

Get Your
SIDE HUSTLE
*On For Improved
Financial Health*



CAROLYN HANSEN

About Carolyn Hansen

Carolyn Hansen is a noted Holistic Health and Wellness Coach who hails from Whangarei, New Zealand where she owns an Anytime Fitness Gym. She has gained a reputation online as an authority on health, exercise and weight loss matters and is the author of several thousand health and fitness articles along with eBooks and programs that can be found [here](#).

She has devoted more than three decades to the fitness industry, both offline and online, teaching people the simple secrets to getting into better shape, losing weight, and improving health.

Her main goal is to change the paradigm of health care from sickness care to wellness care and will be showing people how to live longer, healthier lives while avoiding the many mistaken beliefs and practices that diminish health and longevity.

She will encourage you to become stronger and stay that way through each decade of your life, maintain your health, wellness and vitality and to ensure your “health span” matches your “life span”.



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Introduction

One of the best ways to coming financially healthy, pay off debt faster, boost your savings is earning more income. The easiest way to earn more is with a side hustle. Whether you are looking to reach a specific financial goal or just want to increase your income, side hustles can be a great way to do so.

What is a side hustle?

Side hustle. An activity or business you do to earn extra money – on the side – while working a full-time job. Whether you want to start an online business, or just make some extra cash in your spare time, you can start a side hustle from home online or offline.

It is a flexible second job that brings in money, but it is also typically something that you are passionate about, that you don't get to pursue in your main job. Maybe it is something that will help you develop skills for your main career, but more often, it is something that you simply love to do.

If you are thinking about making some extra cash outside your 9-to-5 job, you are not alone, the side hustling trend is gathering speed.

**1 IN 2 MILLENNIALS
AND
1 IN 4 BABY BOOMERS
HAVE A SIDE HUSTLE**

While the motivation behind starting a side hustle is often financial need, there are a wealth of possible benefits. It can be a low-cost yet highly rewarding way to boost your income, build new skills, exercise your creativity and grow a network of contacts.

I think you will agree with me that is a very exciting prospect that it's easier than ever to bring in extra money for a secure financially healthy future.

It helps to see your side hustle as “me time.”

When you choose your side hustle, pick something you **want** to do. Pick something you **want** to achieve. Pick something you want to **be**, and actively work toward it.

Not only will you enjoy the sense of accomplishment that comes with progressing toward a goal - even if that goal is doing something purely for fun -- but you will also feel better about yourself and your life.

In short, see your side hustle time as “me time.” Because it is - it's time you spend making the most of your life. See it as time you spend that will leave you feeling fulfilled.

Sure, other people might be chilling with Netflix. And that is one form of “me time.” But so is a side hustle - because when you choose the right side hustle, and you give it your all, it means you are making the most of every hour you have.

Which is the perfect definition of “me time” and the best way to truly live.

And who knows, your casual project may turn into big profits and maybe even become your life's work...

Chapter One

Side Hustles –Your Gateway To Financial Health

As a health and fitness professional I believe your financial wellbeing is just as important as your physical, mental and emotional wellbeing. And there is a strong link between them.

Just as is the case of our physical health, financial health is the result of a healthy lifestyle. In other words: good health in economic terms is achieved when a person's monthly income is sufficient to satisfy his or her basic needs, to cover any possible commitments to saving or paying off debt, and above all, to ensure a stable economic future.

Most of us probably have a good sense of what it takes to improve our physical health and of course, there is a whole manner of approaches to achieve this. We may be driven by investing in a gym membership, become better informed about our food choices or talk to experts in the fitness industry and be guided from there. It's no different when it comes to our financial health and it's important to have goals to strive for too.

How is your financial fitness? Are you standing tall and proud or conversely, gasping for air with a big hill to climb? Research repeatedly indicates that financial health and physical well-being go hand-in-hand.

The Health Impacts Of Poor Financial Health

There's no denying the correlation between financial health and physical well-being. A 2015 survey conducted by one of the largest banks in the USA revealed that 81 percent of respondents found other goals much easier to achieve when their finances were in order, whilst 70 percent stated that good financial health had a positive impact on their physical health.

Alternatively, poor financial health can have a devastating ripple effect. Money worries are commonly related to stress and anxiety which may manifest in physical symptoms such as lack of sleep, increased blood pressure and heart problems. Mental health issues such as depression can also arise when financial fears are present. This will not only impact one person in a household but all of their loved ones too and can possibly flow over into the workplace as well.



Beyond the impact on physical health, our financial health touches on every aspect of our lives such as attitudes, behaviors and emotional stability. Our sense of worth is often linked to feeling safe and secure financially.

Numerous studies have shown that money is the leading cause of stress – rating higher than relationships or work. For obvious reasons, financial stress is more prevalent in people with lower incomes. Despite the link between money and health, when we think about maintaining physical health we think of exercise and nutrition and when we think of dealing with stress we think of relaxation, meditation and mindfulness. When there is financial pressure, these remedies will alleviate the symptoms of stress but will not eliminate the root cause.

Financial stress is dealt with by improving financial health. Having good financial health means having enough money to cover expenses as well as savings to cope with unexpected future events.

Longer Life = More Income

Another aspect of a healthier lifestyle that I think some people fail to realize is the potential for income earnings. Obviously, the longer you live, the more time you will have to earn income (and the longer to spend it too).

Let me qualify my thoughts on this. Obviously, this concept does not concern your retirement years regarding income earning potential (and in fact could have the opposite effect), but, as a healthier person, won't you be able to enjoy your retirement more fully?



If you are working hard to make sure you have enough money for your retirement, wouldn't you want to be healthy enough to enjoy it?

Let that thought settle in for a second. Maybe that gets you to think about your priorities a little harder.

Also, being healthy ensures your ability to earn a full living all the way up to your retirement age and beyond as many people are shunning "retirement" and continuing on with a career or business they love. Why on earth would you want to stop if you are in great health and wish to remain productive?

We really should all be living healthy lifestyles for many reasons other than financial. But, if you need a little boost in your motivation to get started living a healthier life, then why not take into account the financial advantages of doing so?

A focus on well-being, be it in the emotional or physical sense, and a desire to improve finances/money management come out on top when it comes to making a change of lifestyle.

What does financial well-being mean?

Although it's a very personal state, many of us are driven by the same objectives. Great financial health is less about the bottom line than about having financial security and having the financial freedom to make choices, now and in the future.

A key feature of financial well-being from a day-to-day (or month-to-month) perspective, is we want to feel in control of our finances.

We also want the freedom to meet long-term financial goals such as paying off the mortgage or retiring comfortably. Another important factor that contributes to financial 'fitness' is being ready for any curve balls that may come about such as job loss, ill health affecting income for a time or challenges periods in business.



We are often told that we should take a preventive approach to caring for our physical health, and the same is true for our financial health. In this case, however, you do not need to make an effort to eat healthily or spend time at the gym: you just have to create a side hustle business that provides you with some extra passive income to protect yourself from any fluctuations in the economy or your lifestyle.

Financially Healthy People Have Financial Goals

To be financially healthy, you need a plan to turn your dreams into reality. While one person's definition of success might be to retire early and sail around the world, another's might be to have a fulfilling second career and work as long as possible (This is my personal goal as well as to be able to travel while still earning a great income).



No matter your age, you need to have your own set of personal goals. Do you want to be a homeowner, pay for college for your children, become a real estate investor, or take a year long vacation?

No matter your goal, I suggest you look towards creating a side hustle and this eBook will give you some great ideas and guidance to do just that.

Chapter Two

Amplify Your Earning Power With A Side Hustle

Making money while you sleep.

Has a really nice ring to it, doesn't it?

After reading books like “Rich Dad Poor Dad” and “4 Hour Work Week,” I became interested (obsessed) with making passive income.

Can you imagine a life where you didn't have to work every day? Instead of **needing** to work you could work because you wanted to or, you could choose **not to work** because you wanted to.

How? By building passive income.

Conventional wisdom tells you that the path you are supposed to live looks like this:

- Go to college
- Get a good job
- Get married
- Take out a loan for school, your wedding, a car, furniture, a house
- Work hard for 40+ years to pay off all the debt you have accumulated
- Maybe you will have enough to retire and then again, maybe not

The truth is that there **IS** another way to live. You don't have to go the traditional route. After all, you are the one in control of your life. You can do anything you want.

Isn't that a freeing thought? To know that you are in the driver's seat of your own life? For me it is.

It's true that whenever someone needs additional income, the stereotypical suggestion offered is to "get a part-time job." But what if you don't have the time or energy to put in all those extra hours? I know I didn't.

Time is precious. It's sacred. Just 24 hours in a day. That's all we get. Not one person on this earth has more time than that. No matter their age, occupation, religion, color of their skin or where they live. No one. Time is the greatest equalizer because not a single person can have more of it. It can never be recreated or re-spent. It exists once, then it's gone. And that's precisely why passive income is so important - because time is more valuable than money.



Unlike money, which can be earned, saved, spent, invested, squandered and lost, we can't tuck away minutes on a clock. We can't expect dividends on seconds or hours in the bank, or invest the time that we didn't use on something else. Considering that most of the free world needs to work for a living, consuming much of the time they do have, this precious commodity needs to be nurtured and savored.

Passive income is quite possibly one of the most important and central ways that you can achieve financial freedom. It's how you detach your ability to earn from the time that you do have in a day. As the first words of this chapter said, ***making money while you sleep***, no truer words have been spoken.

With a side hustle earning passive income, you do make money while you sleep. You also make money while you are awake. It's automatic and simply keeps coming in.

However, creating a side hustle that generates passive income is far from automatic. It can take a good deal of effort and exertion of time and effort with very little return in the beginning. It can also involve an overall sense of frustration and an enormous learning curve. Still, it's one of the most fruitful and worthwhile investments of your time that you could possibly engage in.

While passive income might not be the answer to all of your immediate problems, it is the pathway to success and most certainly the foundation for wealth and happiness. When you are not stressed just to make enough money to pay the bills and you are no longer living from paycheck-to-paycheck, there is a mental clarity and an emotional feeling of liberation that sets in.

