

Transcript for Chris Guillebeau | Side Hustle (Episode 663)

Full show notes found here: <https://theartofcharm.com/663/>

CHRIS: I feel like the startup world is overly focused on trying to get this validation for something before you actually do something with it.

JORDAN: Welcome to The Art of Charm. I'm Jordan Harbinger and I'm here with producer Jason DeFillippo. On this episode we're talking with my good friend Chris Guillebeau. He is an author of many books and he's travelled to every country in the world, which is kind of bananas. His newest book is called [*Side Hustle: From Idea to Income in 27 Days*](#).

And look, we never do shows about business and entrepreneurship exclusively, but Chris is really the leader in this space and he has a unique take on starting something that can really create a lot of change in one's life, if that's what floats your boat here. I also get a lot of questions about this subject, so I'm going to have Chris dig into a lot of those questions. A lot of people think they need a side hustle, but there's a lot of misconceptions about the process. A lot of people have tried before and failed so they feel like there's something wrong with them. What I like about this book, and what I like about what Chris is doing here, is this is for regular people with day jobs.

This isn't about quitting and going all in, welding my thing in my garage, this should be about building a safety net, it's about a backup plan, it's about more freedom of choice, and we're going to teach you how to take inventory of your existing skills, then focus on those to build your first hustle, going from idea to offer, as quickly as possible.

Remember, there's a worksheet for this episode, so you can make sure you solidify your understanding of the key takeaways from Chris Guillebeau. That link is in the show notes at theartofcharm.com/podcast. Now, let's hear from Chris Guillebeau.

When I first started following you, which was a long time ago, I thought you were on this mission to travel to every country in the world. Now, you're just going to do 100 cities inside a few of those countries. I mean, nothing new, nothing changed. You're used to this.

CHRIS: Right, well it's just kind of a compulsion, now. On the one hand it's a compulsion, on the other hand I actually really do enjoy going out to meet my readers and listeners and for better or worse, all my work over the past eight years has been informed by those kinds of conversations. So, I'm having a good time. I think at the time we're talking, I'm on stop number 12 of a 100. So, you know, almost done. I'm in that little home stretch phase.

JORDAN: Yeah, what, 87 left or something? No problem.

CHRIS: Yeah, last mile of the marathon.

JORDAN: Are you reading from your book? Because if so, I would imagine you're literally just -- You've got it memorized by now and you'll sure as heck be sick of it by stop number 98.

CHRIS: That's funny. No, I don't read from the book. I do a little and we have conversation and try to keep it interactive and fun. But this book in particular, it's about side hustles, so it's actually really great to go around the room and say, "Who has a side hustle? What are you working on?" and we usually have some funny stories that come out of that and then also some actual good connections from people who are trying to get some help with one thing or another or getting some advice or just trying to spread the word about their project.

JORDAN: So, you might see the inside of the last 100 Barnes & Noble bookstores or whatever in America.

CHRIS: Yeah, the final BN tour. That's funny, yeah. They'll probably be only like 30 of them left. I'd have to cancel some stops.

JORDAN: Yeah, they'll lock the door after you leave and just throw everything into a cart.

CHRIS: I used to go to Borders, actually, before Borders went out of business. I really enjoyed going to some of those places but that doesn't exist now.

JORDAN: Well Amazon is opening up bookstores, which makes sense in a way that is kind of ironic and sad, but it's a cool idea. I mean, look, you go there because your stuff gets delivered there, and then you go there to return something, probably. Maybe they'll charge you for return shipping but you can bring it to an Amazon store for free and then while you're in the store, you might as well buy some stuff, right?

CHRIS: I think it makes sense for their strategy. I think it makes sense for their strategy of putting other people out of business. That's their strategy.

JORDAN: Usually we don't do shows on things like business, entrepreneurship, side hustle -- Everything that we talk about on *The Art of Charm* often applies to side hustle, entrepreneurship, and business but you're really the leader in this space, in my opinion. You've been doing this for a long time. What was the first book? It was like [\\$100 Startup](#) or something, is that correct?

CHRIS: Yeah, the first book was [The Art of Non-Conformity](#), and [The \\$100 Startup](#) was my second overall book, and that was my first kind of entrance to this topic and that was about five years ago. I've been writing about it ever since and connecting with people ever since and it's interesting that you say you don't like to focus on entrepreneurship. This book is not for entrepreneurs. I'm deliberately trying to write for regular people who have jobs and just want to create more security for themselves, they don't necessarily want to have a startup or be an entrepreneur or quit their job tomorrow or anything like that. So, I'm actually trying to present a different kind of message.

JORDAN: I love the title [*Side Hustle*](#). I can't believe it wasn't taken.

CHRIS: I was surprised, too. My agent, my publisher, we were all kind of like -- this was like maybe, I don't know, a year and a half ago or something, when we first agreed to do this project. We were like, "Is it true that nobody else has this title for a book?" and then we went looking and they're like, "Nope." I've been worried for like the past year that somebody else is going to come out with it but it didn't happen.

JORDAN: You can't reserve a title with a publisher while you're writing it? It has to be upon press?

CHRIS: Correct, yeah. Correct. The title can't be copyrighted either. Somebody else can use the same title but I think there is something to be said for being first.

JORDAN: You got the title and you got the knowledge, which is great. I love that it's about creating a legit side hustle and not a part time job. Because I think a lot of people end up creating this part time job, usually and unfortunately out of a hobby that was the one thing they liked to do and now they hate that too. So, what is the difference, in your opinion, between a side hustle and a part time job? Because to a lot of people, of course it sounds different, but for most of us, it ends up being the same, unfortunately.

CHRIS: Yeah, well I think there's so many misconceptions around this phrase and concept, and that's probably why I'm trying to fight for ownership over it because I want people to do it in the right way and I'm trying to make this for busy people who don't want to work 40 hours for their job and then go and work 20 hours for somebody else. So, you also have this gig economy thing going on where -- "I'm going to drive for Uber and that's my side hustle," and I'm like, "Well, that's great. It's not bad but it's basically like a glorified part time job, as well. Because you don't have any control of that." So, what I'm trying to help people do, essentially, is to create an asset for themselves and to be able to create something that they look at and say, "Well, I

made that thing. I have control over it. Nobody can take it away." It at least has the potential for some passive income. It has the potential for me to go to bed at night, wake up in the morning, and see I got a Paypal notification that somebody signed up for something or bought my course or registered for coaching or whatever it is. I can build off of that, and maybe eventually one day, it'll be a full time thing but that's really not the goal right now. The goal is to just establish more security for myself, give me a backup plan, give me options, all those kinds of good things.

