are seriously motivated to improve upon. This is the recipe for discovering a labor of love that you'll want to pursue.

Here's an example: I get asked about business ideas and for business advice all the time.

Something that really pisses me off is seeing the friends, family, former-classmates and readers of my blog who ask me for advice, struggle endlessly with trying to validate their ideas and [build a business](#). To address this problem over the past few years, I've written extensive guides, created courses, recorded videos and held live webinars, all with the goal of teaching the people I know how to get their first customers. This is something that's typically been fairly intuitive and relatively easy for me to do. And one of the biggest reasons it's so difficult for many people, is because they over-complicate the process.

So, I decided to try something radically different. In order to show my community just how easy it can be to [validate a business idea](#) if you approach it the right way, I launched a month-long challenge for myself. I asked my readers to vote on a few different options for ideas I'd spend the month trying to validate—and I posted weekly updates sharing progress with exactly what was working and what wasn't.

By the end of the experiment, I pre-sold a dozen copies of a book that didn't even exist yet. The sales largely came from friends, mutual connections and people I'd gone to school with who shared an interest in the topic the book was going to be about.

Nothing complex at all. I didn't build a website, run Facebook ads, spend exorbitant amounts of money, or do anything else that distracted me from just connecting with real people and working with them to come up with a product concept they were interested in. Then, I asked them to pre-order it, and because I'd incorporated much of their personal feedback into the product outline, it was a no-brainer for them to say yes.

Eventually, this public experiment led to hundreds of people commenting on the post and sending me emails, asking for help in replicating this process with their ideas. After consulting for a dozen of these people and helping them get results, I productized this service into an online course that's now grown to be a large portion of my business.

## **Conclusion: it all comes back to helping people**

No matter what type of business you want to start, the common denominator of successful entrepreneurs is that their product, service or solution helps people solve a meaningful problem.

And that problem needs to be one that you personally have experience solving, for both yourself and others.

Here's the beauty about starting as a side hustle: regardless of where you're at, you can start today. You don't need to be the world's foremost expert on your subject in order to charge for your services. To ask people to pre-order your product. To get someone on board for your coaching program that might eventually evolve into a course.

All you really need is the courage to start today. To continue your journey of becoming an expert at your craft. To use your skills to help others, chase your interests, do something, take control. Because the one thing you absolutely cannot afford to do is to wait around for the right idea to just magically fall into your lap.



A horizontal advertisement banner for Dell Small Business. On the left is the Dell logo above the text "SMALL BUSINESS". In the center, the text "OPTIMIZE YOUR IT SPEND" is displayed in large blue letters, with "Members save an extra 5% off select products." written below it. To the right of the text are images of a laptop, a desktop tower, and a server rack. Further right is a blue "Shop Now" button. On the far right is an Intel Xeon Gold processor logo with the text "Intel Xeon Gold" below it.



# 5 Step Process to Turn a Hobby Into a Side Hustle

[Laura Guillaume](#)



Many successful entrepreneurs started by taking a hobby and turning it into a side hustle. That side hustle can eventually turn into a bona fide business. But where do you even start along a similar path?

Take Facebook, for example, which started in a college dorm room. Mark Zuckerberg created social networking websites for his fellow students at Harvard University. He then created “The Facebook” to replace or substitute the paper profiling system used at the university. With great success at Harvard, he began to expand to other universities, then to high schools, and ultimately into the general public.

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## **5 steps to turn your hobby into a side hustle**

### **List your hobbies and passions**

The first step is to make a list of your favorite hobbies and passions. Keep it short and only include the top contenders. Prioritize them in the order of your proficiency. Take this list and translate each hobby or talent into a viable product or service.

For example, I launched my first side hustle after graduating college when I had started my first engineering job. I was proficient at math and science due to my engineering schooling, and I had earned my way through school by working as a chef and caterer in numerous restaurants. I had experience with writing and editing. My list of skills consisted of math, cooking and writing. This list gave me ideas such as tutoring high school students, catering events or editing authored work as a freelancer.

### **Conduct market research**

The second step is to research the market for your product or service. A quick market analysis will help you identify your market. Define your customers, who they are, where they are, and how you can reach them. Look at your location, are you near your potential customers or could you easily reach them? How difficult would it be to introduce your products and services to them? Is there demand for your product or service?

*“A business without a path to profit isn’t a business, it’s a hobby.”*

*Jason Fried, “Rework”*

After reviewing my hobby list against the market space, I concluded that I was not located near families with high school kids for tutoring. I did not have the proper network in place with authors or writers to market my editing skills. I did, however, see promise in catering to businesses. I worked as an engineer in an industrial business park, which had numerous tenants that would be great customers. I knew there was a demand since my company could not find quality catering at a reasonable price.

## **Put your idea to the test**

The third step is to test your idea. Start with a sample customer. Take your hobby and find a willing customer to test the business concept. You can make mistakes, hone your skills and refine your product or service with them. You may consider giving this customer a special deal in order to play the role of guinea pig. Once you begin providing your products and services, get customer feedback, watch your cash flow, expenses and calculate your profit.

My first customer was the engineering company where I worked. I catered their Friday executive meetings, training sessions, conferences and customer visits. I provided breakfast and lunch as well as a mid-morning snack. After the first month, I had gathered a tremendous amount of positive feedback on the quality of the food, the presentation and price. I accounted for every penny spent and earned. I understood where I was making a profit and where I was not. I made adjustments to my products and services accordingly to maximize my profit, while being mindful to retain quality food and service.

## **Take your hobby and turn it into your hustle**

The fourth step is to take your hobby and make it your side hustle. Create a strategy to market and grow the business. You'll need to start by creating a name, a brand and marketing strategy. Register your name with the state; get your licenses, and any permits needed. Brand your side hustle with a logo and create marketing materials, gather testimonials and [get a website up and running](#).

I named my catering side hustle "Delectable Delights," sporting a red and white checkered tablecloth, with a bountiful basket filled with breads, cheeses and fruit spilling over its rim. I gathered my testimonials and made a brochure with my company, complete with business information and a catering menu. I approached all of the businesses in the industrial business park and gave each administrative assistant and receptionist a brochure. I took a business card from each prospect and added notes so I could track the details of their catering needs.

Have you ever heard the saying, "Be careful what you wish for"? Well, I should have heeded that advice, because within a few months, my schedule was packed with catering events.

The final step is to decide...

## Do you want a side hustle or a full-time business?

If your side hustle takes off, at some point, you will have to ask yourself, “Do I want to take the next logical step and make this side hustle my full-time gig?”

This means making it a real business, one where you hire a staff, find a location, purchase inventory and more. Eventually, it means quitting your day job and transitioning to a full-time commitment with entrepreneurship.

Otherwise, it remains a side hustle, as long as you limit your hustle’s growth based on the availability of your time and resources. Then, it’s simply a question of how long you want to maintain a dual work lifestyle.

I kept my catering side hustle for a few years, until I decided to invest that time into earning my MBA. It is all about making the right decisions for *you* at the right time based on your career goals, potential financial gains and your personal life ambitions. I found that my side hustle endeavor was an invaluable learning lesson and a great introduction as an aspiring entrepreneur into the business world.

What lessons has your side hustle taught you?