You become free from the shackles of a life-sucking 9-to-5 job and begin embracing a more fulfilled life. When you have the time to choose to work or spend those precious moments with your children or grandchildren or go on some trip halfway around the world, you are able to do that.

You are free in the greatest sense of the word. This is where all the headache and the hassle to create passive income streams is worth that freedom. It's time to break the chains that have restrained you to a life that maybe has been less fulfilled. If you are serious about living a life of financial freedom, then you will embrace the side hustle passive-income machine with open arms and like me, do whatever it takes to achieve it.

Creating Multiple Streams Of Income Is Much Easier Now

Back in 1993 Barbara Winter wrote a book called "Making a Living Without a Job" and in it, she recommended creating multiple "profit centres" as opposed to building a single income stream.

Over ten years later, Robert Allen, the real estate entrepreneur also wrote a couple of books promoting the idea of multiple streams of income. Back then, building more than one source of income was difficult, time-consuming, and expensive. Fortunately, things have changed today. The Internet has made it easier, faster, and more affordable to generate multiple income streams.

Creating more than one income stream sounds overwhelming, after all, you already have one source of work, now you need to create more! But adding more income options to your existing career/job or business doesn't have to be overwhelming, and the benefits of having several sources of income make it worth the effort.

My plan in the following chapters is to introduce you to ways and ideas I have discovered over the last 13 years to create a passive income side hustle using the internet.



Benefits

Beyond making more money, there are several great reasons to consider building more than one source of income, including:

1. It's easier to create several small income producing streams over one large one. For example, it's easier to create three streams that earn \$1,000 than one stream that earns \$3,000.
2. It reduces the risk of being left without any income. If you are laid off or one source of income drops, you have other sources to help you get by. Especially in a home business, which has an ebb and flow, you can offset the dry spells by having another source of income.
3. It helps you avoid boredom in work by having different things to do every day.
4. You can create income streams based on your interests, talents, and passions.

Disadvantages

Of course, there are a few challenges with multiple income streams.

1. It's difficult to keep on top of all tasks that need to be done for every income stream.
2. It's a balancing act to give enough attention to each income stream to keep them growing and profitable. Barbara Winter likens it to plate spinning.
3. The start-up time for each income stream is time and energy consuming.

Chapter Three

Best Ways To Side Hustle Online

This is a simple equation: monthly income greater than monthly expenses equals Financial Freedom. But the path to freedom, however, is not a straight line and often requires navigation between different monetization strategies.

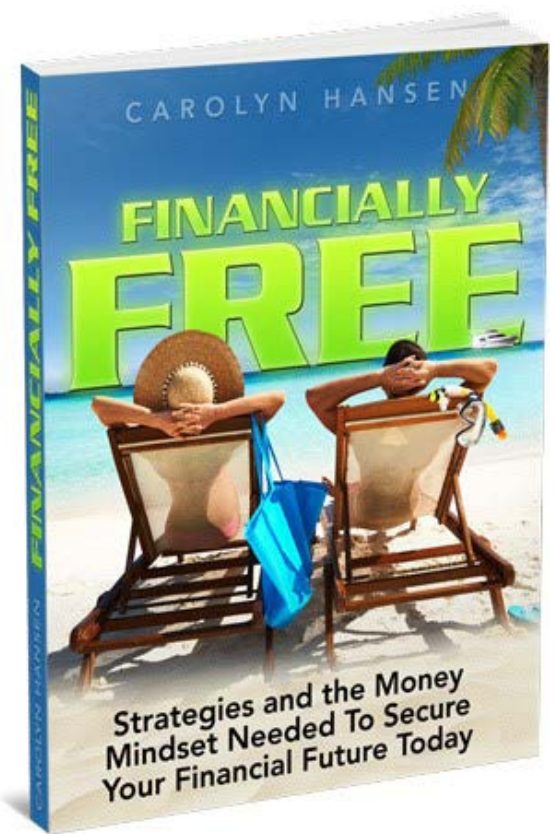
I have always been focused on becoming **Financially Free** and I have written an eBook about how to do this. Just click on the link or the book image to download.

While there are many, many ways to side hustle and earn an income I like the idea of working from home using the internet for the convenience factor. It's so easy to fit it around other work and family commitments.

Just an hour here or a half an hour there is easy to do and it's this ease that allows things to continually grow and prosper. It's also cool to be able to work in your pyjamas if you like or get up really early before the rest of the household is awake which is where some of my best work is done!

If you could peak into my house you will often see me cooking and Facebook messaging at the same time to a client requiring my services. Talk about a great use of time!

Sure you can add other offline income streams to your online ones as well such as real estate, rental properties, crypto currency investing and so on. But many of these take money to get started whereas online you can start very cheaply with a simple website/blog or create some sort of content like an eBook.



The internet is great for spending money, and it's also a terrific way to make some as well. Without leaving your house, you can start a lucrative side business, often without spending much up-front.

So the key question becomes:

What is the best way to earn active and passive income online?

For years I thought I had the answer, but after experimenting with different online revenue models, I have come to one conclusion: The best way to earn money is not from **one source** but from **multiple sources**.



In other words, build a **diversified income** portfolio.

Why are multiple income sources so important, you ask?

Well, let's imagine the following online scenario. You own a website that is solely monetized by affiliate commissions. One day your affiliate partner decides to change their commission rate. The next day your online income drops by 75 percent.

Or perhaps you have a website monetized by advertising that once ranked high in the search engines, only to find it knocked down by a Google algorithm update a few months later. Your online advertising income can potentially drop to zero.

You get the point.

Without some diversity in your online income source you are living at the risk of having “all of the eggs in one basket.”



And that can hurt if something goes wrong.

So if you have ever wondered what monetization models you should pursue for your financial freedom journey, diversification is the way to go. One step at a time...

Let's Look At What Passive Income Is Exactly

One of the easier ways to gain financial independence is to reconfigure your life so that a substantial portion of your income is not actively earned by your labor. To accomplish that, it must come from passive income.

Passive income is such an attractive concept because it frees up your time so you can focus on the things you actually enjoy.

Passive income is where you get paid over and over again for work that you did once. It's what happens AFTER you do the hard work up front.

For example: first you need to do something solid like e.g. write a quality 10-20,000 word eBook (or have it written for you) on solving a problem that people need and are searching for. But then you get to sit back and enjoy seeing PayPal sale messages pop up on your iPhone each day as sale after sale is made...on an ongoing basis and without any additional work.

Passive income streams simply come from assets, and assets are either bought with money (e.g. a rental property) or in the case of the internet, bought through hard graft (e.g. eBook)!



After running a successful bricks and mortar business for several decades which meant I traded time for money I explored the ways you can build a business that earns you passive income, that allows for income generation and the ability to grow and scale, without a real-time presence.

In other words, you don't trade time for money. You build something up front that can continue to work for you over time. But to make this work for you on the internet, and no matter what method you end up using as we work through the different methods, a word of caution. You do need to adjust your mindset to help empower you rather than discourage you.

The truth?

Making money online can be fraught with avoidable pitfalls. There's no shortage to the rah-rah cheers of internet marketers looking to find ways to ensure they part you from your hard-earned cash. The trick? Cancel the noise and get to the real meat and potatoes, so to speak.

To do that, you have to harbor a few fundamental guiding principles in your mind. Today, if you are at all serious about generating income from your online activities, then you need to focus on passive income as opposed to active income. Sure, the active income will help you survive. That's the scarcity mentality at play. But it's the passive income ideas that will help you thrive for the long haul.

Considering that you have a finite amount of time, passive income should make up a large part of your work. Why? Simply this. Wouldn't you prefer to do the work one time and get paid repeatedly as opposed to relying on your time to generate that income?

Since time is the most precious commodity on this earth, invest the time at the front-end so that you can reap the benefits on the back-end. This means putting in a bit of sweat equity and not getting paid today. Rather, you will get paid somewhere down the road.

And you will continue getting paid whether you keep building that passive income stream or you stop. It's obvious that this is the preferred route, but clearly the road less traveled.

Anyone interested in making extra money should be pursuing passive income, while also working on active income. There are loads of ways to generate an income passively on the internet, (which we will get into soon) many of which start at the foundation of having a blog, generating substantial traffic and building an audience and a subscriber list.

Planning Your First Side Hustle

Take a piece of paper and write your best idea or passion that you would like to create income from for a product or service in the middle to start a Mindmap.