JORDAN: So, what are some of the misconceptions that a lot of people have about this? Because, like you said, a lot of folks go, "Well, I'm going to drive for Lyft or Uber," nothing wrong with that but it's a job, it's not a side hustle and really the point of differentiation here was the lack of control.

CHRIS: Yeah, lack of control, lack of income expansion, really. Your income is going to be capped essentially by those services. They can change everything, you're in their ecosystem, they set the rules, if they don't like you, you're kicked out, so I think that's a big thing. And then, people hear so much about startups. This stuff about entrepreneurship is kind of shoved down people's throats.

I've kind of perceived over the last couple years that a lot of people feel kind of judged or shamed if they like their job and they just want to stay in their job, they enjoy the company or organization that they work for -- so, all these books and resources and just general conversation in the culture is that you should quit your job. And if you don't want to quit your job or take a risk, then something is wrong with you. You're just mediocre, you're a peon, or whatever.

Obviously there's lots of good companies and good organizations and people who are in different seasons of life and even if they want to quit their job at some point, a lot of people have mortgages and families, and all kinds of reasons why they can't just do that right away. Because we have this

focus on startup culture, they have this misconception that this is about taking a lot of risk. This is about taking a lot of risk, it's about spending a lot of money or investing it or otherwise doing something where something really bad could happen.

So, I'm trying to hopefully remove some of that pressure and say you can do this with the skills you already have, without spending a lot of money, in a short of period of time. Look at the amount of time that you're spending and the small amount of money you're investing. If it doesn't work, then you're going to have a learning experience. You can go on to do something else, but what if it does work? What if it does actually have the potential to change your life and do something amazing for you? So, I'm trying to get people to that place as quickly as possible.

JORDAN:

This is for a lot of people, kind of a binary choice, right? It's either, "I'm going to be an entrepreneur," and then, like you said, that's a different thing than -- of course it's different than just having regular jobs, so there's this shame. And this is kind of this entrepreneur scene, right? Which I'm sure you're familiar with. If you've got a regular job, it's like you're some kind of sucker, you're some kind of loser, you're working for the man, you don't understand. There's another life out there. You're not woke. That's what's kind of what I'm looking for.

But the problem, like you said, is that a lot of people can't do that. They've got obligations, or they like their job. And frankly, I am often a counterpoint. I'm one of the worst people to have at an entrepreneur conference because my view is that, most people really should not be entrepreneurs, because most of us are not really equipped to deal with the type of flexibility and stress that's required -- tolerance of stress that's required for this.

A lot of entrepreneurs I know, and business owners that I know, if we're three whiskeys in, half the time we're like, "Don't you wish you'd be satisfied with a regular job?" and almost universally, people are like, "Yeah, of course." And when I was

first starting The Art of Charm with AJ and Johnny, we had what I called post office days, and what those are, are when I woke up and went, "I'm going to quit and go work at the freaking post office because it's going to be better than this."

CHRIS: Right, because you can leave that behind.

JORDAN: Yeah, I was driving by construction sites and I was going, "Man, at least those guys are in the sun and they're going to get a check and they know what they're going to be later," and I would go back and just turn into a little fetus balled on the couch because of stress and agony of where the business wasn't going. And it was awful. And I think a lot of people who are trying to convince other people to be entrepreneurs, usually they're selling some sort of B.S. entrepreneurship kit, but there's always some sort of service attached to it. Very rarely is somebody just going, "Hey there's a better life and it's when you own your own business and I don't have anything to sell you," because I've never heard anyone say that.

CHRIS: You also mentioned some people actually like their jobs. So it's not only this instability issue, it's also, you and I had a conversation about my last book at that was called Born For This and it was about careers. It was actually very enlightening for me because I'd go out and talk to lots of folks, including this woman who is the first female firefighter in Mississauga, Ontario. If you're a firefighter you can't be an entrepreneurial firefighter, you have to be part of the organization. You have to be part of a structure, a system.

And obviously, firefighters are doing great work and if you think about health care professionals and all kinds of folks -- like my mom worked for NASA, her whole career. So, same kind of thing. If you want to support the astronauts in space, which is a very noble thing, and also exciting, and it has lots of job satisfaction and all kinds of good stuff, well you have to be part of somebody else's system, and that's not necessarily a bad thing, as you said.

But, at the same time, this is my message -- at the same time, even if you love your job, I think you need more than one source of income and that's what I'm trying to help people do, is to create that additional source of income, without all the stuff that we just talked about, that instability, that stress, that fear, the risk, the loss of money, and everything else.

JORDAN: I think that this mid step between owning your own business entirely and having a side hustle -- and the reason I'm harping on this so much is because at a lot of entrepreneur-y or make money on the side type of conferences or even just personal development workshops where I'm a speaker or something, I often see people standing up and going, "I just want to announce to everybody that I'm quitting my job," or, "I just quit my job and I'm going all in on X," and everyone applauds and I'm thinking, "This is a really terrible idea." Yeah, you're quitting your job as waiter that you hated, okay, I understand that, but why? And I've done this from stage 2 when I was doing a Q&A and I did not get invited back to the conference.

CHRIS: That's great.

JORDAN: But I said, "Why did you do that?" "Oh, well, you know, I really want to go all in. You can go all in and you can work, is it because you don't have enough hours in the day?" "Well, yeah, that must be it." "Cool, what are you spending your time on?" And it was like B.S. crap. "Instagram and Twitter, social media awareness."

I'm like, "You don't have to do any of that. That comes later. Okay. Oh, you can hire a virtual assistant to do these other three things you were just talking about while keeping your job as a waiter and still being ROI positive on your time put into the waiter thing," and we kind of drilled down to the whole idea which is, "Hey, it's just ego. Because you don't want to say to yourself, your family, and your friends that you're starting a business but you're still a waiter because it makes you feel like a loser that your business hasn't taken off yet. But, here's the problem, your business hasn't taken off yet. So, now you're

cutting off your reliable income stream so that you can be like, 'Yeah, I'm all in on making these radioactive clocks that I weld in my garage,' and everyone's like, "Wow, your business must be doing so well,' and you're like, 'I am hungry. Do you have any food? I'm also going to get evicted, can I sleep on your couch?'"

You don't need to do that stuff but people sort of throw themselves out of a 10 story window, metaphorically here, going, "Look I can fly. Yo, you don't believe me? Watch this," and then they end up hitting hard and a lot of these people, they're not at the next year's conference because they're freaking broke or they gave up because they made it so hard for themselves to succeed by going all in, that now they're just like, "Screw it. This isn't for me. I can't do it. I failed. There's something wrong with me."