The advertisement is split into two main sections. The left section has a blue header with the Dell logo and the word "ENTREPRENEURS". Below this, it says "Call and talk to a Small Business Advisor for support" followed by the phone number "1-800-757-8442" and "Use Member ID number: 530001875018". Below the text are two Dell Precision 5540 Mobile Workstation laptops. The right section shows two men in a modern office setting, sitting at a table and working on laptops. One man is pointing at his laptop screen while the other looks on. Text in the top right corner of this section reads "More than a PC. Your Small Business Partner." and a "SHOP NOW" button is located in the bottom right corner.

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# 10 Life-Changing Books Every Side Hustler Needs to Read

[Ryan Robinson](#)



I've been on a quest this year to discover, read and listen to as many of the best books related to [growing a side hustle](#) as possible—and to extend this search beyond just the same titles and authors you see on every best-seller list.

As an entrepreneur, I'm a big advocate of using books to level up my game for one simple reason: a \$20 business book is one of the least expensive crash-course educations you can get today. For the cost of a decent dinner, you can get a book that may change your life.

These books were curated specifically because they're great for anyone looking to start (and grow) a business while holding onto a full-time job. This means you need to maximize your effectiveness and efficiency with the very limited free time at your disposal.



Now, pulled straight from my list of the [best business books](#) of all-time, here are my picks for the essential books you should read if you want to grow your side hustle into a full-time business.

## **10 books to help grow your side hustle**

### **1. [Crushing It: How Great Entrepreneurs Build Their Business and Influence-and How You Can, Too](#) by Gary Vaynerchuk**

Four-time New York Times best-selling author, [Gary Vaynerchuk](#), is back and on a mission with his brand new book, which already hit Amazon's #1 best-seller list in social media before launching earlier this year.

In the book, Vaynerchuk offers up new lessons, strategies, tactics and advice that draws from both his own intensified business experience and that of many other entrepreneurs. Topics covered include how to build a powerful personal brand on all the major social networks, building a podcast presence and how to take advantage of other emerging platforms.

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### **2. [Deep Work: Rules for Focused Success in a Distracted World](#) by Cal Newport**

A Wall Street Journal best-seller, this book argues that one of the most valuable skills in the world is becoming increasingly rare: the ability to focus without distraction on a demanding task. Author [Cal Newport](#) explains that by mastering this skill, you'll be able to more effectively process information and deliver better results in less time.

For that reason, this book will help you significantly with doubling down on growing your side hustle, by giving you focused rules to follow and not allowing yourself to get distracted by chasing the wrong opportunities or spending time in ways that don't help you achieve your most meaningful goals. If you're spreading yourself too thin and are ready to learn how to eliminate distractions, [Deep Work](#) is guaranteed to help you accomplish that.

### 3. [What If It Does Work Out? How a Side Hustle Can Change Your Life](#) by Susie Moore

Author [Susie Moore](#) has written this book as a motivator for readers to get pumped up about pursuing the life they really want to live. We all have hobbies, talents and skills which we enjoy, but usually don't go as far as turning them into a money-making ventures.

In [her episode on my podcast](#), a key point she made about this book is that it's so easy to think about all the possibilities and then shut yourself down with the question, "*What if it doesn't work out?*" Moore asks us to instead consider, "*What if it does work out?*" Moore wrote this book to motivate you to overcome your fear of failure and doubts about whether or not pursuing your side hustle is the right decision, and gives actionable steps to begin building a profitable side hustle.

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### 4. [Tribe of Mentors: Short Life Advice from the Best in the World](#) by Tim Ferriss

This new book from renowned business author, [Tim Ferriss](#), comes as the culmination of everything he's worked on over the past decade. From writing some of the most popular life advice books of all time, to launching Apple's consistently number one-ranked business podcast, Tim has always been a mentor from afar for me.

[Tribe of Mentors](#) takes a different approach than most of the books on this list, as this one tackles a wide-range of topics and pulls insights and advice instead from people who've been influential mentors to Tim, from the likes of Ray Dalio to Maria Sharapova, Kelly Slater, Tony Hawk, James Altucher, Noah Kagan and others.



The advertisement banner features the Dell Small Business logo on the left. In the center, the text 'OPTIMIZE YOUR IT SPEND' is displayed in large blue letters, with a subtext 'Members save an extra 5% off select products.' below it. To the right of the text are images of a laptop, a desktop tower, and a server rack. Further right is a blue 'Shop Now' button and an Intel Xeon Gold processor logo.

## 5. [Side Hustle: From Idea to Income in 27 Days](#) by Chris Guillebeau

“Side Hustle” comes as the fifth wildly successful book for the bestselling author of the seminal “\$100 Startup,” [Chris Guillebeau](#). Over the past couple of years, Guillebeau has been researching, connecting with and compiling side hustle stories from hundreds of entrepreneurs who’ve built impressive companies around their day jobs—and this book shares all of the most impactful lessons he’s learned.

Following a step-by-step plan of action, this book is perfect for those just beginning their side hustle journey today. In it, you’ll learn everything from how to brainstorm the right ideas for your own unique interests, to actually getting started with building a product or selling a service, mastering the art of selling and accelerating your progress once you’ve laid a solid foundation for the business.

## 6. [The Motivation Myth: How High Achievers Really Set Themselves Up to Win](#) by Jeff Haden

Debut business author, [Jeff Haden](#), has long been Inc. Magazine’s [most popular columnist](#), and a veteran ghostwriter of dozens of books for high-ranking executives over the years. In this highly counterintuitive (but practical) guide to finding and maintaining real lasting motivation, Haden explains how motivation as we know it is a complete myth.

Haden argues that motivation isn’t a magical formula that we need at the outset of any major change, challenge or endeavor. Rather, that motivation is a result of process, not a cause. If you’ve ever felt let down by self help books and “proven” success strategies, then this book is a must-read that’ll bring you practical advice to stop stalling and start actually working toward your dreams.



The advertisement is split into two main sections. On the left, a blue vertical banner contains the Dell logo (a white circle with 'DELL' inside) at the top. Below it, the word 'ENTREPRENEURS' is written in white, all-caps, sans-serif font. Underneath that, in smaller white text, it says 'Call and talk to a Small Business Advisor for support'. The phone number '1-800-757-8442' is prominently displayed in large white digits. At the bottom of the banner, in small white text, it says 'Use Member ID number: 530001875018'. On the right, a photograph shows a modern office desk with a large monitor displaying a colorful abstract image, a keyboard, and a mouse. In the background, there's a lamp and some office supplies. Overlaid on the top right of the photo is the text 'Grow your Start Up with Dell' in blue, with a 'SHOP NOW' button below it.

**DELL**

**ENTREPRENEURS**

Call and talk to a Small Business Advisor for support

**1-800-757-8442**

Use Member ID number: 530001875018

Grow your Start Up with Dell

SHOP NOW

## **7. [Extreme Ownership: How U.S. Navy SEALs Lead and Win](#) by Jocko Willink and Leif Babin**

Through their experiences with a SEAL unit in the battlefields of Iraq, authors [Jocko Willink](#) and Leif Babin learned firsthand that SEAL team leadership training is the best in the world, whether that's in combat or in business. As an entrepreneur, developing your leadership skills is one of the most important factors in determining the success or failure of your venture—even while you're running a one-person side hustle that still requires disciplined leadership.

This book takes the lessons these authors learned on the battlefield, and applies them to real-world business situations. Their belief is that the key to successful leadership is taking ownership for everything that happens in the business. There's nobody else to blame; you take personal responsibility for your failures and reap the rewards when you succeed.

