

SIDE HUSTLE

THE SIDE HUSTLE BIBLE

2020



sophia amoruso

HEY YOU.

Before we dive in, I want to introduce myself.

I'm Sophia Amoruso, a New York Times Bestselling Author who founded two businesses that over the years have brought in hundreds of millions in revenue.

I've been featured on the Forbes 30 Under 30, Fortune's 40 under 40, Vanity Fair's New Establishment, Inc. 30 Under 30, and named one of Fast Company's Most Innovative People. Oh jeez, and they made a Netflix series about my life.

Braggy, I know, but the advice I've gotten while creating this guide is to establish myself as an "authority" first. I've built large businesses and blown it at building large businesses, so I have a lot of perspective to share about my experience.

I started where you probably are now: A bootstrapped solopreneur hacking away at a small online business, working from home, trying to figure out what's next.

I firmly believe that entrepreneurs will lead the charge in creating what this new era looks like. It is, and always has been, entrepreneurial creativity, innovation, and vision (along with execution) for a brighter future that will lead us out of the old and into the new. I want to help you to do that, too.

I've mentored people from all over the world and am finally ready to share my decade-plus of knowledge with you. It's truly what gets me up in the morning. And it's been inspiring to see most of the people who have worked for me over the years go on to work for themselves, well-equipped to succeed.

In this handbook, I'll guide you through the actionable steps you can take to start ideating on and bringing your side hustle to life: from writing prompts to must have checklists, a budgeting template, and links to my favorite resources. I hope this guide is the push you need to finally follow that dream of yours.

I believe in you.



Sophia

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Your daily reminder to get this done!

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CHECKLIST

DAY 1

Read “Thy Three Types of Side Hustles”

Fill out the “Vision” worksheet

DAY 2

Work through the “Action” worksheet

DAY 3

Create a side hustle schedule using the “Habits” worksheet

Complete the “Be Mindful of Thy Dough” budget guide

DAY 4

Ideate on ways to connect with your audience in the “Build Thy Community” section

DAY 5

Read through “When Harm Is Done”

Work on the “Slow Period Checklist” to level up your business

THY THREE TYPES OF SIDE HUSTLES

I'm a little allergic to the term "side hustle" and have desperately tried to coin my own version of it. (If you have any ideas, please let me know!) Words aside, it seems everyone has one or wants to start one. So what exactly is a side hustle, and how do freelancing, contracting and running a small business differ? Let's break down some basic terminology before we get started so you know exactly what you're up to.

THEY THREE TYPES OF SIDE HUSTLES

FREELANCER

“A person who pursues a profession without a long-term commitment to any one employer.”

A freelancer usually works in one industry but with a variety of companies or clients. For example, a freelance journalist might write and pitch articles to a variety of newspapers. They're still a journalist, but they're not committed to one publication. Because they don't have an employment agreement with any single company, they don't receive company benefits like health care or a 401(k).

Freelancing is most common in jobs where you're offering a service (writing, design, content creation) and less common in product development and sales roles.

MONEY MATTERS

Because freelancers rely on multiple sources of income, taxes can be tricky. Some clients may provide you with tax forms, others might just send you a one-time check via PayPal. The other news: most of your income will be untaxed. As a freelancer, you'll have to file your own taxes every quarter. [Here's a guide](#) to help you out.

THY THREE TYPES OF SIDE HUSTLES

CONTRACTOR

“An individual retained by a company for a predetermined time for a predetermined price.”

Let's continue with our journalist example. If you're a contractor, a magazine might hire you on contract for one month to produce one story for them.

Another common form of contractor work today is driving or delivering food for companies such as Uber/Uber Eats, Lyft and the like. Contract workers comprise the gig economy.

As a contract worker, you rely either on a company or an app to provide you with work and there's usually no recurring agreement, as opposed to freelancing where you often know if you can expect consistent work.

MONEY MATTERS

Taxes for contract workers are usually a little easier than for freelancers. If you're based in the US, the company you're contracted with should send you a 1099 come tax season. Also, make sure you know what your liability is (i.e.: if you're driving for a car service and get in an accident) and what cut any gig platform you're using will take.