CHRIS: I think they should pride in being a waiter and starting a new thing on the side, you know what I mean? I think it's not something to be ashamed of. You're like, "Yeah, I've got to do this job to pay the bills, I understand that. But, I've got this other thing that I'm working on and that's my vision." I actually think it's almost admirable and desirable to do that. I have some culpability in this too because I did write a book called The \$100 --

JORDAN: I blame you for most of these folks.

CHRIS: Yeah, well not for most of them. But [\\$100 Startup](#), I wrote that book, which is essentially about being an entrepreneur in different ways. I have this little story I've been telling on that tour and I really have gotten a bunch of emails from people that are like, "Hey Chris, I read your book and I quit my job," and then I'm like, "Oh, awesome, man. What are you doing? Did you start a business? Because that's what the book is actually about," and they're like, "Nope, haven't done that yet." And I'm like, "Okay, what are you doing?" basically. And they're like, "I'm not sure. I've got this idea, I'm going to experiment," and I'm like, "Man, I must have left something out of the book, because I wasn't actually telling people to go and quit your job tomorrow-- fire

your boss tomorrow and then figure out what to do next.” Somehow, it may be in my ADD or my just going to fast, I wasn’t clear enough about that. So, the joke is, here we are five years later, and I’m like, “Okay, revised message, don’t give up your only source of income. Don’t do that. But, do create additional sources of income where you are.” Whatever situation you have and using the skills you already have without going out and necessarily trying to learn to code if you don’t know how to code. People often go in these different directions because they think that’s what they’re supposed to do. Like, “I got a friend who made an app, so maybe I should make an app, too.” I’m just trying to help people, again, create more security, not necessarily lose all the security that they have.

JORDAN: When do we go all in, then? Because -- what do we do with this? How do we know when to leave our day job, if it’s not when we decide to commit, which is what a lot of people advocate and a lot of people do? We know that it’s not when we decide to commit because commitment has nothing to do with paying the mortgage. And I was talking with our mutual friend Jeff Goins recently, who also wrote a book, *Real Artists Don’t Starve*. And one of the things he’d mentioned was some of the old artists back in the day, da Vinci, etcetera, they had patrons, and you can make your day job your patron so that you can do the things you love and your day job will fund that. So, it seems -- if you think of your day job as the VC firm that’s pumping cash into your side hustle, to go, “Actually, I’m not going to do that anymore,” is pure lunacy, right? You’re biting the hand that feeds you. You’re cutting off that source of funding so that you can tell your brother that you’re a full time wood and metal horse welder in your garage now. It doesn’t make any sense and so, it does prompt me to ask when people should day job. Is there a point on the scale where you go, “Okay, it’s now time for me to leave because there’s not enough time if I’m working this other thing,” or, “There’s not enough resources,” or something like that? Do you have any thoughts on that?

CHRIS: The time to evaluate -- let’s say the time to evaluate, not necessarily to leave or to go or whatever -- the time to ask

yourself that question, "Is it the right time to do it," or, "What should I be working toward?" is when it's actually working, when it's taking off, when it is paying the mortgage, and whatever that looks like for you in your situation.

And, I do think it's okay to be a little bit frugal and just say, "Okay, maybe it's not matching my full time salary but it is at a point where I could live off of this. and I also kind of see that there's a trajectory to this and it's not just that I got lucky. I had one or two good things that happened, but I can actually predict, "Okay, for the next six months or a year or whatever, I have this source of cash flow that's going to be coming in." I think being conservative in those things is smart. And I also see people kind of come to that place and then decide to just keep doing both, basically. Especially if they've been smart about how they've built their project.

There's a story in the book about a woman who was a marketing director for a company in Florida and she creates these personalized candy hearts with the little messages on them. She wanted to do this a few years ago for client gifts for her clients, and she went looking and didn't find a good manufacturer. There was one on the fifth page on Google results, and then she emailed them and they had bad customer service and so she was kind of personally offended by it. And she was like, "I'm going to do this myself. I'm going to figure it out." So, she created a little business around it. Two years later, this business is making \$100,000 a year but it's a seasonal business. Everything happens around Valentine's Day -- January, February.

So, she has the side hustle and she still has her job. She says it's actually increased her value at her work. Her employer knows about her side hustle, they know that she's going to work because she wants to be there, not just because she has to. And she says that makes all the differences. So, you kind of evaluate those situations when you're in a place to evaluate those situations. And what you can do now, if you're not in a place to evaluate those things, is begin building your bridge to that.

Don't leap without a net, build a safety net. Build a net for yourself so that you have the ability to make those choices at some point.

(COMMERCIAL BREAK)

JORDAN: How do we know when to give up on something that isn't working? I've never had a good answer to this on the show. Well, first of all, if you'd told me that Art of Charm was going to do anything other than be a hobby that sort of made sense when we first started, I would have laughed in your face. In fact, there was a girl named Crystal at my law school and she tuned into -- one of the first podcast listeners and she said, "I think someday this show might make you kind of like Internet famous," and I was like, "Well, I appreciate you saying that," but it's kind of like having your mom or your friend tell you, "This is cool."

So, I sort of patted her on the head metaphorically, and she was right. But, I think a lot of folks, myself included, a lot of times we don't know when to give up on something that's not working. Because, for every, "Wow, you're going to quit your job as a dishwasher," which I know is a gig you had, "and you're going to travel and you're going to write this book, [*The Art of Non-Conformity*](#)? Dude, get a job, stop being such a damn deadbeat, and do something with your life."

You heard that before. You didn't give up. We're these sort of weird examples of survivor bias because there's a lot of people who followed their dreams and their passion right into their mom's basement and they're still there.

CHRIS: Right. I think it took some time. For a while, you felt like it wasn't working, but I think you still fundamentally believed in the vision, right? So, I think it's two things. If something is not working and you no longer believe in the vision or you want to do something different, then first of all, you should give up and walk away and don't worry about what you spent thus far because it doesn't matter. It's a sunk cost, essentially.

And then, it does seem like it's on the right track and you are still motivated by it and excited by it, then you keep going. It's only when these answers are different, that you really have to do this deeper level of analysis. "I am excited about something but it's not working." Well, I think you have to accept that it's not working and you have to change something. It doesn't mean you should give up on it entirely, maybe you should but maybe you just need to fundamentally change some approach or some strategies to it, because it's not working. But, I think motivations are important.

I'm not telling people to go and follow their passion, but I also think you have to be able to look forward to this. Whatever this is, this side hustle, this thing that you're trying to bring into the world, if it's something that you're doing just because you can, I feel like there's so many things in life that we have to do, especially if you've got a full time job and all the stuff that goes along with that. Like, the good things that we talked about but also some administrative stuff or some politics or some stuff that you don't like. This needs to be something that you kind of look forward to spending your 20-40 minutes a day -- whatever time that you have. It's not something that should just be a task, so I think motivations do matter.