## **8. [The Tipping Point: How Little Things Can Make a Big Difference](#) by Malcolm Gladwell**

This book from renowned author, [Malcolm Gladwell](#), lays out his argument that there's a magic point at which a [business idea](#) or movement crosses a threshold of adoption and begins to spread like wildfire. This could be an iPhone app that skyrockets to the top of the App Store charts in one weekend or a brand new shoe company that suddenly takes the world by storm. Why do things like this happen? They cross a tipping point.

Gladwell argues that there are particular personality types that deliberately work to push ideas to this tipping point, and it lays out how you can work to create your own tipping points—or surround yourself with people who are more naturally suited to help make that happen.

## **9. [Startup Opportunities: Know When to Quit Your Day Job](#) by Brad Feld and Dr. Sean Wise**

I'm a big believer in never quitting your full-time job to start a business without first [validating your idea](#) and having a sustainable income already coming from your business. Authors [Sean Wise](#) and [Brad Feld](#) elaborate on this conviction in this phenomenal book that teaches you how to validate your idea, then grow your revenue and continue building your business at a manageable pace.

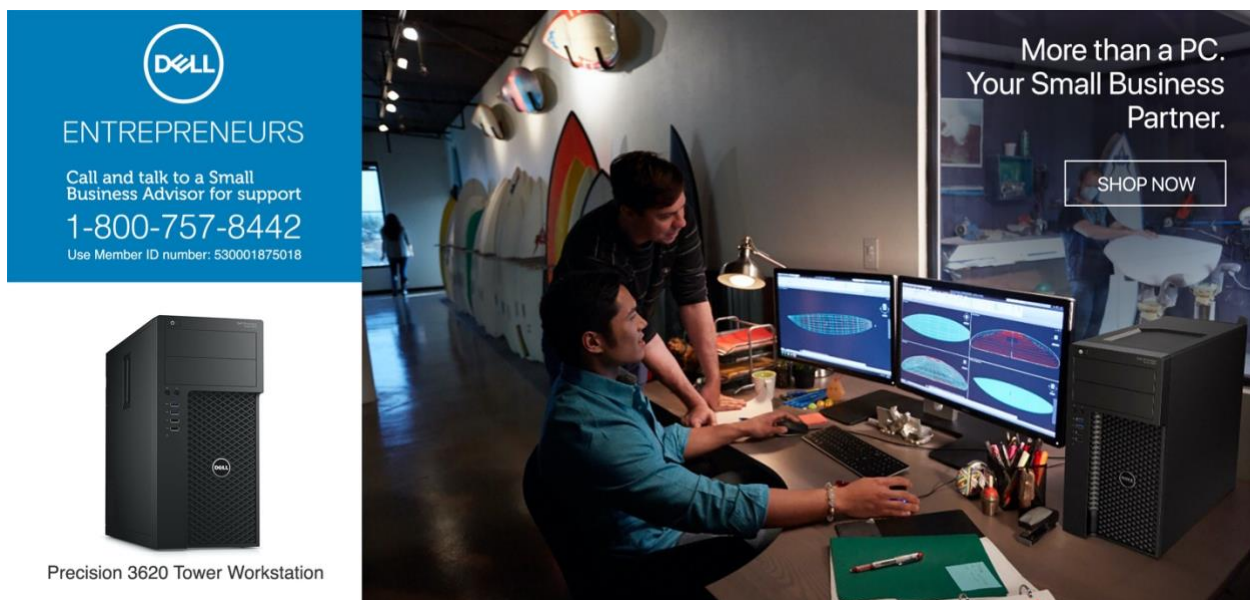
The reality these entrepreneurs and authors have come to see, is that few businesses survive to make it five years, so it's foolish to risk everything right at the beginning before you have definitive proof that customers are willing to pay for your solution. This book provides realistic advice on which businesses are likely to succeed and which aren't.

## 10. [The Power of Habit: Why We Do What We Do in Life and Business](#) by Charles Duhigg

Bestselling author [Charles Duhigg](#) is a Pulitzer Prize-winning reporter that's used this book to take us to the edge of scientific discoveries, explain why habits exist and how they can be proactively changed to create positive results in our lives. There's a reason why it spent more than 60 weeks on the New York Times best-seller list—because its takeaways are incredibly practical and easy to implement toward creating habits to help grow your side hustle in the hours outside of your day job.

Duhigg emphasizes [how important habits are](#) to our success, and why they're the essential keys to achieving meaningful goals. It's our habits that give us the structure and discipline to exercise regularly, be more productive and continue making progress towards larger life goals. Without good habits, it's all too easy to give up on your side hustle when the going gets rough.

If you want even more book recommendations to fuel your side hustle growth this year, check out my extensive list of the [best business books](#) I've ever read.



The advertisement is split into two main sections. On the left, a blue vertical banner contains the Dell logo, the word "ENTREPRENEURS", and contact information for a Small Business Advisor. Below this banner is a black Dell Precision 3620 Tower Workstation. On the right, a photograph shows two men in a workshop setting, one seated at a desk with two monitors displaying 3D models, and another standing behind him. A "SHOP NOW" button is overlaid on the photo. Text in the top right corner of the photo area reads "More than a PC. Your Small Business Partner."

**DELL**

ENTREPRENEURS

Call and talk to a Small Business Advisor for support  
1-800-757-8442  
Use Member ID number: 530001875018

Precision 3620 Tower Workstation

More than a PC.  
Your Small Business Partner.

SHOP NOW



# 5 Steps to Take Before Making Your Side Hustle Your Main Gig

[Bruce Hakutizwi](#)



Starting up [a side hustle has become easier than ever](#). Between the explosion of opportunities in the gig economy and the plethora of tools and resources now available to facilitate remote work, [Statista reports](#) an estimated 59.7 million Americans worked either full or part time as independent contractors in 2018. That figure is expected to reach more than 90 million by 2028.

Of course, the fact that it's easy to *start* generating income on the side doesn't mean it's easy to *keep it going*, much less make it grow. Freelancers and contractors who moonlight on opportunities while also working full-time face a number of challenges — not the least of which are exhaustion and burnout. For most of us, it's simply not sustainable to keep up the 60 or more hours per week it takes to maintain even a small, bootstrapped side hustle alongside a full-time career.

So, what if your dream is to [turn that side hustle into your main gig](#)? What factors do you need to consider? And, how do you know when you (and your business) are ready to make the leap?

Here's a simple four-step process that can help get you there:

## Step 1: Determine your needs

True needs are generally defined as food, water, clothing and shelter. And, of course, those are important. But, in this context, we're expanding that definition at least a little bit.

If you're honest with yourself, you probably don't *need* to be earning a million dollars a year, or to buy that vacation home in Aspen. But, you do have certain responsibilities that you need to care for: perhaps people who rely on you, and at least a minimum lifestyle you "need" to maintain to be happy. So, for the first step of this process, take an honest look at what aspects of your life are non-negotiable, and what it takes to comfortably care for them.

Ask yourself questions like these:

- What is the **minimum** net monthly income I need to care for all of my "needs" without stressing out?
- What is the **maximum** number of hours I'm willing and able to dedicate to my business without risking catastrophic burnout?
- What would it **realistically** take on my part to earn my minimum net monthly income from my business without exceeding my maximum workload?