THY THREE TYPES OF SIDE HUSTLES

SMALL BUSINESS OWNER

The U.S. Small Business Administration defines a small business as “an enterprise with fewer than 500 employees.”

While a side hustle is any work you take on in addition to your full-time job and can encompass contract work and freelancing, being a business owner is different in that you have ultimate control – you’re not waiting on a middleman to find you work.

Side hustles come in a wide range of genres, time and financial commitments. It can be a homemade jewelry business you run out of your office or a service-based job, like social media consulting. Think of it as your own small business.

MONEY MATTERS

More control means more responsibility. Make sure you research small business taxes, insurance and registering your business in your state. Having your legal ducks lined up in a row ahead of time will save you trouble down the road.

THY BEGINNING COMMANDMENTS

This is where you build the foundation of your side hustle. Work through each section below to craft the vision for your company, then take actionable steps to lay the groundwork and create a schedule that will set you up for success.

VISION

Remember that spark of an idea we talked about earlier? It's time to put pencil to paper and flesh it out! You can print this sheet out or just scribble your answers in a notebook.

As you craft the vision for your side hustle, get creative! Make a vision board, doodle it out, whatever works for you. Bonus points for telling a friend so they can hold you accountable for bringing your vision to life.

WHAT ARE 5 THINGS YOU'RE GOOD AT?

HOW CAN YOU APPLY THAT TO YOUR BUSINESS?

VISION

HOW MUCH EXTRA MONEY ARE YOU LOOKING TO EARN THROUGH YOUR SIDE HUSTLE THIS YEAR?

WILL YOU CHARGE BY THE HOUR? WILL YOU CHARGE A PROJECT FEE? HOW MUCH?

On the next page, you'll define 4 ideal customers for yourself. Get specific:

- How old are they?
- Where do they live?
- What do they do for work?
- Are they married?
- Do they have kids? Pets?
- What are their hopes and dreams?
- What are their struggles?
- Where do they shop?

You get the idea! You may run out of room; just grab some more paper or write on the back of your printed page.

VISION

IDEAL CUSTOMER 1

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-
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IDEAL CUSTOMER 2

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-
-
-

IDEAL CUSTOMER 3

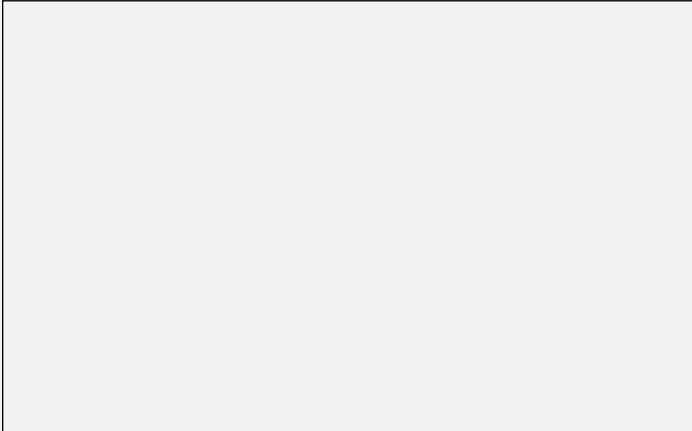
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IDEAL CUSTOMER 4

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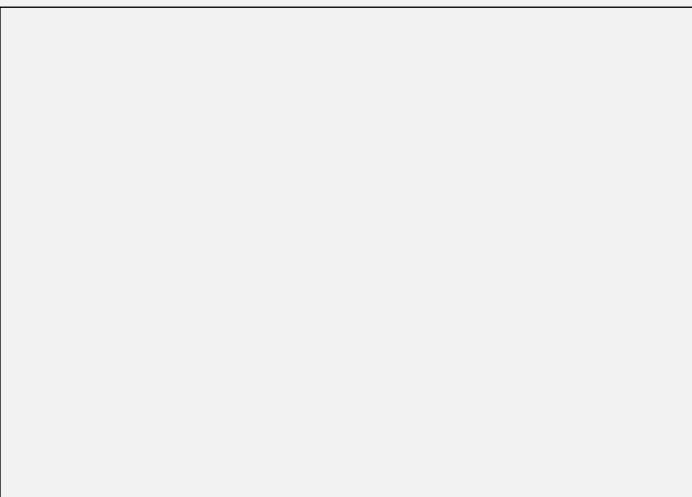
VISION