JORDAN: So, what happens if we're still motivated and we believe in the vision, but it's not going anywhere? You've seen this on Shark Tank, right? Where it's like, "I've got two mortgages on my house but these light up Velcro things that stick on girls' jeans are going to be the next big thing," and everyone is like, "This business sucks."

CHRIS: Well, so here's the thing, like on Shark Tank, those people have had two mortgages and they have sunk all this stuff into it and they're in a bad situation and that's tough because -- for all those reasons. With the kind of side hustle model that I'm trying to advocate for and help people create assets, they're not actually taking all that risk. They're not in that place.

So, I would say in that situation, and to your direct question, if it's not working, like I said, you have to change something about it. You have to be willing to kind of question some of your assumptions and say, "Okay, maybe this wasn't the best idea but I still like this concept in general. What else can I do?" The whole question about, "What's the worst thing that could ever happen?" is always a good one to ask in these things.

So, if you're on Shark Tank and you have two mortgages and etcetera, etcetera, well the worst thing that can happen is pretty bad. But, if you haven't done all that, if you haven't liquidated your savings account and begged money from your parents or your friends or maxed out your credit cards and things like that, the worst thing that could happen is it just doesn't work. Everybody's got stories of things that haven't worked. I've started plenty of projects that haven't worked. That's okay. That's the normal entrepreneurial journey, it's also just the normal life journey, I think.

JORDAN: I bought many a cryptocurrency that has gone down right after. It's all I can do to not be like, "You know what? It's lower now. I'm going to buy this dip," and I'm like, "No, idiot. It's down because it's a piece of crap. Go buy Bitcoin or invest in something else." We've all done something like this but it's easier to see it when it's staring you in the face in your bank balance on a screen, Coinbase is laughing at you, then it's easier. But, it's harder to do if you're like, "No, I just need to invest in more PR," or, "No, I need a social media manager, that's the problem."

CHRIS: Well, still. Even all those examples still involve risk. Like the example of financial investing, is you feel so attached to it because it's real money. So, I think as much as we can remove that, you are able to make better decisions. And, the point of looking at your project as logically as you can and just saying, "Is it working? If it's not, then I'm going to have to do something different." So, I try to encourage people. The other thing that's closely related to this is, "I've got so many projects, I've got so many ideas. Should I try all five of them at once and then see

which one takes off? Or, I start one for a while and then I do that but then I reach this point and I kind of plateau, and move to something else? What should I do?" It took me a while to figure out what to say to that because I'm the kind of person that also has a bunch of stuff going on. So, I know the advice is not, "Just pick one thing and do that for the rest of your life or the rest of whatever," because that wouldn't be good advice from me and lots of other folks.

But, I am trying to encourage people, if you're in that situation of indecisiveness or analysis paralysis or whatever, maybe pick one thing for a little season. The book I have has this process of 27 days -- 27 days from idea to income.

So, pick one thing for 27 days. If you don't like that time period, pick something else for yourself, 60 days or whatever, and say, "Okay, after this time, I'm going to focus on this. Whatever limited time I have to work on my project, I'm going to focus it on this project. Then when I come to the end of that, I'm going to reevaluate and say, 'Do I still like this? Is it working? Is it meeting the goal that I set, success defined by myself? Then, okay, great, I'll keep doing it. And if not, then maybe I'll go back and choose something different.'" I want to help people actually make progress as opposed to just kind of spinning their wheels.

JORDAN:

How do you handle some of the most common objections that people have? "Look, I don't have time for this. I've got kids. I've got a job," and you hear other folks handle this question in ways that are maybe less than satisfactory or are designed to essentially just make you feel bad about not doing what they say. And, I won't throw anybody under the bus, but there is definitely a speaker at a conference recently that said something like, "What do you do between the hours of 10pm and 3am?" and it's like, "Freaking sleeping, man. That's what I'm doing."

CHRIS:

Yeah, like, "If you believe in your project, you should get up two hours early tomorrow and every day after that to work on that." And I'm just like, "Oh, my God, that's just terrible advice for

people who are already sleep deprived and people who are already busy working full time jobs and all the other stuff that they have to do with their life." Like, yes you could get up two hours early tomorrow and work on something, true. Could you do it the day after that and the day after that? No. Of course not. That's not realistic.

So what I'm trying to do is get to the essentials of this. What do you really need? What makes for a good side hustle idea? Which, again, I think there's a lot of misconceptions about. How do you choose?

Once you understand where good ideas come from, how do you choose which idea is best for you? Then, what's the minimum you need to develop that idea? Do you need a website? Okay, well here's how you can make a simple website. What are your other deliverables and outcomes? How can we create those in a short period of time? How can you then get this project out in the world, see how people respond, that's where the validation comes in. By the way, it's not something you do in advance. The validation comes through the experimentation, essentially. And then, after that, you regroup.

And after that, you're like, "Okay, then we go into the stuff we were just talking about about when to quit and when to keep going." So, trying to encourage people to -- don't spend two hours a day that you don't have but can you spend 20-30 minutes a day? Can you invest in yourself a bit? If you really want to make this a reality for yourself, you're going to have to do something, but how can we just get to just what is absolutely essential so that you're not just working a part time job to go back to where we started? And I think there's a benefit to being busy as well, and the benefit is that you don't have time to waste.

And, as long as you can figure out what to spend that limited time on, you're probably going to be more productive. It's when you don't know what to do that you get overwhelmed, and that's why people tend to fail at these projects. Because, they don't

know what to do, they don't have a lot of time, so they just start doing stuff. Just like you said, the social media thing, "I've got to do this. I've got to make this website. I need to be on this platform. I need to be paying for Facebook ads. I need to be," -- All that kind of stuff. And if you can just figure out what you need to do and then just do that, I feel like your chances of success are much better.

JORDAN: How did you figure this stuff out in reverse? Because I assume you didn't go, "Good thing I stumbled across this 27 step plan that worked flawlessly," right? How do you reverse engineer your own process and go backward?

CHRIS: Yeah, so I've been doing this myself for 20 years, pretty much. My whole adult life, one way or another. And then, over the past eight or nine years, I've been talking with people and helping people with their side hustle in different parts of the world and different industries and all kinds of stuff.

So, that's my starting point, but I don't want to just rely on my own experience. So, I don't start with 27 days either, of course. It's not like I say, "27, that's good number. Let me think about how to fill that out." It's more like, "What's the best process? What is the method? What do people really need to know?" And then I kind of touched on those points a minute ago about the, "Where do ideas come from? How do you choose ideas? How do you develop the idea, but it out, etcetera? Then, what are the substeps under that? What do people really need to know about writing copy for an offer? What do people really need to know about pricing their offer? How do you decide what to price it for? How do you choose a payment method?" this kind of stuff.