In most cases, answers to those kinds of questions will surface some pretty significant gaps between where your side hustle is right now and where you need it to be if you're going to jump into it full time. (That's why you still have a full time job, right?) Those gaps are vital further along the line in step 3. But first, you should also consider your wants.

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## Step 2: Determine your wants

Let's come back to that vacation home in Aspen for a moment. Granted, it's not a *need*. But, is it truly a deep desire or life goal that you're hesitant to give up? If so, then it's important that you acknowledge that and keep it in mind as you're considering this important decision.

In this context, your "wants" include anything that's not technically vital to either survival or the minimum lifestyle and responsibilities you need to maintain, but that are nonetheless important to you and [your personal definition of success](#). They can be material desires, such as a home, car or vacation. Or, they can be more nebulous, like free time to pursue non-work related pursuits, or time to spend with family.

We all know, deep down, what's truly important. To see how those wants fit into your decision, take another look at the questions you asked yourself before, but with some slight adjustments:

- What is the **optimum** net monthly income I want to care for all my "needs" *and* my "wants" so I can feel truly satisfied?
- What is the **preferred** number of hours I'm willing and able to dedicate to my business each week so I can feel completely fulfilled in life?
- What would it **realistically** take on my part to earn my optimum net monthly income from my business without routinely exceeding my preferred workload?

Then, one final question rounds out the identification and acknowledgement of your needs and wants:

- How long am I willing to pursue the growth of my business before all these wants are satisfied?

With the answers to all of these questions in mind, it's time to analyze the inevitable gaps you've found.



A horizontal banner advertisement for Dell Small Business. On the left is the Dell logo above the text "SMALL BUSINESS". In the center, the text "OPTIMIZE YOUR IT SPEND" is displayed in large blue letters, with "IT SPEND" on a new line. Below this, a smaller line of text reads "Members save an extra 5% off select products." To the right of the text are images of a laptop, a desktop tower, and a server rack. Further right is a blue "Shop Now" button. On the far right is an Intel Xeon Gold processor logo with the text "Intel Xeon Gold" below it.

### Step 3: Do a gap analysis

In all likelihood, your answers to the above questions have unearthed the following general gaps:

- Your side hustle does not consistently provide the minimum monthly income you need to care for your responsibilities and avoid stress.
- Your side hustle does not consistently come close to covering the optimal monthly income you need to satisfy all your needs and wants.
- Realistically, reaching your optimal monthly income from your business alone will require more hours than you're willing to invest without risking burnout. It may not even be realistic to expect it to reach your minimum income needs at this point.
- If nothing about your side hustle changes, it would take far too long for you to reach the point where it's providing your optimum income within your preferred investment of time and effort. In fact, that may never happen under current circumstances.

Don't be discouraged by these results. They're not only common, they're *necessary*. These are the facts you need in order to determine: 1) If you even want to pursue turning your side hustle into a full-time career, and 2) What it's actually going to take to successfully achieve that goal.

Assuming you're game to keep at it, start playing with the numbers:

- How many more leads/customers/products sold/services rendered are needed to reach my minimum income goal? (This answer gives you some specific goals to consider from a marketing and sales perspective).
- How much more would I need to charge for each product or service I offer to achieve my minimum income goal without increasing my number of customers? (This one speaks to how you're positioning and valuing what you sell).
- How could the business benefit if someone else were working with/for me, and what would that cost? (This question opens up the possibility of bringing on one or more employees or independent contractors to spread out the workload and/or provide knowledge, skills and experience you may not possess).
- What opportunities could I pursue to automate aspects of my business in order to optimize the ROI on my time and effort? (As we already noted, tools and resources today help facilitate remote work and other aspects of

independent business administration. Can you take advantage of them more effectively?)

- How much can I grow my side hustle toward these goals *without* giving up the security and income of my full time job? (Another important point that balances time and income security with potential burnout).

There are many other important questions you'll be able to come up with based on your personal circumstances and your own list of wants and needs. Once you've analyzed all those gaps, what you're left with should be pretty close to an actual business plan. Or, at least, an outline of what it's going to realistically take to get from where you are now to where you want to be.

#### **Step 4: Do a risk/benefit analysis**

Now, it's time to really put it all out on the table. Based on the potential plan you've established, you should be reasonably confident about what it's going to take (time, effort and money) to turn your side hustle into a full-time career you can be truly satisfied with for the long haul. A simple risk/benefit analysis is in order to help you decide if the ends justify the means.

The main points your risk/benefit analysis needs to establish are:

- Is the opportunity to run this business and control my destiny worth the investment I'll need to make?
- Are there factors completely out of my control that are likely to stand in the way of success despite my best efforts?
- Am I going to be able to satisfy both my needs and my wants soon enough that I won't get overly discouraged or otherwise need to change directions?

With these and similar questions answered, you've done all the thinking and planning you can do.

#### **Step 5: Make your decision**

Now, assuming that all the data still points you in this direction, it's time to make your decision and go for it. Likely, that doesn't mean heading into your boss's office and quitting tomorrow. But rather, it means taking the first step in the plan you have now established: The realistic, step-by-step plan you're going to pursue to confidently turn your current side hustle into your future full-time entrepreneurial career.

Congratulations and good luck!



# Turn Your Content Into a 7-Figure Business

[Amy Morin](#)



After my husband passed away, freelance writing became a side hustle that supplemented my income as a therapist. I wrote for a variety of websites and my content ranged from short articles about marketing to long series about mental health. The extra income I earned from writing gave me peace of mind and a few extra spending dollars.

That all changed in 2013 when my article, *13 Things Mentally Strong People Don't Do*, went viral. Within a few days of publishing it, millions of people read it. Then, Forbes reprinted my list on their website and within a couple of weeks, it attracted 10 million more viewers.

Suddenly, major media outlets—from Fox News to Business Insider—were contacting me to talk about mental strength. It was definitely an exciting time, but I knew if I didn't capitalize on my opportunity, my article on mental strength would become yesterday's news.

Despite the exposure I was getting, I wasn't earning any money from it—aside from the whopping \$15 one publisher paid me for publishing it on their website. I knew I needed to take immediate action to capitalize on my opportunity.

Fortunately, around the same time, a literary agent called and suggested I write a book. A few weeks later, I landed a book deal and began working hard to build my business.

I discovered there are many ways to gain multiple revenue streams from a single piece of content. Although I've made some mistakes along the way, I've turned those original 600 words into a 7-figure business.

If you have a good idea—whether you know the secret to growing the best garden or you excel at teaching people how to cook healthier meals—there are several ways you can turn your content into a business:

### **1. Write a book**

Traditional publishers pay well for interesting ideas and helpful content. If you think you have what it takes to write a book, start looking for a literary agent. Although an agent will take a portion of your earnings, a good agent is well worth the cost.

You can also self-publish your book with relative ease. While you won't earn an advance like you would if you go the traditional route, you also won't have to share the profits with a publishing house. And you'll have more control over the pricing, cover and design of your book.

### **2. Create a course**

Online learning is huge right now. On the bright side, that means you have endless opportunities to attract students. Unfortunately, it also means you'll face steep competition from other course builders.

While you could use Udemy to build and sell your course, you might find you're better off creating it and selling it on your own website. You can hire freelancers to do much of the work for you, such as creating graphics or videos.

It takes a fair amount of time to create a course, but it can be a lucrative opportunity. Marketing your course is the key to success, but there are many ways to spread the word, like offering free webinars and working with affiliates.