WHAT PLATFORM WILL YOU USE TO
TRACK YOUR FINANCES AND HOW
WILL YOU BE PAID?



- For simple money requests, try [Venmo](#) or [Cash App](#).
- For managing clients and invoicing, try [FreshBooks](#) or [HoneyBook](#).
- If you're in a coaching business, you can use [Calendly](#) and connect [Stripe](#) or [PayPal](#) to accept payments when a client books an appointment.
- For in-person businesses, try [Square](#).
- For influencers, use [MOE](#) to schedule, invoice and handle your workflow.

HOW ARE YOU GOING TO
FIND CUSTOMERS?



- If you'd like to try one-to-one outreach, find your ideal customers on social media and send them a DM or email letting them know what services you provide and how you can help them out (be specific—no one likes a form message!).
- For service-based work like graphic design and copywriting, try [Fiverr](#) or [Upwork](#).
- For engineering roles, try [Toptal](#).

ACTION

It's time to start getting the wheels in motion! Follow the checklist below to set yourself, and your business, up for success.

REGISTER YOUR WEBSITE DOMAIN

Make sure to include a little bit about who you are and what your business is, along with contact information. My favorites are [GoDaddy](#) and [Namecheap](#).

BUILD YOUR SITE

- If you want an online store you manage yourself, [Shopify](#) is best-in-class.
- If you're an artist selling your goods and want someone else to handle logistics, try [Big Cartel](#).
- If you're a designer looking for a portfolio site, I love [Cargo Collective](#).
- If you've got an online course, [Kajabi](#) is hands-down the best.

CONSIDER REGISTERING YOUR BUSINESS AS AN LLC

This means that if someone sues you, they're suing your [LLC](#) and not you personally. This is a great option if you're concerned about liability.

CONSIDER TRADEMARK, PATENT OR COPYRIGHT APPLICATIONS

This is something to think about if you have a really creative brand name or unique product so you own the rights to your name, logo, etc. Not ready to do this now? You can always revisit this step when you are!

LAUNCH A NEWSLETTER

Newsletters are algorithm-proof, so you know you won't get lost in the IG feed.

GET BRANDED

Order business cards/stationery/flyers with your business info on them. [Moo](#) and [Vistaprint](#) are great for this.

PROMOTE, PROMOTE, PROMOTE

Tell your friends, post on social media and update your LinkedIn network. Be proud of what you're creating and OWN IT. To create gorgeous assets for social, my favorite tool is [Canva](#).

GET YOUR HANDLES IN ORDER

Make sure your lil' biz is on all major platforms: Instagram, Twitter, Facebook. Bonus points if you want to get creative on TikTok.

Take your followers behind-the-scenes of your business and let them in on the ins and outs you might be going through, especially during quarantine. Getting personal will allow your audience to connect with you and your brand's story, and they'll want to help you out when you're in need.

Even if you're not ready to post on a platform regularly, it's good to grab the username for your business so no one else can get it later! Add a profile picture and update your bio with the best place your new followers can find you.

GET CONNECTED

Connect with other small business owners in your area through your Chamber of Commerce, Facebook groups or your local business association. Finding a community of people who've done it before you and know the ups and downs will give you space to ask questions, find mentors and support each other.

THY BEGINNING COMMANDMENTS

HABITS

Your side hustle is up and running – congrats! Now it's time to turn your new gig into a habit.