It's all logistics. It's really straightforward, none of it is rocket science by any means. It's about helping people understand that they're already good at something, they are an expert about something, even if they're not sure what it is. Understanding how to pull that out and then apply those skills in this new economy kind of way.

So, I always start with that. That's the process. What is the method? What do people really need to know? And then, how can I package it in a way that's palatable, in a way that people can actually follow the process, and not just read the book and get overwhelmed or read the book and say, "That's a great book," or, "That's a good book," and never do anything with it, which is also kind of a failure to me, at least it's a failure on my part as an author. I actually want people to do something about it. So, from the process to the package, then to the actually steps, week by week.

JORDAN: It sounds a little overwhelming, and it also sounds a little hyperbolic to be like, "Twenty minutes a day," it's like, "Twenty minute abs." What can I get done in 20 minutes to work on an actual, profitable side hustle? Because I almost just don't believe it.

CHRIS: Sure. Well, let's take the 20 minutes out. When I say the 27 days, like I said earlier, if you want to spend more time at it, that's fine. It's meant to be somewhat of a suggested calendar. Now, different projects are obviously going to require more or less time, and that's why I think it's really important to choose the best possible project for you.

So, I focus a lot on that and what is the best idea for you? These skills that you have, they could be applied in lots of different ways. What is the goal that you have? Are you just trying to make some extra money? Well, that's fine. We can work on that. Are you just trying to pay off debt or save for a vacation? Are you actually trying to create a sustainable second income? Are you eventually trying to replace a full time income? Let's start with the goal and then go from there.

So, it can take as much time as you want it to take but I do think if you're strategic in the choice that you make from the beginning, I think it certainly has the potential to not take a ton of time. And again, also, I'm not trying to say that within 27 days you're going to have a startup, like I said, or you're going to have a six figure second income.

I try to be really careful in all the stories I highlight, especially people who get to those six figure incomes or more, I also talk about their challenges and their failures and their missteps. "They did this, they thought this was a great idea. It turned out to not be a great idea. But then, they went back and did something else." So, that's a normal part of the journey. So, I never want to say --I'm glad you asked this question, actually, because I never want to say that something is easy. I try not to use that word, what I try to say is it can be simple. We can take a complex concept and make it simple. You still have to do the work for it, but I'm trying to save you from doing a lot of unnecessary work that you might do without this process.

JORDAN: It almost sounds like an exercise in resilience and grit, and I think a lot of people are intimidated by that, as well. Let me frame this example for you. When AJ and I started The Art of Charm, he was doing research in a laboratory -- cancer research -- and he was like, "I can not have my name on anything because if my boss gets a Google alert and we're getting a government grant, or I'm working on this product with my boss in this cancer lab," -- one of the grad students, Oh, he's got this side gig, 'I'm screwed. I'm going to get fired." And I think that's true for a lot of folks. I don't think any boss wants to hear about how you've got a side business, because every time you're late, it's like, "Why are you late? Oh, traffic, right. Not because you were assembling television remote controls in your garage, like we heard about after you listened to this Art of Charm episode."

CHRIS: I think that's changing a little bit. People are in that situation. There are some, of course. I think there's a lot of people who have that perception, but it's not necessarily true. We can talk about the people who are in that situation but I would just say, for every story I hear like that, I also hear from a lot of people who have a boss who is supportive of their second thing or are a boss. I hear from people from companies who are like, "We actually want our employees to be happy and productive. We understand that they can be a good, productive, loyal employee

and still have something for themselves." So, I think that's healthier.

Obviously there's going to be situations like what you mentioned, in terms of the cancer research and the government, where you almost are doing it on the down-low. So, I think that carries a certain degree of stress. In that situation it sounds like he just kept his name off the stuff and then it was your name on things until it reached a point where he could be more public about it.

JORDAN: Yeah, it's funny. The reason that I'm the face of this business started because he couldn't be, at first. Even though he was a better speaker than me and more dynamic and everything. I just kept doing it and then by the time it was like, "All right, I'm doing this full time," I was about on par, maybe slightly less, but I was more comfortable being in the limelight than he was at that point. And then, I've just evolved over the last 10 years.

But it could have just as easily been me, working on Wall Street as an attorney. The thing was, all the guys on my floor thought it was cool, so I was like, "Screw it, I don't care if they know. What are they going to do, fire me? I'm here in the office and they're recruiting like crazy. They're not going to fire me because I have another thing that doesn't take away from my working life." That was a little bit of naivete, but I essentially just dove into this, head first. But yeah, it took a long time before AJ could even put his name on the website or anything. He had to commit and leave his lab entirely. Even then we waited a while because we didn't want any issues with his grants or his boss to go, "You've been doing this the whole time, you son of a gun," you know? We didn't want to do any of that.

CHRIS: Yeah.

JORDAN: So, a lot of people are worried. They work at Amazon and they're like, "I can't be labeled as this."

CHRIS: I mean, I guess so. But at the same time, I guess I would gently push back against some of that opinion, not for everybody, but for some, and say, "It's important to assert your own individuality. Your company doesn't own you. I understand you can't compete against them and stuff." But, there's a number of employment contracts that basically say, "You can't do anything apart from what you do for us," and I don't think that's morally correct, I don't think it's realistic. I think it is important to reserve some of yourself for yourself and for your own projects. Again, I think you can be a good employee, be productive, and still be loyal to your employer, but also kind of have this other thing as well.

JORDAN: Maybe they weren't envisioning side hustles, maybe they were thinking, "Okay, I just don't want someone moonlighting for another company."

CHRIS: Right.

JORDAN: Because, 10 years ago, 20 years ago, the odds that somebody had a side business that they did from home online that didn't exist.

CHRIS: So I think some of that is an extension of just the way employment contracts have always been written and what people think about second jobs or about the additional source of income, or whatever.

JORDAN: How do I even know if I want to start a side hustle? Or, how do I know what I can do, I think? Like you said, don't make an app if you don't know how to code, but okay, fine, I don't know how to code. Now what? Great, I know what I don't know. I don't know how to do a lot of things. How does that get me closer to a side hustle?

CHRIS: Yeah, no this is great. I mean, this is coming up pretty much every night of my 100 city tour. And people often start with this assertion. They may not, "I'm not good at anything," but that's basically what they're saying. They're like, "Well you know, this is what I do for my job. I'm a teacher, I'm a project manager,

executive assistant -- I hear all these stories. So, I'm telling stories every night and the book is full of stories and the podcast has a different story every day. I hear these stories, they sound great, but I don't know, for me, what I would do."