### 3. Give talks

Depending on your topic, you may find speaking to be a helpful way to boost your income. Organizations often pay top dollar for keynote speeches that will motivate, inspire and teach their employees.

Not everyone uses talks to earn money. Some people use speeches to gain exposure for their books or to sell courses. It's important to decide what type of business plan will work best for your content.

If you're serious about speaking as a way to earn money, hire a speaking coach. The better you become at speaking, the more money you can charge. You can also sign up with speaker bureaus to help you land more gigs.

### 4. Offer consultation

If people seek your expertise, consider charging for consultation. Whether you offer meetings via Skype or you charge for your webinars, answering questions and offering guidance can be an excellent way to earn money.

It can be hard to place a dollar value on your wisdom, but if you know you are providing valuable content and helpful advice, charge for your time.

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## Publish content for other people

Writing for magazines or creating content for other people's websites can help you attract a new audience. In addition, many publishers pay well.

The good news is, when you've established solid ideas, writing about them should be fairly easy. It might not take very long to create your content.



## Create opportunities for yourself

Even if your content doesn't go viral, you can still create opportunities to turn your good ideas into a business. Build a platform and pay attention to which ideas spark the most interest. Develop expertise and gain credibility for your ideas. Over time, you'll discover which revenue streams make the most sense for your business.



Refresh your Small Business

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Dell Precision Mobile Workstations



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# What Your Side Hustle Can Teach You About Launching a Business

[Keith Shields](#)



Not everyone has the luxury of quitting their day job cold turkey in pursuit of entrepreneurship. You have bills to pay, maybe kids (or pets!) to feed. And not everyone wants to deplete their retirement accounts to fund a passion project. Creating and implementing a long-term plan for launching a business could be the smartest way to get where you want to go.

If this describes you, consider a side hustle to get yourself started. A strategically-chosen side hustle can provide insight into your target market, give you an opportunity to learn and practice the skills you'll need, and teach you how to manage business financials.

Here's what to look for in a side hustle that will benefit you the most during the time leading up launching your business venture full-time:



## Experiment with the audience your business will target

How well you understand (or don't understand!) your target market will make or break your business. If you know your audience inside out—what they value, what they struggle with, what they fear, what they need most, what they *think* they need most, and what their goals are—you'll be in a good position to provide products and services that appeal, in a way that resonates with them.

Guessing isn't good enough. Entrepreneurs that rely on guesswork when it comes to market research waste scarce resources, and cash sometimes runs out before they can pivot.

If your side hustle gives you the ability to learn about and interact with people in your target market, you'll be miles ahead of where you would have been if you'd jumped right into launch. And, miles ahead of the competition who chooses to operate that way.

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## Opportunities to practice your skills

Consider the role you want to play in your new business. Will you take pride in doing top-notch work for clients? Are you more detail-oriented and would enjoy keeping lots of moving parts working together? Do you plan to be the visionary leader who creates a purpose-driven team who carry out a larger mission?

Whatever you want your role to be, chances are you need some practice. A well-chosen side hustle can give you opportunities to practice the skills you'll need and to hone them. If you can make a lot of your early mistakes (and everyone make mistakes) in a side hustle with less far-reaching consequences, you'll save yourself the pain of making those mistakes on a larger scale.



The advertisement banner features the Dell logo on the left, followed by the text "SMALL BUSINESS" and "OPTIMIZE YOUR IT SPEND". Below this, it states "Members save an extra 5% off select products." In the center, there are images of a laptop, a desktop tower, and a server rack. To the right, there is a blue "Shop Now" button and an Intel Xeon Gold processor logo.

## **Crash-course education in marketing and sales**

Even if you plan to hire someone to do your marketing and sales, it's important that you know how to convert prospects into customers. At a minimum, you need to understand marketing and sales concepts well enough that you know what to look for in team members to fill these roles. There's no need to become an expert, but if your side hustle allows you to get a hands-on, basic education, you'll appreciate having this knowledge later on.

Your future business will benefit from a current side hustle that allows you to practice crafting marketing strategies and experimenting with different marketing tactics, building marketing funnels and sales processes, and talking with prospects who are interested in what you have to offer.

## **The ability to learn business financials**

Many founders-to-be focus their side hustles on income-generation because they're trying to save up capital. They moonlight as a contractor for a single company or take on well-paid part-time freelance work. But these side hustles don't provide the opportunity to get your hands dirty managing business financials.

Learning how to price your services, how to make a profit after paying your "salary" plus expenses, how to handle billing and invoicing, how to handle late payments, how to track what you've got coming in and going out, how to know if you can afford to bring on that virtual assistant to help you with your admin work. . . all of these are valuable business skills that you'll need to learn when it comes to starting up a business. If your side hustle gives you experience learning these things (and many more) now, you'll be better prepared to handle your business financials when you launch your company.

Having a side hustle prior to launch will allow you to save capital, but if you choose strategically, it can also provide invaluable knowledge and experience that you can put to use to increase your chance of success. Taking some time to develop an idea for a side hustle that gives you these opportunities will be time well-invested.

# LinkedIn ProFinder Shares Advice for Navigating the Gig Economy

[Cara Boyer](#)



Whether you're a small business looking to [hire help](#), or an entrepreneur seeking freelance work, there are plenty of resources to choose from. Sites like Fiverr are great for outsourcing on a budget, while a tool like LinkedIn ProFinder provides a marketplace for entrepreneurs in the gig economy.

In fact, according to LinkedIn, the gig economy currently makes up 35 percent of today's workforce, something that entrepreneurs especially gravitate toward.

StartupNation talked with LinkedIn ProFinder senior product manager, Thogori Karago, to find out how entrepreneurs can take advantage of the gig economy, career coaching and more. The following conversation has been edited for clarity.



*(Thogori Karago, LinkedIn ProFinder senior product manager)*

**StartupNation: The number of freelancers on LinkedIn has grown by nearly 50 percent in just five years. What does this say about the current state of the gig economy and entrepreneurship?**

**Karago:** Our data continues to evidence the rapid growth of the freelance economy. Not only has the number of freelancers on LinkedIn grown by nearly 50 percent in just five years, but, in that same time period, the number of professionals that freelance in addition to their full-time jobs has [more than doubled](#).

Whether in a full-time or part-time capacity, the freelance career path has given professionals the opportunity to be their own boss, earn supplementary income and pursue work they're passionate about.

With [nearly half of our LinkedIn ProFinder professionals](#) confirming they will never return to more traditional, full-time employment, it's clear the gig economy is here to stay.

**How can aspiring entrepreneurs break away from the corporate world and into the gig economy?**

Our data shows millennials and Gen Z'ers are typically drawn to freelancing in a part-time capacity. Recent graduates are likely to look to freelancing as a way to build in-demand professional skills to make them more competitive candidates, create a personal brand by widening their exposure to different companies and people, make powerful connections, and secure some supplementary income as they enter the professional world.

*Part-time freelancing is a great way for younger professionals to dip their toes into the entrepreneurial waters.*

Gen X'ers and Baby Boomers, on the other hand, make up a substantial portion of the full-time freelance workforce. In fact, [our data](#) has shown a whopping 75 percent of our freelancers to be age 41 or older. These professionals are breaking away from the corporate world by leveraging their extensive professional networks to launch their solo careers and successfully land business leads.