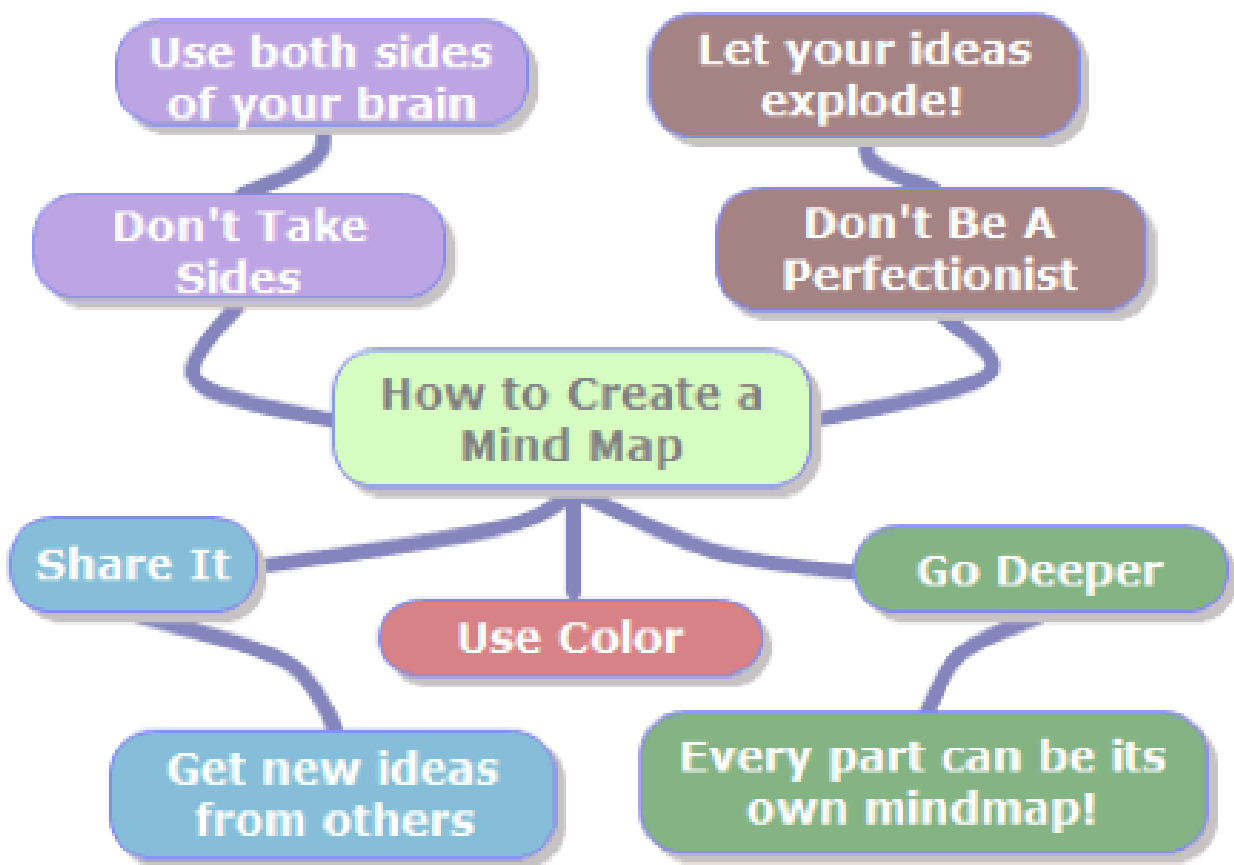
Create four spokes titled “Products,” “Services,” “Advertising/Affiliate,” and “Other” off of your Main Product or Service. These are categories of types of income you can potentially generate off of your desired products.

Create spokes off of each of these categories with ideas on how you can make money off them. If you don’t have many, don’t worry you can fill it in further as you go along on the journey.

Earning opportunities include books, merchandise, coaching, freelancing, speaking, training, courses, audio or video creations, affiliate marketing (selling other people’s products), app/software creation, licensing your idea, franchising, or continuity programs (memberships).

For example, if you were a virtual assistant you could create digital products, such as books, courses, and videos that teach others how to be a virtual assistant in the “products” spoke. For services, you can offer additional services, coaching or speaking (i.e., How a Virtual Assistant Can Save Businesses Time and Money).

Under other, you can expand your business by bringing on contract virtual assistants and become a manager of a VA company. Not all businesses will be able to come up with ideas for each spoke, but every business should be able to develop extra income streams from their home business idea.



Focus first on passive income streams that you create once, but they continue to generate income

For example, writing a book is a passive income stream. You write it once and sell it over and over. The word passive is a little deceptive because you need to market the book. Nevertheless, compared to non-passive sources of income, which you need to do over and over to make money, such as providing a service, passive income streams require less time once they are created.

Next, focus on income streams that can expand your side hustle

For example, public speaking or teaching can create additional income, as well as generate new clients. Another option is freelance writing, in which you would get paid for an article that would also promote you and your business.

Choose and set-up one income stream at a time

The planning and launching of a new stream is the most time-consuming. Avoid the temptation of jumping into several ideas at one time, as putting your focus into many areas at once will dilute your efforts and slow you down.

Wait until one income stream is up and running before starting the next

If you have several additional income ideas, wait until you have got one up and running before starting the next one. Work to have systems, schedules, and tools in place to help you manage existing income streams, so you don't become overwhelmed.

Give your additional income streams the time and effort needed to get them running, but if they don't start generating income, or if you are not happy with it, drop it.

Although adding income streams to an existing side hustle takes time, creating them is faster and easier than starting completely new income streams from scratch. This method of generating extra sources of income works well for any size business in any industry.

For example, Amazon.com started by selling books. Today it sells thousands of other products including its own product - the Kindle, is a print and digital publisher, and now produces television shows. Many service-based business owners add coaching and books to their income streams.

Bloggers who start with affiliate marketing, often create their own books and courses to add to their income stream. You can create additional sources of income for your business, as well.

By choosing the right sources of passive income, you can invest your time the way that you want to. Passive income is a way of buying back more time.

There are so many opportunities out there to make residual income. However, this is not about any of those shady “things.” These are legit ways for you to make money while you sleep with something that fits your passion, experience, or skill-set.

My goal is to motivate you to get started creating a side hustle business (maybe more than one). The idea is that with part-time, but a ***focused*** effort, in one year you can build a business that earns \$1,000 or more per month. Of course, we all want more but you can't build a big fire!

Economic Changes

Not all of us are going to get rich from our jobs. Soon some of us may not have jobs given that so many are set to be eliminated through automation. If we want to achieve a level of financial independence, we are going to have to start earning passive income.

It's a scary thought that it's not actually undocumented workers coming for precious jobs in many western countries, it's automation. Driverless cars are coming which means that millions of humans will be out of a job. Another example - we might not all like using the self-checkout when we go shopping, but soon they will replace millions of supermarket cashiers around the world.

It's been predicted that by 2025, 30 percent of jobs will be automated. That sounds like a long way off, but it's not. And in just another few years later, 2029, it's predicted that robots will have achieved human levels of intelligence.

Jobs are being automated and because of that, it's been predicted that by 2020, 40 percent of the workforce will be freelancers.

So, do you want to be late to the party or arrive early and get the best seat?



Security, Freedom And Fulfilment

To drift in life is painful, to steer and be in control, heaven. There is **no** worse feeling than the reality that you don't have control over your life. No one who works for someone else is immune from a job loss. With just two spoken words, you can be cut adrift and your life turned upside down.

It could be due to a downturn in turnover for that business, an incompetent owner, the place burns down, a global financial crash and you are laid off. None of those things are your fault, but none of them are within your control either.

You may not know it but freedom is **the** most powerful thing money can buy you. When you have money, you have the freedom to leave a job that you dislike, to move if you are tired of living where you live or to leave a relationship you are no longer happy in.

Chapter Four

Frontload Your Life

Frontloading your life is working hard now so that you don't have to work so hard later. It's kind of like making a snowball. At first you are packing the snow and rolling the ball around to make it bigger. After a little work your ball starts to roll down a hill and gets bigger and bigger and bigger, all on its own.



At this point the momentum of the snow ball rolling starts to work in your favor.

That's what frontloading is all about. You have to work hard up-front and then in anywhere from 10 years' time you will be earning a good amount of passive income which will give you so many choices about for example, how or when you retire.

This is what I have been focused on for the last decade and it's a great feeling to be able to work when you want and travel as much as you like all the while earning income.

Becoming Fulfilled

There will be nothing more fulfilling in your life than creating something that other people can enjoy and appreciate.

It's a comforting thing to have security, freedom, and fulfilment and the best way to get those things is to be your own boss and create passive income preferably from an online business. Why you may wonder why I would advocate an "online" business?

Because a brick and mortar business only goes so far. You have to physically be present, and there is a logical maximum you can earn based simply on space restrictions.

For example, restaurants can only turn over meals so quickly; clothing stores can only fit so many people inside at a time, hairdressers can only cut so many heads of hair at one time and so on.



The internet is infinitely scalable

- It has almost limitless reach. There are people from every corner of the world who you have access to.

An online business also gives you the freedom we all want. You aren't tied to a location. You can work anywhere that has an internet connection. You can work from a Starbucks while having a coffee or at the beach simply accessing the "Wi-Fi hot spot" on your phone.

The nature of the internet is not linear progress but exponential as network effects deliver your message to ever larger audiences. As a result, in year two you should grow at a faster rate than year one, and so on.

Your entire business doesn't have to be online, but there should be at least **some** online component to your business even if 100 percent of your revenue isn't internet based.

Excuses, Excuses

We all have them. The marketplace is too crowded. It's already been done. "There are already such big players. I can never hope to be number one. Who has have the time or energy after working my regular job? I don't know anything about building a website, and I don't have any extra money to start one. People who have started successful online businesses just have something I don't".

Those things might all be true, but none of them need to be barriers to starting an online business.

If the marketplace is saturated, you just need to narrow the niche down and keep it focused on one thing. If you don't have the technical skills, learn them or pay someone else to do them which is what I do.

If you are afraid that you won't be number one, get comfortable with being a nice, solid B student. You don't have to be the best at everything; you just have to try your best.

Do you think Amazon is the only online retailer that makes money? No, they make the **most** money, but Walmart and Apple are doing okay in that arena too.

Not having time and energy to devote to a business is probably the biggest obstacle for most people. Trust me; you are not as busy as you think you are.

With the average Facebook user spending 40 minutes a day on the site, if you are one of them, reclaim that time which is more than 240 hours a year!

Imagine what you could create in 240 hours! Switch from being a consumer to a creator and MAKE things happen.

*“If its important, you will find a way.
If not, you will find an excuse”.*

Carve Out Time

Starting a business, finding the time, is about knowing what you should focus on, and knowing what you don't need to focus on.

People can mistakenly think ‘I gotta be on Pinterest, Twitter, Facebook, Instagram, Snapchat’ and a million different things. No you don't.

What you need to do is find out if you have a profitable idea, and you need to sell something and generate your first revenue.

Make The Time Before You Need It, Or You Will Never Find It

A great idea is to put time on your calendar. Block out some time for writing or other necessary tasks. Otherwise, if you don't put it on your calendar, it just gets away from you. So block it off and it becomes non-negotiable.

Even if it's just an hour Monday morning, an hour Wednesday night, and three hours on Saturday. All of a sudden your calendar's going to flow around those blocks, instead of you flowing around whatever life throws at you.

Block Schedule Your Life

Keep it simple: Personal time, Work time, Family time, and Rest Time

	SUN	MON	TUE	WED	THU	FRI	SAT
6 a.m.							
8 a.m.							
10 a.m.							
12 p.m.							
2 p.m.							
4 p.m.							
6 p.m.							
8 p.m.							
10 p.m.							