So basically, the way you figure that out is you can do an inventory of your skills. And that sounds kind of lofty, so let's just say, "Tell me about you." That's what I always start with. "Well, tell me about you." I'm curious where that person begins that explanation. And then I'm like, "Okay, well what do you like about your day job? What do you not like? Did you go to college? Whatever kind of education you had, what were you good at? What questions to people ask you about all the time? Are you the go-to guy or the go-to woman about topic X?"

This is showing you some of the things that you are good at, that people potentially have interest in. You can do this for a few minutes and something often tends to emerge through that. "Do you like to teach? Do you like to speak to people? Do you like to write? What is your preferred method of communication? What kind of learner are you?" This usually starts to go towards some kind of idea.

The other thing is, people often have an idea but they don't want to say it or it takes some time to pull it out of them, and then when we get to that idea, whether it's somebody else who's come up with it or it's their hidden thing, what I try to do next is, if it seems like it could be something that has potential -- nothing is guaranteed, but does it seem like it's on a good track -- try to help people go from idea to specific offer.

And this is something that people don't really know how to do because they haven't been told, but it's not that hard. Most of us, as consumers, we don't buy ideas, we buy products. We buy services. So, once you've got an idea, great, what's that actually going to be in terms of a product or a service? What are you going to sell? Who are you going to sell it to? What's the price going to be? And there are ways to figure all these things out. It's not that complicated.

(COMMERCIAL BREAK)

JORDAN: What about asking other people for help in this area? For example, and this is just 20/20 hindsight for me, I did some presentation in one law class. The teacher of that class was the dean of the law school, as well, and he had said, "You know, you should be some kind of teacher," and I just laughed. And I was like, "Why?" and he's like, "You have a natural propensity for this. You could be really good at teaching people things. You don't have to be a teacher in a school, but I'm just saying, you could do this." And I just went, "Whatever, man." I didn't care. And I remember it because I thought, "Well, I do enjoy teaching but I'm a lawyer, so whatever." And now, well, I'm using exactly what he was talking about, skills wise.

CHRIS: Yep, so other people often recognize what you're good at, even when you can't see it for yourself. I don't always think it's a good idea to just go around and ask your friends about your various ideas, like "I got this idea to do this thing. Here's my business idea." Your friends may not be qualified to answer that. Your friends are going to be like, "Oh, that's awesome. That's great." It may be terrible. So, that's what I think about that. But, in terms of figuring out what you're actually good at, I do think paying attention and asking people around you can be very helpful.

JORDAN: To be fair, that's also how I ended up in law school, because an aunt was like, "You like to argue, you should be a lawyer." Terrible advice --

CHRIS: Right, right.

JORDAN: -- that I actually heeded. You do have to take things with a grain of salt. If someone says, "You should do this," you have to think about whether or not you want to. And I know that sounds really obvious, but it's not, because a lot of people think, "I don't know what to do and everyone says I'd be good at this," giving zero thought as to whether or not you might actually enjoy

doing that. It's almost an afterthought. Especially in the United States, or I should say, maybe in the Midwest, where I grew up in Michigan. Do you enjoy your job? Who cares? You need a job, buddy. It doesn't matter if you like it. It's work. It's called work for a reason.

CHRIS: You're not supposed to like it, yeah.

JORDAN: Right. Yeah, you're not supposed to like it and you're not supposed to feel good doing it.

CHRIS: Maybe it's good to pay attention to the skill that people are pointing to, not necessarily the direction they're guiding you in. The skills that allowed you to succeed in law school and obviously you could have succeeded in a long career, you just wouldn't have been happy with it -- those skills are valid, but there's more than one way to apply them. This a skill of analyzing human behavior, which is what you do in different ways. Then, the skill of distilling it and passing it on to people, which is that teaching thing. So, I think understanding the skill is important because then you can go in lots of different directions and that's when you do need to pay attention to your motivations. Just because you could be a good lawyer, doesn't mean you should be.

JORDAN: From the book, as well, going from idea to offer as quickly as possible, and I was speaking with a friend of mine yesterday -- I can't remember how this came up but it was something along the lines of, "Don't ever ask your friends for ideas," and I said, "Well, how do you get feedback?" and he goes, "Try and sell them something," and I thought, "That's brilliant." Because anybody will say, "I love that idea," and then you go, "Great, it's \$100," and they go, "Oh, well, I don't know. I mean, you know, I already kind of have something like that. I don't really need that. That one's ugly anyway." It's all about that test. That test weeds out a lot of ideas that other people will tell you are good and will never actually sell.

CHRIS: Yeah, I think that's good. I think sometimes people have this lens that they look through things when you're like, "Is that a good idea?" They're not really thinking, "Is my wallet on the table? Is my credit card out?" they're thinking, "Is that interesting? Is there possibly a need for that in society? Okay, well maybe I can conceive of somebody with that need," so it's very vague and ambiguous, whereas obviously then it's like, "Okay, here's where the rubber meets the road."

And also, you probably know this from lots of other things in life too, but what people want and what they say they want, are not always the same thing, which is another reason why you can't just be like, "What do you think about this?" I think the best test you can do for a lot of stuff is actually create a minimal version of the product or the service -- whatever is very basic -- and you can do that in 27 days or less, and then put that out and then see what actually happens here.

JORDAN: I think that's brilliant. And so, we have to get to testing this. Do you have ideas for how we can get to the offer so quickly? Because I think a lot of folks will spend years working on something, honing the website, "Oh, I've got to make a business card, I need a 3D schematic diagram," and I've seen this in venture capital, which is shocking. You'll see this and you'll find that there are companies that have millions of dollars and they don't have a prototype but they have an awesome website and everyone's got double-sided full color business cards that are so thick you could use them as a door stop, and, "When can I see this and does it work?" and they're like, "Oh, hold on. We're not there yet." "You've been in business for 18 months, what are you talking about?"

CHRIS: "That's not our stage. We're not actually in that stage yet." That's why this --

JORDAN: "We're pre-revenue right now. We're pre-prototype right now." Okay.

CHRIS:

Okay, right. So, the side hustle -- this is great. The side hustle way is not pre-revenue. There's no such thing as pre-revenue in the side hustle way. What I'm trying to help people do is -- right from the beginning, you're going to know if your project works or if it doesn't work. The validation often comes through the doing, like I said.

And this is another thing that I feel like the startup world is overly focused on, trying to get this validation for something before you actually do something with it. Maybe that makes sense in the Shark Tank world, where people are mortgaging their house two or three times or whatever, but a lot of the projects that I feature, like the woman with the candy heart thing, who makes \$100,000, I don't know if she could have really validated that, she just did it.