These more senior professionals have not only accumulated a plethora of connections, but their networks tend to be comprised of more senior professionals who wield more decision-making power within their organizations to bring freelancers aboard.

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**Career coaching and mentorship allows new entrepreneurs to learn and grow from those who have experience in their field. Do you think this something newbies should take advantage of?**

Career coaching is one of the most in-demand categories on LinkedIn ProFinder with the platform seeing a nearly 16X growth in career coaching requests over the last year alone.

With the world of work changing at an unprecedented rate due to technological advancements and professionals tending to stay in roles for shorter stints, it's no wonder the demand for career coaching and mentorship continues to soar. Employees today are navigating ever more complex career paths and, as such, turn to career coaches and mentors to assist them along the way. Areas like resume writing, interview prep and leadership training are particularly popular.

## **How can startups tap into the freelance workforce to grow their businesses?**

For small businesses of all sizes, ranging from rapidly growing startups to well-established small businesses, finding and hiring talent can be a challenge.

*Tapping into the freelance workforce enables you to hire for specific projects in specified timeframes, and to outsource the tasks that may be taking time away from your priority work.*

Marketing and Branding, Design and Software are the leading freelance hires among small businesses, according to our ProFinder data.

## **How can small businesses embrace the freelance gig economy?**

*Small businesses are definitely recognizing the benefits of hiring freelancers, evidenced by the fact that 50 to 70 percent of ProFinder usage of business verticals is from small businesses.*

For example, finding a marketing consultant who can work with your team to create a strategy with tactics, an implementation timeline and budgets needed for content and tools is critical as a small business. This new freelance talent pool provides a wealth of expert, highly-motivated and flexible workers whom small businesses can look to for specialized projects, trial hires and, overall, cost and time-saving solutions.

## **What do you think are some of the biggest challenges facing freelance and gig economy workers today?**

While the freelance lifestyle is immensely rewarding to many, it can come with challenges.

In our recent [survey of ProFinder professionals](#), the majority (76 percent) of freelancers said they've encountered difficulties in collecting payments from their clients and, for some, this actually happens regularly.

Ninety two percent of freelancers also said clients typically do not provide access to any benefits. However, 2017 did mark the debut of several key pieces of legislation for freelancers (take the [Freelance Isn't Free Act](#), for example), so freelancers confirm they're feeling confident in the future of their careers.



**With technology like artificial intelligence and automation taking over, where do you see the future of freelance work and the gig economy heading?**

While many foresee automation having a negative impact on the U.S. workforce, 80 percent of freelancers do not actually have any concern about their freelance work being replaced by such technology in the next 10 to 20 years.

*In fact, the gig economy is expected to continue its rapid growth and represent [43 percent of the workforce by 2020](#).*

As our LinkedIn co-founder, Reid Hoffman, [recently shared](#), workforce automation may be less top of mind to freelancers as their jobs are intrinsically network and connection driven.

Freelancers must be constantly hustling to secure new business leads and then land those gigs by forming connections with the potential client and being able to understand and deliver the project at hand. AI as a massive threat to these kinds of jobs is still a ways off.

**What's a piece of career advice you can share with an aspiring entrepreneur that you wish you knew when you were starting out?**

First, remain focused on the north star. As an entrepreneur, you will continuously see new or additional opportunities and will also receive a lot of external input on alternative directions you can take. It can be tempting to change course, add scope or be constantly reacting to competition, however, remaining laser focused on delivering an excellent core experience for your users will help steer the company toward delivering true value.

Second, I recommend you actively speak to fellow entrepreneurs in your space. A lot of founders will be hesitant to do so, wary that the competition will steal their ideas. However, it's typically very beneficial to share general learnings with peer companies. Both parties will benefit if teams come in with a reciprocal mindset.

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*Thogori Karago is the senior product manager of LinkedIn ProFinder, LinkedIn's marketplace dedicated to connecting consumers and small businesses with top quality freelance professionals. She previously led the LinkedIn Premium Jobs team.*

# Now Streaming: 4 Best Side Hustle Podcasts to Inspire Action

[Deborah Sweeney](#)



I've written about podcasts before, covering all spectrums from [financial podcasts](#) to [best business podcasts](#) for entrepreneurs. Side hustle podcasts, on the other hand, reside in their own unique category. Think of them as stepping stones to get to the end goal of entrepreneurship. Many side hustle podcasts guide listeners to take the next step with their side projects so they can turn it into a full-time business.

The only question now is, which side hustle-friendly podcasts should you invest your time listening and subscribing to? Let's take a look at four side hustle [podcasts](#) that cover a wide range of topics necessary to getting your gig off the ground.

## **The Side Hustle Show**

Your 9 to 5 job may make you a living, but it's your side gig(s) outside of those normal business hours that make you feel alive. Hosted by [Nick Loper](#), [The Side Hustle Show](#) is a podcast dedicated to part-time side hustlers focusing on growing their gigs into businesses.

New episodes each week cover plenty of familiar entrepreneurial ground. Need to know more about scaling your business or marketing on Pinterest? How about productivity hacks or finding simple side hustles where you can make bank? The Side Hustle Show explores each of these topics, and digs into lesser-known hustles on the rise and the conversations surrounding them. We're talking gigs like knife-sharpening businesses, flea market flippers, and a [Girl Scout blog](#) that built up \$5K in monthly revenue — all on a part-time basis.

### **The episode you need to hear**

[#300: 5 Listeners Who Took Action and Are Seeing Awesome Results](#)

This episode is dedicated to listeners who are taking action! Earbuds in to hear more about the side gigs they created, many of which were inspired by the series.

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### **Hashtag Authentic**

In reality, side hustling looks very different in real life than it is depicted on, say, Instagram. No one is more aware of the nitty gritty day-to-day of entrepreneurship more than Hashtag Authentic's host, Sara Tasker.

Every Wednesday, [Hashtag Authentic](#) empowers side hustlers and creatives to be their most authentic selves while growing their businesses. After all, one doesn't (and shouldn't) have to sacrifice one over the other in pursuit of entrepreneurship.

### **The episode you need to hear**

[#60: Diving Into Your Discomfort Zone With Farrah Storr](#)

Storr's career backstory is a fabulous one — she's currently the editor-in-chief of "Cosmopolitan UK," but she didn't get there by taking the easy road. Storr reveals how reframing your fears as challenges can make all the difference in allowing you to make a leap of faith forward toward success.

## Pivot Podcast

Becoming an entrepreneur means more than leaping from one career to the next. It also means leaving behind certain creature comforts, career-wise. Predictable paychecks and company benefits (which are often taken for granted) are sacrificed to pursue passions. Whenever one decides to embrace entrepreneurship, they're consciously making the decision to pivot.

[The Pivot Podcast](#) with [Jenny Blake](#) examines what comes next when you've chosen to "navigate the pivot process." Each month, Blake chats with entrepreneurial movers and shakers, such as author Laura Vanderkam, and social worker, Mark Rufino, to explore the different roads that entrepreneurship can lead take and lessons those who have succeeded learned along their journey.

### The episode you need to hear

[#117: Activist Venture Capital and Teaching Yoga and Meditation at Rikers With Marcus Glover](#)

Marcus Glover is a partner at early-stage investment fund, Southbox, which works to fund high-growth tech startups. He is also a yoga and meditation instructor at Rikers Island Prison, where he leads juvenile programs. Run, don't walk, to download this episode and hear how he juggles this unusual, but highly rewarding, career combination.