Think of other ways you can find time. For example, what could you be doing during your commute to further your business?

I spend a lot of time walking my dogs in the beautiful forest trails around my home city in New Zealand. I carry a little recording device and if I have an idea for an article or email for my subscribers I record it so it's not lost by the time I get back home. Then I put the idea in a folder so when I am stuck for something to write about I have all these wonderful ideas in storage.

A good idea is to work on your own stuff BEFORE you have spent the whole day being dragged down working on someone else's stuff, right? Because too often, we promise ourselves we will start when we get home from work, but you know how that goes.

You make dinner, help your kids with their homework, spend some time with your spouse, and then it's time for bed, and you haven't done anything to further your **own** goals.

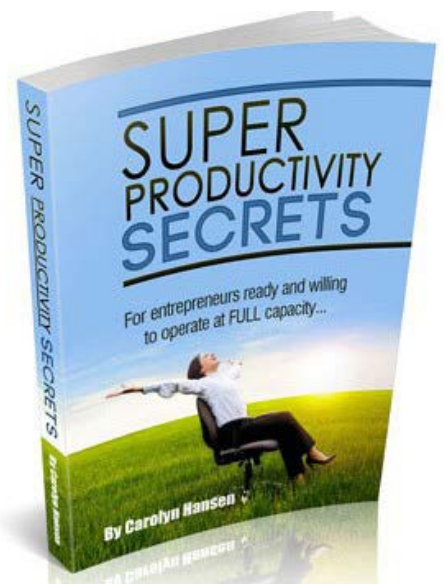
Sorry late sleepers, this means early in the morning.

Some people claim to be more productive at night, but they have still had the whole day weighing on them before they can start on their own stuff.

I challenge you to get up an hour or two earlier than normal and use that time to work on your business for one week. Compare your morning productivity with your evening productivity.

If you would like to boost your productivity and make the most of your time, I have written an eBook about how to increase your output by 4 hours a day. Access that book [here](#) or click the book image.

It's sad to think of how many amazing business ideas are left on the shelf to collect dust because they are not pursued. Dreams are left to die because their creators assumed that he or she didn't have the time to start a business. What a horrible excuse.



If you have an idea for a business, go for it. Why? Because if you don't, you are going to regret it and you might be passing on a truly amazing experience.

Pure Persistence Is What Gets You There

It helps to tap into something that is available to any of us, **discipline** especially when the going gets tough.

Many people say “but I’m just not motivated” but it actually isn’t motivation that keeps it going - its discipline. Motivation waxes and wanes. Discipline is what keeps something going, a workout, a diet, a business when you would really rather just throw in the towel.

Equal – Odds Rule

Not every piece of work or content we create will hit it out of the park. Although we may always put forth our best effort, no one hits a home run every time. The idea is to be really productive and create so much content that **some** of it is pretty awesome.

That’s the Equal-Odds Rule. The more output you have, the better chance that you will create something great.

The Equal-Odds Rule is another reason it’s not fair to compare yourself to someone who you see as successful. You don’t see all the mediocre stuff they did or the stuff they thought was so bad it was just tossed before anyone saw it.

So push it out there, as much as you can. This is all a pretty fancy way of saying “practice.” Practice when the stakes are low, in the beginning when no one is watching and no one will be disappointed by a failure.

Starting a business means creating uncommon value, which means it requires uncommon effort. It's going to be hard, but just because something is hard does not mean you don't do it or you give up. Creative talent sometimes only reveals itself after you have shown up enough times to get the average ideas out of the way.

If you want to extract your creative genius and make a difference, then embracing the idea behind the Equal Odds Rule is a useful strategy. Sometimes you will create something great. Sometimes you will create something useless.

But no matter what, you should always be creating.

If you want to make a masterpiece, you have to be willing to create a little garbage along the way.

Is There A Quick Way To Create A Side Hustle Income Online

First, the emphasis on being quick. I've witnessed several people over the years who have put speed over quality and value, only to end up further behind than where they were when they started. Quick can be good, but if that's your focus, you may be setting yourself up for a stumble down the road.

Second, it implies trying to avoid the work it really takes to create a long-term side hustle income as it does take effort and strategy, from research to execution and everything in between. There is no magic button I'm afraid.

I have found through experience, in order to succeed, you need "micro hustle, and macro patience."

Micro hustle is focusing all of your work and effort on the next task at hand (not the task ten tasks from now), while macro patience is about allowing time to give you the results, because they will not often happen right away.

My accountant said to me years ago “Carolyn, hurry slowly!”

I think the best question to ask yourself is this one:

“With the resources I have available to me now, what can I possibly offer to others in exchange for money?”

Now this is a question we can begin to answer. And, as you can likely tell, the answers will come to each person on an individual basis based on the resources they have available, and to whom they may be able to share and offer those resources.

The answer doesn’t come from me, it will come from YOU!

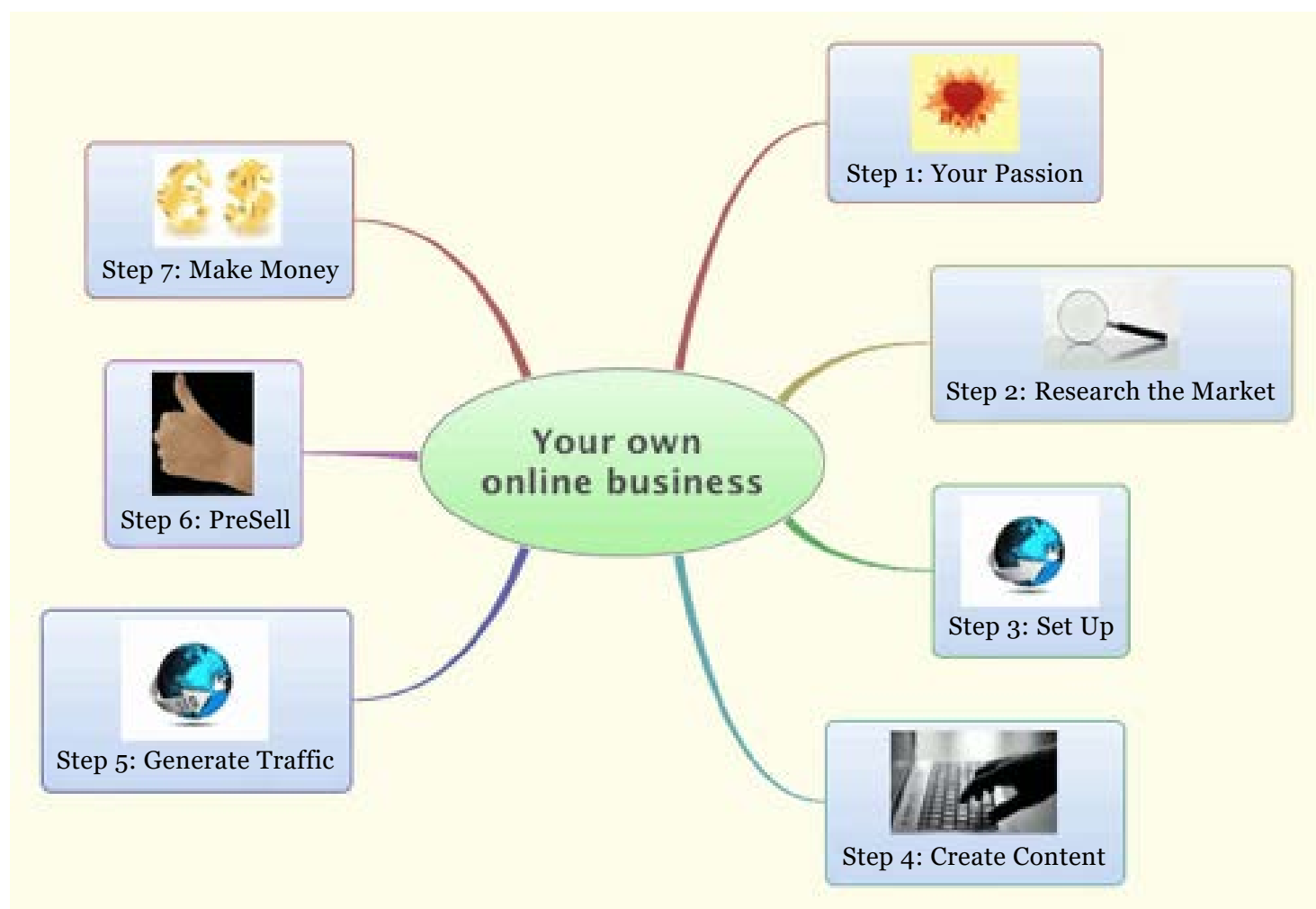
If you are twelve years old, you might not have much, but perhaps you may have access to a lawnmower in your garage, so you offer to cut the lawn for your neighbors, in exchange for money.

If you are a writer who has been trying to build your own brand and sell your own books, offering your talent to others who need it would be the best way to go. It’s a resource you have available to you now, and it’s something others (i.e. *non* writers) may be willing to pay for if they need writing for their website or blog.

If you are struggling to figure out how to create a side hustle that fits YOU - in a way that focuses on your strengths - that's how you do it. Think about the resources you have available to you, the skills and talents you have, the superpowers that you have so severely underrated these past years, and journey out there to find those people who are looking for the resources and skills you offer. They are most certainly out there.

Remember, the skills you have are an asset, they are your “unfair advantage.” They are essential to your unique personal brand, and you can start your side hustle using those skills if you have the right strategy, tactics and mindset in place for your specific niche.

Front load the work or the investment now so you will create a solid side hustle within a few years. As already mentioned, a good target to aim for is to earn \$500-\$1000 a month within a year and build it up from there.



Chapter Five

It's A Good Idea To Build Your Audience First

Many people when planning to start up a side hustle income focus on building products or services first. The old “build it and they will come” concept.

Many startups commit this mistake. They think it is okay to build the product or service first and then bother about their audience.

But in reality, it is advantageous to have your audience ready and established BEFORE starting.



BUILDING AN AUDIENCE

Think about it: If you already have an audience when you actually build out your products or services, these people know about your work, what you offer and how they can benefit from it.