The book begins with this story about this British guy who likes fish. He collects fish so he knows about fish tanks. So he creates this little website in a weekend, with reviews of fish tanks. And he connects that sight to Amazon's affiliate program. He makes this site in a weekend, he's a construction project manager, he gets busy at work, he goes back to work, forgets about it, and a few weeks later, he gets a check in the mail for like \$200. And he's like, "Huh, that's interesting."

So, he puts a little bit more work into it over the next couple of months, whenever he has free time. But eventually he completely abandons it and just kind of leaves it there. So, that was three years ago. Every month in the past three years, he's been getting this check in the mail for like \$700. I love this story because it's the ultimate side hustle that I kind of talk about. It's an asset, he doesn't have to do anything for it. He's created something for himself that he can point to. It's kind of quirky, it's kind of random, but hey, it works. Is it going to be sustainable for the rest of his life? Probably not. At a certain point it's probably going to go away. But does it matter?

And then third, \$700 a month is not money that you can live off of, for most people, but it's \$700 a month and it's allowed him to

take an extra vacation, every year with his wife, and it's given him freedom. It also kind of inspired him to do a bunch of other products after that. So, could you have validated that idea before you started it? Maybe, somehow, but I think you probably would have been better to just make the little website in a weekend and put it out, like he did, you know?

JORDAN:

How do we choose between multiple ideas? What if I love reviewing fish tanks and vacuum cleaners and I'm really good at pottery. Obviously, doing all three of these is a great way to make sure that none of them succeed. However, how do I know which one to start with? I like them all equally, they're all equally time intensive, they all cost the same amount, theoretically, what do we do here?

CHRIS:

All right, so I've got this little exercise called the side hustle selector. You're going to list these ideas out and you're going to rank them according to some pretty basic criteria. So, I think there's like five or six criteria in the full exercise, but let's just keep it simple and say, feasibility, profit potential, and motivation. Okay now, you just said that all three were kind of equal, but maybe just for a second let's just discard that and say, do you think that it's more feasible to write your review site about vacuum cleaners versus pottery, for example?

If we think about these three different industries, like fish tanks, vacuum cleaners, and pottery, just estimating which one do we think has the most profit potential. And then, motivation. Are you really equally excited about all three things or is one of them more in front of you than the other? And I would say, often when you do this kind of thing, a pretty clear trend emerges. And you're like, "Oh, okay, I should choose the vacuum cleaners. That should be my focus. At least now. Not necessarily for the rest of my life, but again, this is just a project, it's a like a season. I'm going to do that and then go with it and see what happens." But, if you do all that -- this is the last thing.

If you do all that analysis, which is not a big thing, it takes like 10 minutes, and you still can't decide, then I would really say you just have to pick something. If you have to just coin toss or just close your eyes and point at the list of three or four ideas and pick one, then I think that's better than not picking anything. And, I do see people over and over that for months, if not years, they're just batting around different ideas because they can't decide which one is best. And meanwhile, nothing is happening. If you don't choose anything, obviously you're making a choice as well. So, maybe it's better to just choose the pottery, even if you're not sure, than to not do anything.

JORDAN: I love that. And if people are going, "Wait, hold on. I've got to rewind and hear all that stuff," we are actually making worksheets for episodes now.

CHRIS: Great.

JORDAN: So, we're going to have that in the worksheet. You ever meet someone and they go, "Yeah, I have nine businesses," and you're thinking, "Mmm, no. You have nine hobbies that you're trying to make profitable and you probably can't pay your rent?"

CHRIS: Yeah, I actually met someone once -- his bio, I think on LinkedIn or somewhere, was like, he is active on -- I forget the number but it was a huge number of social networks. It was like 60 or something. I was like, "I can't even name 60." I could not name 60 social networks, past, present. So, obviously that's impossible to active in that many networks or to have that many businesses or whatever.

JORDAN: Yeah, you're active on Quora because you log in once every three months to see if you have any private messages. Yeah, it's just not possible to stretch yourself that thin. And I think a lot of people want to do that because it gives them cachet or it increases the chances of one thing popping and succeeding, but really it decreases the chances of them all, because of the limited amount of bandwidth and the idea that you're always going to have hiccups when it comes to side hustles and any

business, for that matter. So, when you're dealing with that and putting out a fire in one, you're ignoring the other. And if you end up putting out all the fires in all of those things, you're just going to hate your life.

CHRIS: Right.

JORDAN: I want to take the opportunity here as well, to ask -- you got suckered by an MLM back in the day?

CHRIS: Oh, I did. Oh, yeah, that's right. Yeah, I forgot about that. So, a true story, when I was maybe 20 or something, I don't remember all the details but I read about this opportunity, it was a business opportunity and all I had to do was make a small investment, of course. Some cutting edge thing and if you invested \$2,000 or something, pretty sure that's what I invested, after a month or two, you'd start getting these residual checks. If it sounds bad -- of course it was bad, but at the time, I don't know, it was like the fantasy. It was like, "Oh, that sounds great." So, I didn't have a lot of money, obviously, at age 20, and I sent \$2000 in.

A month went by, two months went by, and I start to feel bad. I'm like, "Oh, did they rip me off?" But, they actually did a really smart thing, a smart evil thing. It was month three or month four, they started sending out checks but it was like a check for 12 cents, or a check for like \$1.25 or something like that, these very, very low checks. But, the idea was, I would get the check and I'm like, "Oh, I got a check. Okay. It's going to come together."

JORDAN: It is working, I just have to ramp this up times 1,000, and we're good.

CHRIS: Exactly, yeah. It was a false hope. In retrospect, they were probably just trying to defer the lawsuits or maybe to get people to invest more, I don't remember it. I just remember, obviously nothing ever happened, and finally I realized after month six and nothing else ever showed up, I did a dumb thing. And I felt

really, really bad about it. I felt ashamed. I thought I was pretty smart and I thought I was going to do this thing that was going to end up making me a lot of money and I was going to be a business person or whatever it was that I wanted to be, I don't know. It kind of held me back and so I thought about that when I was writing this book because -- it was weird -- because I had totally forgotten about that story for like 15 years or whatever, but then I always hear stories of what people's struggles are and why they can't move forward and what gets them stuck. So, for me, I remembered this was something that had me stuck for a while because I just hated myself over it and would beat myself up, and finally I had to realize -- first of all, there's no good moral to this story. I wish I hadn't done that. It's not like I say, "Oh, I'm so glad I had that lesson because I'm a better person." No, I wish I hadn't sent \$2,000 to a crooked company or whatever.

But, at a certain point, I have to think about myself and I'm not helping myself at all if I just keep living in that moment or living in that past. I've got to just say, "Okay, I screwed up. Oh, well. I've got to move forward, got to do something better, got to do something more." So, just try to think about that.