Take a look at your schedule and pencil in some no-exception times where you exclusively work on your business. This could be the weekend, nights or early mornings before work. It might mean cutting into your daily Netflix mini-binges, but I promise that you and your new business are worth it.

PRO-TIP: INVEST IN A PLANNER

The more organized you are upfront, the less overwhelmed you'll be later (and the more likely you are to stick with it).

Day Designer and Cloth and Paper have beautiful planners to help you plan and track your time. If you'd like a side of goal setting with your planning, try the Passion Planner or Full Focus Planner. Once you've started working, use a tool like Harvest to track your hours.

HABITS

Here's a simple calculator to figure out when to fit your business into your life:

	SAMPLE	YOUR ANSWER
HOW MUCH MONEY DO YOU WANT TO PULL IN EACH MONTH?	\$1,000	
HOW MUCH DO YOU CHARGE PER HOUR?	\$50	
HOW MANY ACTIVE HOURS DO YOU NEED TO WORK A MONTH? (BOX 1 DIVIDED BY BOX 2)	20 hours per month	
TAKE THAT NUMBER AND DOUBLE IT TO ACCOUNT FOR MARKETING AND ADMIN WORK.	40 hours per month	
DIVIDE IT BY 4 TO GET YOUR AVERAGE HOURS PER WEEK.	10 hours per week	

Great! Now plug that time into your calendar and commit those hours to your side hustle every week.

BE MINDFUL OF THY DOUGH

Here's the thing: there's a difference between a passion project and a side hustle. With a passion project, you're creating it for the sheer love of creating, not to make money. But in this guide, we're focused on a side hustle because, let's be honest, we're here to make money.

BE MINDFUL OF THY DOUGH

BUDGETING

When you first start a side hustle, you're going to have to put some work in up front before you see any profit. Starting a side hustle might not be instantly gratifying, but if you're diligent, it can have profound results. Consider this an investment in yourself; it will pay off in the future.

This template will help you reframe how you think about profit while showing you what's working and where you need to improve. Keeping your records up to date will help you track your budget and income over time.

Feel free to edit this template as needed. I filled an example out for you on the next page. Head to page 20 to fill yours out!

BUDGETING

PROJECT NAME	Social media assets for Sarah	About page copy for Charlotte
HOURS SPENT INDIRECTLY	3 hours 1 hour consult with client + 1 hour creating assets + 1 hour pitching client	4 hours 1 hour consult with client + 3 hours doing research and background
HOURS SPENT DIRECTLY	12 hours 10 hours creating first drafts + 2 hours finalizing client edits	8 hours 6 hours creating drafts + 2 hours finalizing client edits
TOTAL HOURS	15 hours	12 hours
HOURLY RATE	\$50	\$65
EXPENSES	\$30 \$10 coffee with client + \$20 purchasing new font	None
BILLED	\$1,500	\$1,200
PROFIT	\$720	\$420

To calculate profit: Billed - Expenses - (Total Hours * Hourly Rate)

BUDGETING

PROJECT NAME		
HOURS SPENT INDIRECTLY		
HOURS SPENT DIRECTLY		
TOTAL HOURS		
HOURLY RATE		
EXPENSES		
BILLED		
PROFIT		

To calculate profit: Billed - Expenses - (Total Hours * Hourly Rate)

BUILD THY COMMUNITY

Your side thing is up and running and you're doing it! Siick!
Now it's time to get out there and connect with your potential
customers. This part is about more than making money—it's
about creating relationships.

CONNECT

Finding a community of like-minded people with experience in what you want to do is essential. Right now, you can do this online, so they don't necessarily have to be local to where you are.

Consider your target customer: Where else do they shop? What other brands do they support? Find those business owners and connect with them. Bonus points if they're in a complementary industry; who knows what partnerships could be on the horizon?

You can also offer to do a social media post trade with a fellow business owner to boost each other's social channels. Business owners supporting business owners is a powerful, virtuous cycle.



CHECK-IN

Once you start building a following on social media and an email list, start a conversation. This is an unparalleled time for us all. So many out there are lost, lonely and seeking connection.