Why it is Amazing to Build Your Audience First?

First and foremost, building your audience first will help you determine whether or not your idea will fly in the market.

So how to build an audience-first model? In most cases, it begins with content marketing. Email marketing, blogging, and social media, provide incredibly effective foundational ways to build your audience even before you launch a product or service. It is the stepping stone to a successful side hustle income.

Start with creating and sharing informative and useful free content.

This will not only help you to attract your target audience but also convert them into your loyal followers and eventually into customers, when you finally launch your side hustle business.

The question now arises: What should you write about? The answer is, you need to combine your area of expertise with your passion.

Don't be frustrated if you have a small or no audience in the beginning as it will take some time to build a base. I know one person whose only audience was his mom when he started.

If you can build an audience first and foremost, then you have an easy road to making money.

This is a basic concept to understand. If you have an audience that pays attention to you, you can make money.

Remember that.

It's the core concept of any business whether it's online or offline. Without an audience (clients, customers, members), you have NO business.



Chapter Six

Doable Ways And Ideas To Side Hustle Using The Internet

My comprehensive list of the ways to side hustle online follows. It's likely that you will be able to find at least two or three that will work in your situation that fit with your experience or skill-set.

Almost all of them I have had experience with and can recommend, the rest are simply other ways which I feel are worth a try.

I have included active income (e.g. money traded for time) and not only passive income as it's often the easiest place to start and another option to diversify.

Now, a word of caution before we continue: Some of the online income sources presented here can be implemented fast, but that doesn't mean that they are fast money making methods. As I have already mentioned creating your side hustle income does require a good amount of effort, dedication and stickability. You need to possess the courage to try, to fail, and then to try again.

Make It Easy With A Good Niche

Now, let's address something else which is going to be bad news for some of you. If you want to create a successful side hustle then I'm not going to tell you to follow your passion. Instead, I advise you to if you want to almost be guaranteed to be successful do stuff that has been proven to work.

I have spoken with people that want to start blogs and products on the topics they are most passionate about and they assume that they will do well simply because they believe other people love the topics as much as them.

Wrong.

If you just want to create a hobby then beginning with your passion is perfectly okay. But if you want to create an income producing side hustle you will need to do market research to establish whether the niche you wish to enter into is something people are actively searching for and wanting solutions to a problem/s.

I've found that what people love are things that make their lives easier and better. That is why how to make money, personal finance, health products and blogs do so well. These are topics and areas people are looking to improve on in their lives.

Don't hesitate to start a blog in a big and popular niche. The audience is already established in those areas so it's pretty silly to avoid them.

Here is my list of side hustle income ideas. Pick ONE and get started and put some effort into it. Then pick another and another until you find the one/s that work best. Or just keep building multiple streams of income until you hit the magic number with regards to your income you are happy with. Don't be afraid to ditch anything that does not work for you.

1. Write an eBook

This is a great place to get started or find a profitable (or not) niche, and you will do better writing some non-fiction how-to book. This is not the format to try to make a splash with your "great American novel."

This much loved model for bloggers and content creators everywhere and for a good reason...it's relatively easy to write a 60-80 page eBook and not difficult, to sell multiple copies weekly/monthly through online networking, guest posting and your own Search Engine Optimized blog.

Some people believe that your eBook has to be super long for it to be successful that is not so, you can have a 15-20 page eBook that can do as well as a 200 page one. It just depends on the problem it is going to help solve and the demand for it.



If you do it right, eBooks are quite a lucrative passive income stream. Yes, it takes some time and effort to research and write a good book, but done well, eBooks can sell over and over again for many years.

A key aspect in this regard is to take a strategic approach to writing and marketing your book. You see, one of the biggest mistakes you can make is to assume that “if you make it they will buy it”. So, spend the time, do your research and, find a strong need in the market. It will pay off.

It's always a good idea to repackage your eBook so you can sell it on Amazon (as a Kindle-only version) and/or iBooks, since a lot of people will be searching there too.

There are also services that you can use to sell your eBook like DPD (Digital Product Delivery) and another SendOwl.

You can also either sell the eBook on your own website or offer it as an affiliate arrangement with other websites that provide content related to your eBook.

With this in mind, here are more ways to generate income in this category.

Sell your eBook on Amazon - Amazon is the biggest online eBook retailer claiming to generate around three-quarters all eBook sales via their website. With these numbers, it's obvious that Amazon represents an exciting opportunity for self-published authors to release and market their eBooks.

Personally, my experience with Amazon thus far has been good - a few of my eBooks generate steady passive income on weekly basis with zero additional effort from my side.

One thing to note though - Amazon pays 70 percent royalty on each eBook (sold only if your eBook is priced between \$2.99 to \$9.99). Less than or higher than that pricing structure, the royalty decreases to 35 percent of your book's listed price.

Sell your eBook on your own Platform -There are a few advantages to taking this approach. First, you get close to 100 percent of your listed price (minus the transaction fee of your preferred payment gateway). Second, you are not competing with other authors and have the reader's attention solely on your product.

Third, selling your eBook on your own platform is a great opportunity to build a long term relationship with your readers via email. Fourth, you can bundle your eBook with other goodies in order to bump up the value and make it more unique.

With so many advantages, it's worth putting up the time and start building your own platform. You can also sell it to your established audience and getting other bloggers and email marketer sell for you as affiliates.

Whether you hit up affiliates one by one, and/or start listing your products on affiliate marketplaces like ClickBank, the secret is simply connecting with as many people as possible, giving them all the tools they need to sell and hustling like crazy.



Audio Book - Creating an audiobook is more complicated than an eBook but you have *already* done the work of the eBook so why not get it out there in another format. You don't have to have all of the specialized equipment to do it yourself; outsource it to someone else on a site like Upwork or Guru.

You can also use AudioBook Creation Exchange to create and sell your audiobook.

2. Create an Online Course

Everyone is an expert at something. Why not create an online course about your expertise or skill-set? It is another good way to leverage your time and effort by teaching something once and get paid for it over and over again.

The great thing about online courses is that they are usually perceived as more valuable than eBooks, mainly because they can offer multimedia content such as video and audio - not just text.

Moreover, as course creator you have the option to offer support, guidance or coaching as part of your course, which adds even more value.

What do you put in your online course? Good question. You can add a quick start guide, video lessons, checklists for completing steps you recommend in your lessons, small eBooks to supplement the lessons, audio files for people listening while traveling, informative interviews with like-minded expert's, exams and tests to make sure people have grasped what you are teaching and so on.

You can even do group phone calls or offer one-on-one coaching which can command a much higher amount of money.

In fact, you can create several packages at different price points. Some people will want everything, so you can include "the works" for the highest price point and then have two lower price points so that you can receive the largest possible volume of orders.

There are a number of ways you can produce and host your own online course.

Udemy.com - One very simple way is to use a website like Udemy – the world's largest marketplace for online courses with over eight million students. It's a great way to get your content in front of others for their consideration.

The great thing about Udemy, beside the high traffic they generate, is a non-exclusive agreement which means that you can sell your course on other portals and/or your very own site.

Bear in mind though, that Udemy recommends that the majority of your course content will be featured through video.

Skillshare.com - Skillshare is more of a social learning platform where you can teach real-world skills. The range of skills that you can teach is only limited by your imagination - from board game strategies, garment construction, cooking tutorials, travel hacking, and relationship tips and so on. Creating a class on Skillshare is free.

For each student who enrolls, Skillshare takes a 30 percent fee (similar to Udemy). You are also provided a unique teacher referral link that lowers the fee to 15 percent for students who enroll via your referral. Note that all online courses on Skillshare go through an approval process based on specific criteria.

CreativeLive.com - This is more for the experienced online entrepreneur who already has some authority in his or her niche. If that's your case and you are interested in becoming an instructor on CreativeLive, a leading live online classroom platform, you will want to email them your proposal. This includes what you would want to teach, links to any websites with your work, social media sites or video of you leading instruction. If you are just beginning, this is great goal to aim for.

Sure, you will spend some time and money developing your course on platforms such as the above mentioned, but once you have created it, there is minimal upkeep.

Host your Online Course on your own website

Many people choose not to take the route of setting up your online course on any of the above platforms because they get intimidated by complex applications and technology. The truth, however, is that you don't need a fancy platform or special software to create a powerful online course.

Your lessons can be sent out as emails, followed by action plans and/or video tutorials. This approach can be even more effective as most people check their email on daily basis.

There is no end of people who will pay to learn what you know about everything from website programming or designing, how to get healthier, how to lose weight, how to be a better public speaker, how to increase sales and gazillion other topics.

How you design, develop and create your e-course will depend on what you teach, how you teach, and the best way for your student's to learn.

Case Study: A friend of mine who is an Occupational therapist created a website for educational resources for occupational therapy students and professionals three years ago.

She worked on it every weekend, and her site now makes enough income for her to work as an occupational therapist part-time. She believes it will be another year before her site makes enough money for a full-time living of about \$4,000 per month. In addition to the digital products she also makes money from ads and online book sales.

3. Write an Online Guide

If writing articles or creating videos isn't your thing, try creating an online guide providing information in a guide-like format.

If you know anything well, a place (vacation guide), how to fix something, how to make something, how to do something, you can write a guide for it. I have seen guides for everything on how to buy a house, how to negotiate a divorce, to how to buy goods from China and so on.

You can sell your guide as an eBook, offer it as a download for a fee on your site or reach out to bloggers with similar content and ask if they will offer it as a paid download on their website (for a price of course).

4. Start A Blog

Starting a blog is one of the easiest and most sustainable online income sources.

Its a great side hustle because you can do it at your own pace anywhere you want. It's not a quick and easy way to make money, but there are a lot of ways to make money side hustling while blogging.

You can sell advertising, become an affiliate for other people's products, sell your own online product, and more. As long as the blog is setup the right way, in the right niche, with the right content targeted at the right audience, and the offer is complementary to the content, you could make a solid side hustle income from a blog.



Blogging is your marketing platform

Fancy marketing people like to call it content marketing. Blogging gives you the opportunity to build an audience which in turn gives you the chance to open up new revenue streams.