If you've screwed up about something in your life, well so have I, so has everybody, and the choice that we have to make is, what's next? What are you going to do next? And that's how I'm actually signing the book. For each book I have a little different inscription that I use and for this book I've been signing it, "Hey Jordan, What's next? Chris Guillebeau," because I want people to think, "What am I doing next? What am I trying to create for my future? How am I going to try to build some of this security and maybe get a project like this for myself?"

JORDAN:

The book, of course, [*Side Hustle: From Idea to Income in 27 Days*](#). And this isn't get rich in 27 days, this is maybe make some dough off of your idea that you then turn into action. It's funny because it seems like a small promise but it's actually quite a bold promise but it's very doable. I think a lot of people spend a lot of time juggling ideas around, maybe taking some

action here and there. But, sales is always the last thing, right? "Oh, I don't want to ask them. I feel like I'm putting people out." That's always what comes last and unfortunately it's really the way to tell if what you have is worth anything. And yet, people will push that so far down the line. They could spend years developing something before they try to sell it.

CHRIS:

The concept of that relatively small amount of money, I have seen over and over, it can be very empowering for people. If you've never done this before, if your whole income your whole life has come from a paycheck from an employer, and then all of a sudden, you get this Paypal notification for 40 bucks or for 100 bucks, or you get your first customer, your first client, it just feels so great. I talk about this every night on the tour and I can look across the audience and like, "How many of you have had that," I ask, and people just have this smile come across their face because they realize just how empowering it can be.

So, I feel like once you start going down this road, all you're doing is creating options for yourself. You're going to have more possibilities and you may choose to invest more in the process and, "Oh, actually, I do want to have an actual business," or you may just want to have that extra money or you may just want to be able to look back and say, "I made that," but I feel like there's no downside to getting that small success because it can only lead you to more things later.

JORDAN:

I hear you and I can vouch for side hustles in general. My first side hustle was -- and this is dating me pretty well here -- back in the early '90s, mid-'90s when my friend's dad was a financial broker of some kind or stock broker. I was the only one that anybody knew that could use the Internet. So, I would go in and get financial information from -- I don't even know what it was at the time -- NYSE, New York Stock Exchange or something like that.

Some university, I think, had a ticker up there and I would print off this stuff and bike over to his house and he'd give me 150 bucks and I did that every week, once. I don't know exactly

what he was doing but I was arbitrage in the fact that he could probably get -- I don't know if this even existed -- a Bloomberg terminal, which today is \$2,000 per month to get up to the minute financial information. Since nobody had up to even the day financial information, his company had a massive advantage if I was able to go there and print out information and give it to him.

And that was 150 bucks to a 14 year old kid, you might as well just gold plate my BMX bicycle. My Huffy was balling. I had anything I wanted and my parents were like, "Where are you getting this money," and I'm like, "I'm giving financial information to Mr. Johnson, and they're like, "Let me call Mr. Johnson right now and make sure this is legit."

My parents couldn't believe it and neither could I. I was the richest kid I knew because I had that going. And the feeling -- I still remember what that feeling was like, counting off 20s in my hand at that age. It was like my birthday plus christmas every single week.

CHRIS: Exactly. I have these kinds of stories from people who are 30 or 40 or whatever age. It's a very similar feeling of like, "Oh, my gosh. I got that money. Is that real money?" The fish tank guy, the first thing he said in his story was he gets the check for \$200 and he's living in Scotland and he's like, "What actually is that? What's the conversion rate?" and then second thing is, "Is this check going to actually deposit in my bank account?" His partner didn't believe it either and obviously the money does deposit and he takes her out for dinner with the proceeds and it's like, "Wow, this is actually -- this is real. It feels so good."

JORDAN: Chris, thank you so much, man. I really appreciate your wisdom here. If anybody can teach this, it's you.

CHRIS: Well, thank you. It's always an honor. Thank you so much for having me.

JORDAN: Interesting show, Jason. A little bit of a departure from the norm here and I was on the fence, but I love Chris and I know what he teaches is legit because he just has a rabid following and I've used plenty of the stuff that I've learned from his other books and from this book as well in *The Art of Charm*. So, it's not just for people who are like, "I'm going to quit my job and become a circus trainer," it's about just starting with little baby steps and turning it into something. It really is empowering and fun.

JASON: Yeah, and it's always good for us to go to the horse's mouth, you know? He started the whole movement back with [The \\$100 Startup](#) and now with the new book. So, it's good to the guy who knows the thing that we're talking about and get the best info we possibly can.

JORDAN: Right, and has done and has helped a million other people do it as well, and not just, "Ah, I need to write a book, what can I do?" "Let's talk about business stuff because I worked at Kodak for five minutes." No. So, that's why I think he's a great source for this. So, great big thank you to Chris Guillebeau. The book title is [Side Hustle](#). Of course, that will be linked up in the show notes for this episode, as well. And if you enjoyed this one, don't forget to thank Chris on Twitter. We'll have that linked in the show notes, too.

Tweet at me your number one takeaway here from Chris Guillebeau. I'm @theartofcharm on Twitter. And don't forget, we have a worksheet, as always, for today's episode, so you can make sure that you solidify your understanding of the key takeaways that Chris taught us here on the show today. That link will be in the show notes at theartofcharm.com/podcast.

I also want to encourage you to join us in the AoC challenge. That's theartofcharm.com/challenge or you can even text in. Text 'AoC' to the number 38470. The challenge is about improving your networking and your connection skills, and inspiring those around you to develop a personal and professional relationship with you. It's free, a lot of people aren't

sure about that. It's free, that's the whole point. It's a fun way to get the ball rolling, get some forward momentum and progress, and apply the things you're learning on the show here to your life, every day.

We'll also send you our fundamentals Toolbox, that I mentioned earlier on the show, which includes some great practical stuff, ready to apply, right out of the box, on reading body language, having charismatic nonverbal communication, the science of attraction, negotiation techniques, networking, influence strategies, persuasion tactics, and everything else that we teach here on the show and at our live programs, here at The Art of Charm. It'll make you a better networker, a better connector, and definitely a better thinker. So, check that out at theartofcharm.com/challenge or text, 'AoC' to the number 38470.

This episode of The Art of Charm was produced by Jason DeFillippo. Jason Sanderson is our audio engineer and editor, show notes on the website are by Robert Fogarty, theme music by Little People, transcriptions by TranscriptionOutsourcing.net, I'm your host Jordan Harbinger -- if you can think of anyone who might benefit from the episode you just heard, please pay AoC and myself the highest compliment, and pay it forward by sharing this episode with that person. It only takes a moment and great ideas are meant to be shared. So, share the show with friends and enemies, stay charming, and leave everything and everyone better than you found them.