Gauge what your community's needs are on social, email or other channels you may use. Offer to answer any questions about your business operations or any projects you might be working on for clients.

And don't forget to check in with your fellow small business owners and ask how you can help! Promote them on your social channels, create a bundle offer for both of your businesses, buy gift cards or donate if you can afford to. We're all in this together and now more than ever, we need to support each other.

Don't be afraid to get vulnerable on social media and tell the truth if your company is struggling. If people believe in your company, they'll want to help! Let your community know how to help you, whether it's booking you for a project down the road, purchasing a gift card or sharing a social media post.



CREATE VALUE

This isn't business as usual. Now is the time to invest in the people who are investing in you. How can you serve their needs with your talents right now?

If you're fortunate enough to run an all-online business, do a Q&A on Instagram to answer questions for people considering starting their own side hustle like you. For example, if you sell baked goods, post recipes on your website or how-to videos of baking techniques. Think about what your target customer needs right now (or better yet, ask them!) and offer that.



WHEN HARM IS DONE

Nothing great comes easy. When you set out to achieve something as big as starting a side hustle, challenges are par for the course. But don't worry, I GOT YOU. Here's what to do!

WHEN HARM IS DONE

BUSINESS IS SLOW

Been there, cried about that. Maybe you got a rush of customers in your first month, and then one week later you're suddenly struggling to fill a wide-open schedule. This can be discouraging, but it's part of the gig – you're always going to experience lulls. No one said this shit was easy!

WHAT TO DO: BELIEVE IN YOURSELF!

It's the oldest cliché of them all, but it's essential. Your belief in your value along with a healthy, concentrated dropper of patience will fill the gaps when things are slow. Passion is infectious. If you believe in what you're doing and know the value your product or service brings to the table, people will want in on what you've got to offer.

Remember, slow periods aren't always a bad thing. It can give you a chance to focus on smaller tasks that you may have put off. If you're looking to fill some free time due to a lull, as many of us are experiencing right now due to the pandemic, flip to the next page for a checklist of things you can work on to get ahead!

BUSINESS IS SLOW

MARKETING

DO SOME SOCIAL MEDIA “HOUSEKEEPING”

Have you put off posting? Is your aesthetic all over the place? Now's the time to clean it up and come up with a consistent posting schedule and set of staple posts you always fall back on. Remember, the majority of your posts should provide value, not sell a product or service (I recommend following the 80/20 rule here - 80% giving, 20% selling). Go back to your target customer: What kind of content do they like? Inspirational quotes? Reality TV memes? Cute animal pics? Sprinkle some of those in to keep your social media up to date and your brand on people's minds.

DO SOME MARKET RESEARCH

Use social media and your email list to gauge how you can best serve your community right now. Is there a new service you could offer? A product? What do they need right now that you might be able to whip up?

GET AHEAD ON CREATING NEW CONTENT

Use your email list, social media and website to share content that's relevant to your business and audience during this time. For example, if your side hustle is styling hair, could you publish a blog with tips for at-home haircare? What about an Instagram Live tutorial? If you show up for your community now, they'll remember it when this is all over.

ADMIN

UPDATE YOUR WEBSITE

Make sure all your pricing and offerings are up to date, all of your links go where they're supposed to, etc. Test, test, test! One bug could be one less customer.

DO A BRAND REFRESH

Could your logo, website, or social media assets use some sprucing up? Reach out to your go-to design freelancer, or check out [these resources](#).

GET ORGANIZED

Clean your office, organize your Dropbox (and wipe that keyboard, you monster), reevaluate your workflow and make sure your calendar is up to date for when things get busy again. I lurve [Calendly](#), it runs my life.

DO THOSE THINGS YOU'VE BEEN PUTTING OFF

Pick up those legal or financial papers that have been collecting dust. Is everything up to date? Do you have counter signatures for everything? Are they all in one easy to access place?

GROWTH

CREATE GIFT CARDS

If you don't already, consider adding digital gift certificates or gift cards to your website for a quick cash infusion. Your customers can show their support now and redeem it later. You could even offer a discount or bonus as a thank you!