It opens the doors for a ton of opportunities for you as it levels the playing field for individuals to be able to reach thousands or millions of people similar to a bigger company.

While some might think that starting a blog is an arduous effort, when you understand the precise steps you need to take, it becomes far easier. It all starts in the decision of choosing a profitable niche and picking the right domain name. From there, you need to build your audience and your offers.

You can easily sell things like mini-email courses, full-blown trainings, eBooks and information to your readers. If you write a travel blog/site, for example, you could write a series of city guides and charge people to download them. If you write about healthy food ideas, you can create recipe books and sell them.

You can design courses and charge for access to those. In fact, plenty of bloggers sell classes on how to make money blogging.

Buy A Blog

Thousands of blogs are created every year, and thousands are completely abandoned by their owners sometime afterward. People also sell successful blogs for all sorts of reasons; they are tired of doing it, they no longer have time to do it, it's not making enough money, or your offer was too good to refuse.

You can also buy an existing blog that is *already* making money and that has a reasonable amount of web traffic - as well as a demonstrated cash flow - and it can be a perfect passive income source.

Most blogs employ Google AdSense, which provides a monthly revenue stream based on ads that Google places on the site. There may also be affiliate programs generating additional revenue. Both income sources will be yours once you purchase the blog.

From a financial perspective, blogs usually sell for 24 times their monthly income. So if the site generates \$250 a month in income, you can likely buy it for no more than \$3,000. Translation: a \$3,000 investment will buy you \$1,500 per year in cash flow.

You may even be able to purchase the site for less than 24 months' earnings, if the site owner is particularly anxious to get out. Some sites have good "evergreen" content that will continue generating revenue even years after the site has gone silent.

It takes some research to find a blog worth buying though, kind of like choosing the right rental property. There are some minimum criteria that should be met before you delve further.

The blog should be at least 12 months old and get at least 10,000 visits a month with at least half those coming from search engines (meaning the site's SEO is pretty good), and it should be under-monetized meaning the current owner isn't fully exploiting the potential.

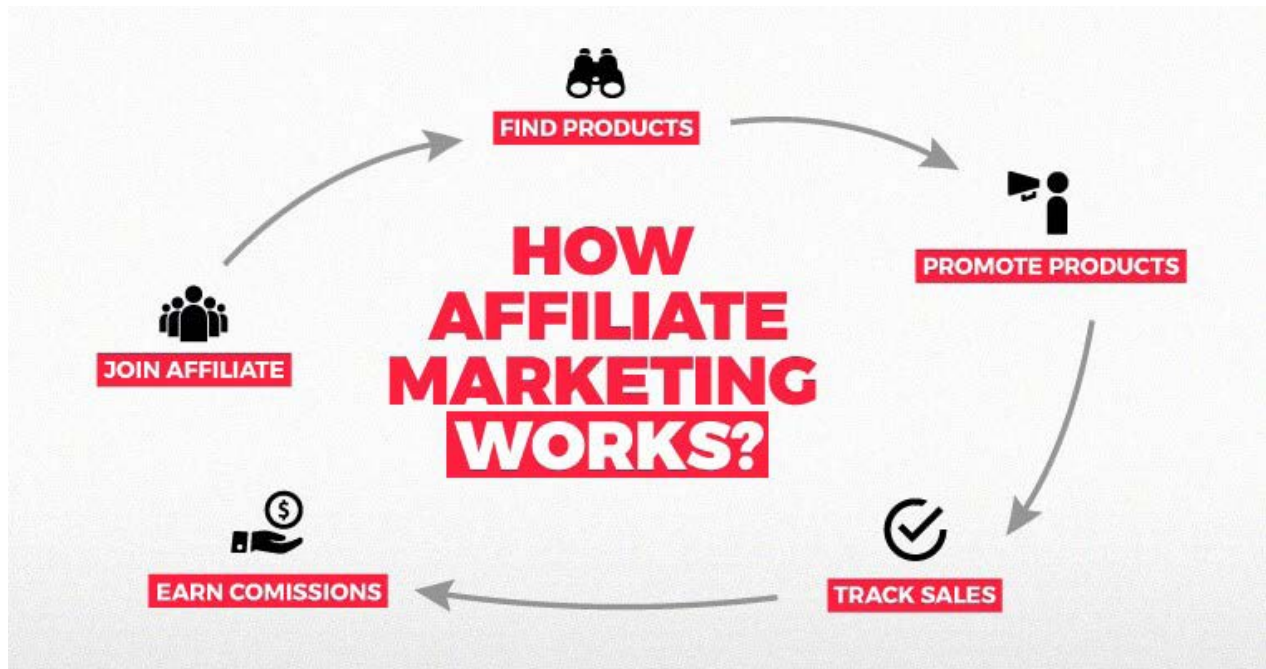
You can then choose to take over the blog yourself or make an offer to keep the founder on as a writer and perhaps the face of the blog too while you collect the income generated.

Bonus tip: If you were to buy such a site, and then to reinvigorate it with fresh content, you may be able raise the monthly revenue enabling yourself to sell the site at a later date for substantially more than what you paid for it.

Another good way to monetize your blog is to add Google AdSense which pays to post ads on your blog. There are two ways to make money with AdSense; impressions which give you money for every 1,000 page views and clicks which provide you with money when a visitor to your site clicks on a displayed ad.

5. Affiliate Marketing

The idea behind affiliate marketing is fairly simple - you earn money online by promoting other people's products for a commission on each sale you make. So in theory, all you have to do is partner up with affiliate programs, get their affiliate links, and start promoting them in as many places as possible.



If you have a blog or website, you can earn a commission when visitors click on a link, or purchase something you advertise or recommend on your website, either on Amazon or another participating vendor.

You can sign up to promote certain products or services on your site, for which you will be paid either a flat fee or a percentage of the amount of the sale completed.

This isn't as hard to do as you might think, since there are thousands of companies in the world who want to sell their products in as many places as they can.

You can find affiliate offers either by contacting vendors directly, or on dedicated websites, such as ClickBank. It's always best if the product or service is one that you are either very interested in or is highly relevant to your website.

On your blog, you can write long, detailed articles with product reviews on niche topics. If you write useful articles on niche topics then you should rank on Google and some people will find your posts. Then, sign up for affiliate programs that you can link to in those articles.

Affiliate marketing works well when you discuss products on your blog. Say you have a fish tank blog, you would link to all the things you need to buy for an aquarium and then when people click on that link and buy that item (and other items they purchase with it) you get a percentage of the purchase.

Or say, if you write about the best headphones you would link to a product in Amazon for each of your recommendations, and someone clicks on your link and makes a purchase, you will earn a fee,

The really cool thing is, you can make money from selling all kinds of products; other people's info products, online tools and resources, physical products, books and so on.

To make things even sweeter, many affiliate links have extended cookies (a tracking link that stores the affiliate ID) meaning that you can still earn cash if the person makes a purchase later on.

You need to have a substantial following in order for you to get enough clicks to make this profitable. A friend of mine spent seven years writing content to get visitors, and two years working on affiliate marketing before his site started bringing in real cash. So it is a long-term income generating strategy but once set up it will bring in ongoing rewards.

To really succeed with affiliate marketing, it's super important that your blog/website focus on a specific niche (e.g. juicing) and that you only affiliate for products in that area of focus (e.g. juicing machines, supplies, recipe eBooks etc), because your readers will trust your opinion and thus be convinced enough to be ready to buy – and that they will actually click through.

If by contrast you just did a general blog that covered technology, marketing and writing, you are never going to get the thing moving traffic wise or conversion wise to make any serious money. With that said, do make sure your niche has enough products to promote (i.e. 10 or more).



One more little tip on affiliate links/marketing, is to move affiliate links off your website and into things like free eBooks/reports, email auto-responder and so on.

This not only helps your site appear less spammy in Google's eyes, but visitors are far more likely to click on links in free helpful resources that they are enjoying/trusting (and they are not feeling like they being sold to).

It does all sound simple, right? Well, the idea is simple but there's much more to it than just posting affiliate links on Facebook, Twitter or your website.

You see, you might make a sale or two but if you are looking for consistent income you will need to approach it strategically and build a trusting relationship with your audience.

So once again, I highly recommend you build your own email list so you are essentially creating a list of people that trust you and want to hear about your affiliate products' recommendations.

Which leads me into my absolute favorite method of generating an online income.

6. Email marketing.

As already discussed, one of the best things you can do in building your platform, regardless of the business you are in, is to build your subscriber list. Your email database of those people who are interested in your product, service, ideas or offerings.

It's like the holy grail of marketing and despite what you may have been lead to believe, email marketing has always been and still is KING. And for those who are doing it right, I believe it's many times more effective than Twitter, Facebook, LinkedIn or any other social media outlet available today.

Are you considering building an email list, but have some doubts about why it is needed? Many bloggers and business owners don't realize the importance of building an email list when they are first starting out. Most people usually change their mind when they see the impact email lists can have on someone else's traffic and revenue.

What is an Email List?

An email list is a special list of names and email addresses of people who gave you permission to send them updates and promotions from your business. It is in fact, YOUR AUDIENCE!

You can build your email list inside marketing software and send bulk email notifications to everyone regarding your blog updates, online store, or other business services.

Why Building an Email List is Important

According to the Direct Marketing Association, email marketing on average sees a 4300 percent return on investment (ROI).

Because email subscribers have joined your email list from your website, they are extremely interested in what you have to offer. This is why they are more likely to convert into paying customers and produce around 10x higher conversions than social media campaigns.



This makes sense if you think about the reasons that make email an incredibly powerful communication channel:

1. Email is Personal

Email allows you to land into a user's inbox. There is no ranking system limiting your reach. It is very direct and personal.

2. Email is Purposeful

To get updates from you, a user fills out a form to sign up for your email list and confirm their email address. Someone doing this much work is obviously interested in hearing from you, and they are much more receptive to your message.

3. Email Is Targeted

The subscriber has already shown interest in your product or content. Since you already know what they like, you can deliver them highly relevant offers to get better results.

4. Email Is One-on-One

People read email in the privacy of their inbox. The message is not on a public timeline or newsfeed. They can ask you questions directly in private with confidence. This helps build trust and connection.