## The Fizzle Show

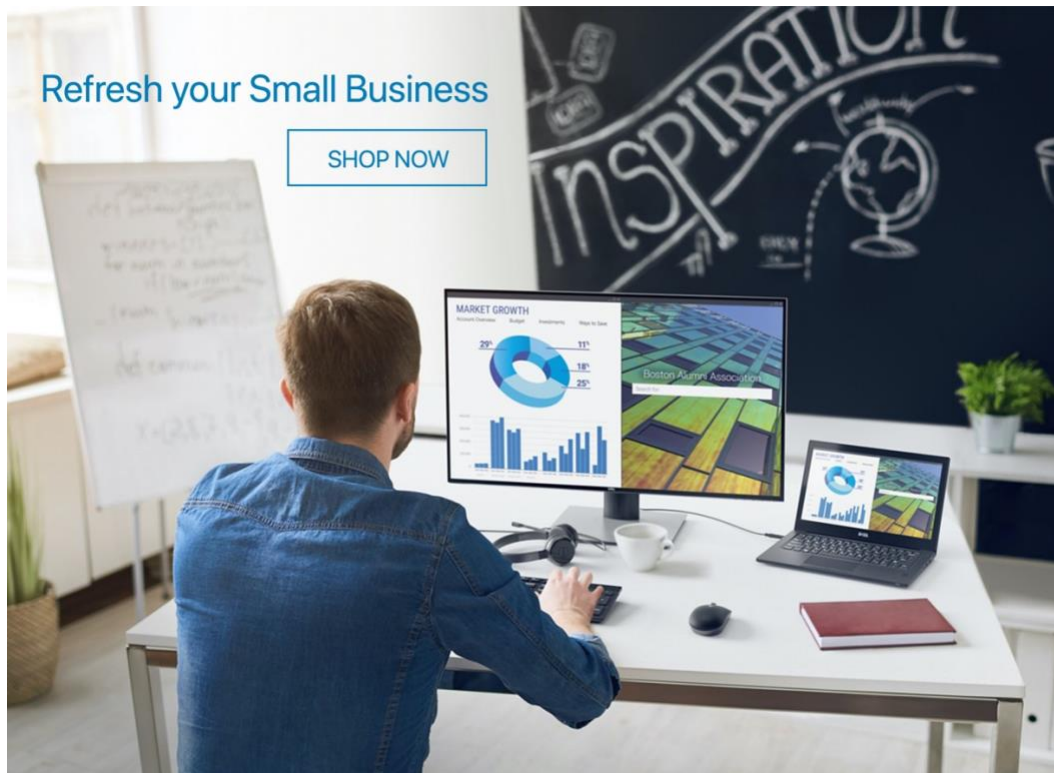
Fizzle? More like *sizzle*! [The Fizzle Show](#) gets straight to the point with this podcast. Every episode is dedicated to keeping entrepreneurs and creatives on their paths by providing the tips they need to succeed. Podcast coverage includes everything from embracing side hustle "doomsday" survival prep to determining whether or not "bigger" really is better in business — and why it's fine to remain a company of one.

### The episode you need to hear

[#308: 15 Gig Economy Jobs To Fund Your Dream Business](#)

Don't have a side hustle, or are currently less than satisfied with your existing side gig? Listen to this episode to uncover a plethora of options that might be an even better fit!

With these side hustle podcast episodes in your back pocket (or your earbuds), you'll have a new wealth of knowledge that will help get your new gig off the ground.



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# Why Millennials Should Join the Gig Economy Before Becoming Entrepreneurs

[Deborah Sweeney](#)



Last year, a study from McKinsey Global Institute reported that in the United States alone, nearly [three in 10 American workers](#) are employed in independent positions. Most independent work is generally of the freelance variety (also called the “gig economy”), such as Lyft or Uber drivers, hosting out rooms in your home through Airbnb, selling items through online marketplaces like Etsy, or contract assignments in accounting or writing roles.

As the gig economy continues to shake up the startup world and prove that it has more than enough staying power, it may actually be a good idea for millennials, especially recent college grads, to pursue this path first and explore the lessons it has to offer before becoming small business owners.

Here’s a look at how even driving a rideshare can truly put you on the road to entrepreneurship.



## Exposure to different types of businesses and industries

The biggest killer for the entrepreneurial mindset is inertia and any sort of work that could potentially keep you a little too comfortable for too long. Who could get stuck in one place when pursuing positions offered by the gig economy? From setting up your own Etsy store to starting up an online consultancy, the sheer variety available offers entrepreneurial millennials the ability to tap into their skill sets while getting outside of their comfort zone. Who knows, maybe one of the industries in which your contract work lies could be the exact one you'd like to pursue as an entrepreneur!

## Keep learning as you go

More than just enjoying physical flexibility in these positions (where the hours you work are largely up to you to decide), millennials in the gig economy get to enjoy mental flexibility, as well. Wherever they go, they'll encounter tons of new people and be exposed to new ideas that will keep them perpetually in a state of learning and always hungry for more. Oh, and let's not forget that you'll be making some money in the process, which makes it a win-win across the board.

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## Discover more about yourself and your true priorities

What do you want to be when you grow up, anyway? Millennials that opt to head into the gig economy before becoming entrepreneurs may ultimately realize that having a freelance job does more than allow you to finesse your skills, make some money and try new industries on for size. It can also allow you to discover what your true [goals for the future](#) are and the steps you can take on a daily basis to get there.

Think about all of the actions you take throughout the course of each day. Now, think about where you want to be in the long run. Are the things you're doing today providing the stepping stones necessary to fulfill your dreams? If they are, great, but if not, use this time to reexamine your own journey and how you can use your strengths to get exactly where you need to be.

# Side Hustle Insurance: Know the Facts

[Maxime Rieman](#)



As an aspiring entrepreneur, you may decide to pursue a side hustle in order to fund early stages of the business, or launch your business while maintaining an income stream. Whether you're driving for Uber on the weekends or creating the next innovative online platform, a side hustle is a great way to help drive your entrepreneurial passion. However, as soon as that side hustle brings you into contact with eager customers, you begin to face risks. If you get in an accident while carrying passengers to their next bar hop, will your car insurance cover it? And if someone gets sick from one of your awesome cupcakes, will you have to shutter your side business for good? There are a lot of unknowns that come with taking in cash on the side. The good thing is, side hustle insurance is available to assist with most of these scenarios.

## **How do you run your side hustle?**

Before you start purchasing coverage, think critically about what kind of side hustle you're actually running. Different jobs come with different risks, and what insurance you'll need varies depending on those risks.

An Uber driver and an Etsy shop probably are not going to have similar risks, so some of the insurance coverages you'll consider will be quite different.

## **You started your own business**

It's not uncommon for someone working full or part time for an employer to have started their own business on the side.

*Over [500,000 new businesses](#) start in the U.S. every month.*

You're in surprisingly good company, but you also face a lot of perils out there. Part of the risk with a new, small business is losing it all due to a claim against the business or some other unexpected expense that simply exceeds the kind of cash you have around. Nothing puts an end to an exciting side hustle faster than a surprise insurance claim.

So what kind of insurance will you need to protect that new, budding business? That depends on what type of business you've created.

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## **General liability insurance policy**

Let's say you're running a business that involves physically interacting with your customers or their property; this might involve making custom desserts or even interior design. For these sorts of businesses, you would want to consider a general liability insurance policy. This policy will cover bodily injury claims that could be tied to your business, property damage your business may be responsible for and [expenses](#) related to those claims.