5. More People Use Email Several Times A Day

You may have heard that Facebook has 1.4 billion and Twitter has 100 million daily active users. What you have may not have heard, is the number of people using Email every day.

Every internet user has at least one email account. A recent research conducted by Radicati found out that there 3.8 billion active email accounts. That's half the population of Earth.

This is precisely why every smart business in the world has an email list.

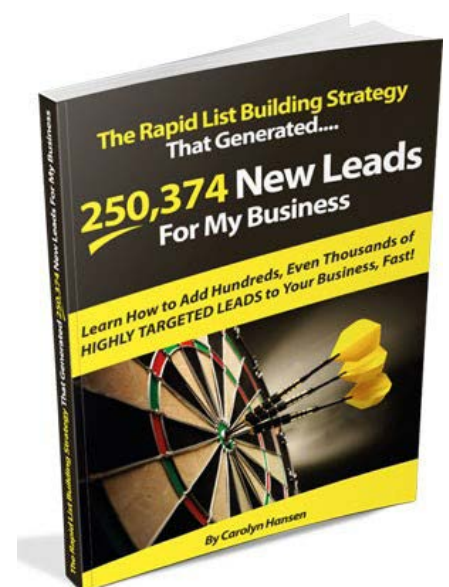
Big name brands learned this lesson a long time ago, and that's why they spend thousands of dollars on social media campaigns to get people to sign up for their email lists.

They understand that email marketing is the best long-term investment with a much higher return because people will continue to get their message at a very low cost for a longer period of time.

The money is most certainly in the list. To me out of all the online strategies I have tried this way of marketing is the most lucrative. When I first started online 13 years ago, I hired a coach and the first thing he taught me to do was set up my subscriber list. I had to learn the email software platform (Aweber.com) and create a lead magnet (free eBook) along with an opt in form (web form that captures names and emails in exchange for your free offering) that you can use in your sales funnel.

From there I built my list that now provides me with 90 percent of my side hustle income. You can read exactly how I did this by downloading my free eBook available [here](#) or click the book image.

You will also go onto my group list building giveaway events list where you will be notified of regular group list building giveaway events I hold to help other marketers build their lists. I would love to help you do that too.



It's a great idea to focus on building your list from as many places as possible. It's said that you can earn around \$1 per subscriber per month but this is an exaggeration in my opinion, but you can earn a great income once you have a decent list size. I've found it best to deliver value and not pitch them on every email, and above all not to over mail and burn out that list.

The good thing about a subscriber list, is that you can direct people to multiple offers and websites, both other peoples and your own so you have great flexibility. I also enjoy entering sales contests to win prize money and working with others to create online giveaway events. Having a good sized list just gives you so many options to make extra income.

There are many ways to get people onto your list. Lead magnets (free offers) such as eBooks, MP3 audios, checklists, three or four-part email or video training series, and so on. Think about your audience and what you can offer them to better serve them, then treat them with some respect and you will eventually reap the rewards.



Benefits Of Building Your Own Subscriber List

Here are 8 MORE Reasons...

1. When you build a list, you own it and have 100 percent access to it and it is not influenced by the decisions of other businesses. If Twitter or Facebook collapsed or instituted a change tomorrow in their policies/ and/or algorithms/privacy or user settings, your ability to communicate could be hampered instantly. You don't want 100 percent of your access to be controlled by someone else who you have no control over.
2. It's a permission based asset, meaning that those who sign up have given you permission to share and communicate with them. This gives you authority.
3. It's proactive and enables you to communicate when you need to with a qualified audience who is likely to pay more attention (since they opted in to your list).
4. Despite the popularity of Twitter, Instagram, Facebook etc. not everyone is on these platforms but almost everyone has email.
5. Even if you have a blog, many of your readers still have no idea what an RSS (a type of web feed which allows users and applications to access updates to online content) is or how to use it. An email newsletter or email blog subscription makes it simple for those who are less tech savvy.
6. Most people read or at least glance at their emails as they slide through their inboxes. On the other hand, when someone is following thousands on Twitter or Facebook it's harder to get your message seen because they may only be "actively" following a much smaller group.
7. Email can be used to drive engagement on blogs, Twitter, FaceBook, etc.

8. It's low cost and it helps you capture the impact from any promotional efforts you do (example... if someone links to your site and sends traffic there but you aren't offering any clear way for them to sign up then you lose out on the impact of that traffic).

Now, I'm not saying it's an "either or" situation here. As if you need to pick email over social media. I'm saying that it's a "both" scenario but ***your list is the gold*** that you should be focusing more attention on rather than on things that barely "move the needle".

Sure, there are cons to email marketing too but everything has pros and cons and that's why you use multiple methods, but don't discount the continued impact and effectiveness of building your email list.

Let me share an example... I know of people who I have worked with over the years who have made growing their lists a priority, a priority that pays off again and again. One of them has over 100,000 qualified subscribers to his email newsletter now and when he comes out with a new product or book he's almost guaranteed to make hundreds of sales with simply the push of a button, hitting send on an email.

It doesn't matter what type of business or nonprofit work you are in or how big or small you are. **You need to build your list.** But simply putting a newsletter sign-up form on your site isn't the most effective thing you can do.

It's also about how you place it on your site, what tactics you use to drive subscribers and it's a LOT about content... what you share and how you communicate with your list so that you provide them value.

Social Media vs Email Marketing

I have mentioned social media as it is so big on the internet today but let's take a closer look at it as I have been asked several times isn't email marketing kind of dead with social media taking over everything. The best way to answer this question is to look at the information Twitter and Facebook ask you before you create an account:

Enter email address to create an account

Yep, it's an email address.

These companies know that emails are the most direct and reliable way of getting in touch with their customers.

Not too long ago we had MySpace, FriendFeed, Google Buzz, Plurk and countless others. Most of them are either dead now or irrelevant. Today we have Facebook and Twitter that are prominent, but not everyone enjoys these platforms. Some people prefer Instagram, Pinterest, WhatsApp, Snapchat, LinkedIn, etc.

Basically your users are all over the place on different platforms. But studies show that at least 91 percent of people check their email on a daily basis.

I am not saying that social media is not important. It is, and you should explore every opportunity to reach your audience. However, you should spend more time and effort into something that guarantees higher results to build a really successful side hustle business.

It's a fact that many expert online marketers say their biggest mistake was not building an email list when they first started out. With all the reasons above, I hope I have convinced you that building an email list is of the utmost importance of your goal is to creating a lucrative side hustle.

Now you might be wondering, how do I build an email list?

This brings us to the next bit.

What You Need To Start Building An Email List

By now, you know why building an email list is so important, and why ignoring it can be a HUGE mistake.

So let's take a look at what you need to start building your email list.

1. A website or blog

2. An email marketing service

3. High-converting opt-in web forms

All three of these are fairly easy to set up, and none of them require programming or design skills. If you need help to do it, simply post your job on a site like UpWork who have tons of people looking for web based tasks.

The benefit of professional email marketing services like Aweber are:

- You can send private mass emails to your subscribers.
- You can see subscriber activity and group your subscribers based on actions they take.

Growing Your Email List And Getting More Subscribers

Did you know that more than 70 percent of visitors abandoning your website will never return? It's true, just look in your Google Analytics and look at the percentage of new vs returning visitors. That's why you need to convert every website visitor into an email subscriber before they leave, so you can send them relevant messages to bring them back.

An average internet user spends just a few seconds looking at a website. This gives you very little time to engage them. If your email sign up forms are not noticeable, then users will leave without ever subscribing to your website.

Here is an example of one of mine:

Strong Men Stay Young

It does not matter what kind of business you run, what kind of website you have, or what industry you are in. If you have a website, and you want to turn your visitors into returning customers, then you need to get them onto your email list.

One form of side hustle income I love and do often, is mailing out for other marketers with their free product to offer my subscribers. They pay me a certain amount usually around 80-90 cents a click and buy a package of say 500 or 1000 clicks. Then I send out the email to my lists and people interested in that free content opt in to their list to receive it.

Its one quick way of boosting your list with highly targeted leads. If they choose to leave their name and email for your free offering you are safe to assume they ARE interested in what you have to offer. Any leads that come from another marketer's subscriber list are considered warm to hot.

In comparison, leads say from Facebook ads are considered cold (and costly). For this reason the conversion rate (taking any sort of action beyond simply clicking on a link) of this type of lead gathering is very low

In my opinion buying solo emails like this is a great way to build your list. I have clients booked up months ahead for me to mail for them as they can see how powerful a list building method it is.

For many marketers it is their ONLY form of list building along with the group sharing of leads method that you can read more about in the free eBook I offered a few pages back.

7. Set Up A Website Selling A Product

If there is a product that you are particularly knowledgeable about, you may be able to sell it on a dedicated website. The technique is similar to what you would use for your own product, except that you will not to be concerning yourself with product creation, but only with the sale of someone else's product.

You may even find after a while that you are able to add other products that are related. Should that happen, the site could generate substantial revenue.

Sell Your Own Products

Ready to enter the e-commerce fray? Why not sell your own stuff. Of course, along with selling your own stuff on your own website comes a whole slew of both responsibilities and technical configuration and requirements.

For starters, you will need a website and a hosting account. You will also need a merchant account (you can use Stripe or PayPal). Then you will need to design that site, build a sales funnel, create a lead magnet and do some email marketing.

You will also need e-commerce software, fulfillment software, customer service, refunds and so on. But that's not all. You will also need traffic. Think Search Engine Optimization, Facebook ads, and other social media campaigns. Sound like a lot of work? Sure, it is. Especially if you do it all on your own.

You could opt for Amazon's platform, which might be the easier route. But, then again, at the end of the day, this is a serious business, which could produce significant profits. So you are either all in or you are not.

Shopify E-commerce: Want to build your own storefront? You could opt to create a Shopify store. You could also install WooCommerce as a plugin and run your e-commerce store from your blog. You will need an SSL certificate and a way to process payments, but you might find this easier to get up and running fast to start selling immediately.

Fulfilled-by-Amazon (FBA): You could easily start selling on the largest online store in the world and forget all the hassle about building out your own infrastructure and worrying about traffic. You will need to pay a commission, but most of the other processes will be automated for you.

Drop-shipping: You may even be able to have the product (if it's a physical product) drop shipped to customers directly from the manufacturer which would make it a viable way to earn ongoing passive income.

Amazon offers one form of drop-shipping, but there are other resources for drop-shipping products that you will never actually have to see or handle yourself. You will simply need to close the sale. Providers like SaleHoo, Worldwide Brands, and many others, offer you a great resource for drop-shipping your products.

High-ticket Consulting Or Coaching: You could sell your own high-ticket consulting or coaching products from your website. You will still need a website, merchant account, sales funnel, lead magnet and so on. But you can easily earn a substantial amount of money from each individual customer, making it well worth the setup required.

8. Selling Your Services

Selling services online is probably the most popular revenue model on the internet for the simple reason that it is fairly quick to implement. This can be a good place to start from and a great way to earn supplemental cash or even a full time income.

Examples of services you could provide may be to edit a video, write an article, design a flyer, or perhaps create a unique voiceover – just about anything can be sold via the internet these days.

Sell Your Services On Your Own Website

If you have a specific and in-depth expertise, like programming, coaching, or consulting, then having a well written sales page on your own website can be rewarding. If you want to become a highly-paid freelancer, it's a great idea to first build your own online platform so you can share your professional expertise, knowledge, and life story with the world.

Other Places To Sell Your Services

Fiverr is a big online marketplace offering tasks and services, from design work to simply recording yourself on video talking about a brand, beginning at a cost of \$5. Don't be fooled though, you can make a lot more on Fiverr than just \$5. There are people on Fiverr that charge hundreds of dollars for their services

If you don't know where to start, browse the site for a little bit. You will quickly realize two things:

1. There are a lot of different kinds of gigs
2. Most people charge more than \$5 - that's just the baseline price

A cool gig that I recently purchased was a woman who was selling travel plans. She had traveled to many cities and was passionate about planning and would make a travel plan with sites to see, entertainment, restaurants, and more. It shows that there are gigs for everything!

Upwork is the leading platform for online freelancing work, where businesses connect with independent service providers to get work done. I personally use Upwork for hiring; it has never let me down and I always end up going back to it. The money for the task is held in escrow until the task is completed and you are happy with it, so its completely safe.

We usually think of Craigslist as a place to buy and trade random stuff, but Craigslist can actually be a great opportunity to sell your services online to an active and engaged audience. Simply check the "jobs" section and "gigs" section for specific cities and see if anything matches your skills. The great thing about Craigslist is that it is one of the highest converting traffic sources on the internet (think active buyers) which can mean more opportunities at higher pay.

Sell Crafts On Etsy

Are you creative? Maybe selling your own creative products is the way to go.

You could open a shop on Etsy and sell your crafts to others who are looking for unique products. You could sell paper goods like cards and invitations, or even home decor products themed around the holidays.

I have a friend that regularly sells items on Etsy. She creates stationary and other decor and sells them. For the investment in her time and minor costs of crafting supplies, she's able to generate a decent side hustle income.

9. Make cool videos

This is a concept that continues to grow rapidly. You can create videos in just about any area that you like - music, tutorials, opinions, comedy, movie reviews and so on... then put them on platforms like YouTube or Vimeo.

You can then attach Google AdSense to the videos, which will overlay your videos with automatic ads. When viewers click on those ads, you will earn money from AdSense.

The key will be to create compelling videos, to promote those videos on social media websites, and to create enough of them that your income will be coming from multiple sources. There's a good bit of work that goes into creating videos, but once a video is done it can become a completely passive cash flow source for a very long time.



10. Become A Virtual Assistant

Do you enjoy writing, social media, and blogging, but don't want to start your own blog? You can find virtual assistant jobs where you help other people run their sites and social media accounts. Depending on the amount of time you have, this side hustle could even become a full time gig.

I've been using virtual assistants to help me for years. It's great to have someone help me with tasks throughout the week and keep blogs and Facebook pages on track. You can make great money as your skill-set improves as well.

11. Membership Sites

A membership site is a website that has a protected member-only area. In other words, access to some or all of the content on the site is restricted to registered members only.

Creating a membership site is a powerful way to generate online income and scale a service-based business. By having members pay a monthly (or other periodic) fee to get access to a password-protected area where exclusive content is made available, you can transform a site into a **RECURRING** income-generating side hustle business and bring a regular flow of income from the same customer base.

Members, on the other hand, can enjoy a relatively lower price than what the full product would cost if sold as a whole. Now that's a win-win business model, isn't it?

Another benefit, which many online entrepreneurs do not even consider, is that you don't need to create the whole product before launching it. You only need to create a small portion of your actual content, and complete it only after you get your first member during his membership - that means you get paid **IN ADVANCE** of actually creating your site content. It also means that you can modify your content based on **LIVE** feedback from paying customers.

More importantly, this is a great way to validate your site and ensure you create a product based on what customers want, not just what you think they want.

You see, the biggest risk in developing a new product is not related to how it's designed or written... The risk is spending months developing something that customers don't really want.

Membership sites can work a number of different ways. You can simply offer a forum. You might offer monthly video lessons. You can run a series of emails to keep in touch and motivate people sending them back to the site with new content they can enjoy. You can think of a number of different things but you must make sure that you are providing continuous value to your audience.



12. Quick Online Side Hustle Income Perks

This category includes a variety of methods with one thing in common: getting paid for doing (very) simple tasks online.

I personally haven't tried any of the below methods so I can't speak from experience to how well they work. In my mind, the most lucrative way is through building a REAL side hustle business and providing your visitors with great value.

However, I decided to include these here because, quite often, the biggest roadblock for many is a mental one: believing that making money from a side hustle is possible. From my experience, once you have made your first dollar, the world is suddenly a different color.

With this in mind, here are a few example but if this is something you are interested in there are many other ways to generate income in this category.

Taking Surveys

There are hundreds, if not thousands, of websites offering users the ability to get paid for taking surveys online. Same as with Cashback sites, if you encounter a survey site where sign up is not free, simply avoid it. In addition to getting paid for taking surveys, some of them offer cashbacks and other quick income perks.

Answering Questions

If you have some expertise in an area, you can generate income by answering people's questions online. JustAnswer.com for instance, allows you to join their team of experts and serve a customer base of more than 20 million people. If you are a travel expert, check out FlightFox.com. They have great reviews and positive commentary pretty much everywhere.

Writing Reviews

Get paid for reviewing products online. These days, companies are willing to pay for your opinion, especially if you have a well-established blog or other online presence. Check out ExpoTV.com for example; it allows you to earn income for doing video reviews on products you own.

If you are interested in finding more examples of these types of paid work just do a Google search for Short Task Jobs.

Just Search The Internet

Do you search the Internet? Want to get paid for it? SwagBucks.com is a site that rewards you for doing various online tasks like taking surveys, watching videos, and using their search engine. When using their search engine, you get reward points after several searches, usually in the amount of 10-15 points. You can start cashing out rewards at the 500 points mark.

Outsource Most If Not All Of Your Business Needs

If you are just getting started or you are spending too much of your time on an existing side hustle business running it yourself, why not outsource most if not all of your tasks? Yes, it will require you to give up some control, but in many businesses it's the only way to free up your time so you can focus on other tasks that will result in more income.

If you don't want to hire employees, consider hiring freelancers who work as contract labourers. Look for freelancers with a strong work ethic who provide quality results.

Here's a list of tasks that you might want to outsource:

- Writing
- Copy writing
- Product creation
- Web design
- Editing
- Admin tasks
- Project management
- Social media marketing
- and so much more!

Yes, many people can turn their existing businesses into passive income businesses by hiring others to do the tasks they don't want to do, do not have the skills for or simply to lessen the load and so they can focus on other areas of growth.

As long as the main product or service isn't something only you can do, you can transform your side hustle business into a passive money-maker.

As mentioned before, places like UpWork, Freelancer or Fiverr are places where you will find talented and willing people to do any online web based tasks for you. I would say I outsource 90 percent of all the tasks needed for managing 30 plus websites and products with more always in the pipeline. That way I can focus on the best and most profitable income streams so I can keep growing and evolving.

So now, what about you?

As previously discussed, diversification is key but from my experience it's best to focus on one area at a time. That way you could devote yourself entirely to each area and have a more action-centric focus.

In fact, none of what is written here in this eBook really matters without YOU taking ACTION.

If you want to take full advantage of the new side hustle opportunities our online world offers, you must be willing to put in your time, your energy, your effort and loads of your commitment.

The possibilities are endless - literally! It has never been more affordable in human history to start a business.

But while there are dozens of ways to earn income with a side hustle, I believe the most lucrative and lasting way is by building your own online platform and providing your visitors with real value. And the good thing is you can slowly build this up over time until finally you have something really successful and profitable for a secure healthy, financial future.

So, no more hesitation. Your “one day” is now! Pick the side hustle income stream that you feel is the right one for you and immerse yourself in it!

Then all you need to do is....



By the way...

If you enjoyed this introduction to the topic of passive incomes streams as a way to improve your financial health I think you might also enjoy taking a moment to check out a special offer of mine which I am making available only to readers of this book...

It's my “Side Hustle Secrets Collection”.

This is essentially a small library of the key resources I have put together on this topic. It covers everything you need to know about how to get started setting up multiple passive income streams of your own. I have done this countless times and I don't plan to stop adding to my own personal collection of passive income streams any time soon! In fact, the following offer I am presenting to you now is just one of the dozens I have set up over the years!

If you'd like to see exactly how I do it so that you can get started yourself, here's where to go next:

[Click here for "The Side Hustle Secrets Collection"](#)

Remember, once you have set up your first additional stream of income it is simply a matter of repeating the process as often as you choose.

To your success,

Carolyn

For more tools and resources to assist you in attaining your goals and achieving the success you desire in life, please visit:

[Carolyn Hansen Fitness](#)

"I help clients take charge of their health before circumstance removes the option. If your quest for peak performance living is a journey I'll put you in the driver's seat".