## **Professional liability insurance policy**

Alongside this, you may want to consider a professional liability insurance policy. This type of policy is commonly used by those whose business involves providing expert advice or services, such as a personal trainer or financial advisor. A professional liability policy will cover risks associated with customers who believe your services or advice were somehow erroneous or incomplete.

## Business owners policy

If your business has an office space or requires expensive equipment, such as a photography business, you may want to consider a business owners policy. This policy provides many of the [protections](#) of a general liability policy while also providing property coverage, which can be quite valuable when you're getting started and can't afford to replace an expensive piece of equipment.

## You operate through a third party platform

Maybe your side hustle needs a little help. Third party platforms that connect people like you to eager customers are pretty much everywhere these days. Sites and services like Etsy, Tradesy, thredUP, Threadflip or even eBay or Craigslist all exist to help serve as an intermediary between you and the people who are searching for your products or services.

If you're using these sites as more than just a one-off, you're going to need to consider your insurance options. General liability insurance may be good to consider depending on your business model. Depending on the platform and situation, you may be coming into direct contact with customers, meaning there's still the chance you could end up with a general liability claim.

You'll also want to consider shipping insurance. Etsy, for example, will help you attain [parcel insurance](#). Insurance can go up to \$5,000, though some types of packages cannot receive insurance. Many of the other third party sites offer similar options. eBay, for example, [provides information](#) on why sellers should strongly consider purchasing insurance for all of the items they sell and ship.

Reputation is everything with this type of side hustle, so you'll need to protect it any way you can. All it takes is a few bad reviews before your personal online store is in trouble.



## You work part-time for a physical business

This one can be tricky, as it really all depends on what you're doing. Are you working as a waitress? Chances are you're not going to need to buy additional insurance. Your business will likely have the insurance it needs to cover you and the business itself, should a customer slip on a spill or get food poisoning.

However, you may be working for a physical business but in a manner that requires you to consider your own insurance policies. Physical trainers, for example, technically work for the gym, but are often legally considered to be independent of the gym when it comes to claims. In this scenario, you may actually need your own professional liability policy, as you can be held responsible for client injuries they believe to be due to the fitness regimen you prescribed.



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# Q&A with Nick Loper of Side Hustle Nation

[Susan Johnston Taylor](#)



Many budding entrepreneurs may be taking on a side hustle such as driving for Uber, starting a freelance business or reselling goods on Amazon or eBay to dip their toes into the business world and test-drive an idea before they leave their full-time job. These side projects can also help fund loftier business ideas.

StartupNation talked to Nick Loper, founder of the blog and podcast [Side Hustle Nation](#), about why side hustles matter, how to choose one and more. The following has been edited for clarity and brevity.

**StartupNation: Why do you think it's important for people to have a side hustle or multiple side hustles?**

**Nick Loper:** The biggest reason that I hear is, 'I want to make extra money.' That's the primary driver for a lot of people. Many times the secondary drivers would be learning new skills or exercising different skills than at your day job. A lot of people would say, 'My day job doesn't let me exercise my creative muscles the way that I'd like to, so maybe I can practice that on the side versus watching TV or going to the golf course when I'm very unlikely to ever make any money doing that.'



The other side benefit that I see that helped me in my day job was thinking like a CEO. I was at the big bottom rung of this Fortune 500 company and by running my own business on the side, I got to see a bigger picture view, which I think made me a better employee, even though it wasn't my long-term goal to climb the ladder.

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*(Nick Loper, photo courtesy of Brooke and Bryn photography)*

**What are some of the more unusual side hustles that you've tried or that you've heard about?**

My first side business was a comparison shopping site for shoes. I had an internship at a shoe retailer, so that was my inside look at this industry and my first exposure to online marketing and search engine optimization. At that time it was still pretty pioneering that people would buy shoes online. I also noticed that a lot of these other comparison engines out there were trying to be everything to everyone, whereas I thought if I can build something that's vertical specific,

hopefully I could deliver better results and really become the go-to place for footwear. It's not something that I'm doing anymore, but that was the vehicle that let me quit my day job, so I'll always have a soft spot in my heart for shoes.

I met a guy who started a vending machine side business with \$36. He found a used vending machine for gumballs on eBay and the seller happened to be local, so he drove across town, picked it up and then went knocking on doors until he found a karate studio that let him park it there. He said he went back a couple weeks later, opened it up and quarters spilled out all over the floor. That was his first taste of passive income and he parlayed that to the next machine to the next machine and this whole empire of vending machines.

Publishing on Amazon is one of my favorite side hustles. [Amazon for e-commerce](#) is really hot right now. One thing I was surprised to learn is that almost half of the inventory isn't actually owned by Amazon. It's owned by individual sellers like you and me.

### **How can readers identify the right side hustle for them?**

I suggest taking inventory of your skills and cross reference that with your interests. Start with your resume. By definition, every job you have is a skill somebody thought was worth paying for. Try to find the unique angle or intersection with an interest, a hobby or some sort of industry connection. One side hustle I always wanted my brother to do was he has years of experience in the service industry working at restaurants and bars. He's also studied psychology in school and has all these kind of positive hacks on how servers can improve their tips, how restaurant owners can get their Yelp reviews, how you can increase your average check by 10 percent, all of these little psychology hacks. I thought it would be a cool service to try to go out and sell it to some

### **Anything else you'd like readers to know?**

The sharing economy is a low barrier to entry to get started: your Uber drivers, your Airbnb hosts, pet sitting hosts. If you wanted to rent out a spare room in your place 10 or 15 years ago, your market was probably limited to a sign in your yard or maybe an ad in the newspaper classifieds. But now they've built this marketplace with millions and millions of users. That's kind of exciting.

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# Bonus Videos: Chris Guillebeau Interviews



**Chris Guillebeau**

This e-book features exclusive, never-before seen video content of New York Times bestselling author, entrepreneur and side hustle expert, Chris Guillebeau. He shares his insights on how to turn your passion into a side hustle and more!

Chris Guillebeau is the New York Times bestselling author of “The \$100 Startup,” “Side Hustle,” “The Happiness of Pursuit” and other books. During a lifetime of self-employment that included a four-year commitment as a volunteer executive in West Africa, he visited every country in the world (193 in total) before his 35th birthday. His daily podcast, “Side Hustle School,” is downloaded more than two million times a month. He is also the founder of the World Domination Summit, an event for cultural creatives that attracts thousands of attendees to Portland, Oregon every summer.



## How to Turn Your Passion into a Lucrative Side Hustle

In this segment, Chris Guillebeau advises aspiring entrepreneurs to consider not only what they’re passionate about, but also what they’re good at. In order to turn a side hustle into an income-generating project, ask yourself, “What will potential customers value?”



## How Do I Choose a Side Hustle to Pursue?

You have a list of possible side hustles you’d like to pursue—so how do you choose just one? In this segment, Chris Guillebeau shares his “Side Hustle Selector” method to help aspiring hustlers choose between multiple ideas.



## Feeling Stuck in a Creative Rut? Take a Step Back

When you find yourself stuck in a creative slump, it’s time to refresh and reboot. Take a step back and follow Chris Guillebeau’s method—ask yourself, “How are my daily actions relating to my goals?” If there’s a disconnect, it’s time to regroup.