LEARN SOMETHING NEW

Is there a new skill you want to learn or a training you've been meaning to do? Take this time to do it!

WHEN HARM IS DONE

YOUR INCOME ISN'T CONSISTENT

As your business experiences highs and lows, so will your income. Part of the excitement of being an entrepreneur is the uncertainty of where it will take you. But that can create some major anxiety, especially when it comes to revenue. You want to make sure you're bringing in enough income to not just cover business expenses, but to ensure you're making a profit.

WHAT TO DO: HANG ONTO YOUR DAY JOB.

Once your income starts to grow, you can begin to scale back your hours and go part-time, if your company will allow it. If you feel comfortable and decide you want your side hustle to be a full time job, go for it! And if you decide later on you'd like a little more money to play around with, you can always pick up a side gig like food delivery or waiting tables to supplement your income. Now is not a time to be too proud.

Part of ensuring sufficient income also means charging your worth. Don't just price your product or service at a rate that covers the bare minimum needed for you to break even—you deserve to and should be making real money. Kimmie Greene, Head of Communications at [QuickBooks Self-Employed](#), says “By no means should the amount you need to live today limit what you should make in a given year. But knowing this baseline is helpful in figuring out what you need to charge so you aren't surprised down the line.”

WHEN HARM IS DONE

YOU'RE FEELING BURNT OUT

When you're just starting your side hustle, you're probably still working a 40 (or more) hour workweek. You likely have responsibilities: childcare, pets, needy partners, ants in the kitchen. Plus, you've got to fit in time for basic self-care practices and *ideally* somewhat of a (virtual) social life.

Yes, I know it's a LOT to manage, and that's on a good week. Even if you find the balance, one extra issue to handle in any of those life areas could send you spiraling, and possibly regretting picking up a new project (which was your goal in the first place!).

WHAT TO DO: TAKE CARE OF YOURSELF.

I know, easier said than done!

How to achieve work-life balance is a question possibly as old as time (or at least since the industrial revolution). And it requires a two-fold approach: first, get organized and second, prioritize your physical and mental health.

When you're getting burnt out, go back to basics.

YOU'RE FEELING BURNT OUT

FIRST, LET'S GET YOU ORGANIZED

As you read in the Three Steps to Success, you have to create a schedule you can stick to in order for your side hustle to be sustainable. If it isn't working and you're feeling the draining effects of burnout, go back and reevaluate your schedule.

Where can you scale back how much you're working? What distractions (screen time, chatting, taking excessive snack breaks) can you cut out? Are you sleeping enough? Are you taking breaks to get up and move or are you zoning out in front of a computer screen half the day?

Assess how you're spending your time and what adjustments you can make. I, for one, find myself with way too many tabs open on my browser and find that closing them (or using a tool called [OneTab](#)) can help a lot.

SECOND, PRIORITIZE YOUR HEALTH AND WELLBEING

You may have heard me say this before, but there's a reason millennials are called "The Burnout Generation." We've been so indoctrinated to be productive at all times and all costs that how much we achieve has become our identity and worth.

That's simply not the case. The work you do should be enjoyable because the role you play in the world is valuable and meaningful. You should also have time to enjoy the fruits of your labor.

When you work yourself to the point of burnout, you don't get to enjoy either of those things. This is why making your health and wellness a priority is so essential. You can't show up for anyone if you don't show up for yourself first.

Sleep eight hours a night. Move your body for 30 minutes a day. Eat things that fuel you for success (but don't forget to treat yourself!) Turn off your phone sometimes and connect with others. Or these days, turn on your phone and call a friend. And when it all starts feeling like too much, remember why you're doing it: It's what you love, it's bringing real value to others, and your talents deserve to be seen.

Take a breath, regroup and keep going. You've got this.

THOU SHALT GO FORTH

If you're reading this, congrats! You finished this guide and you're taking the first step into entrepreneurship. Exciting, isn't it? Probably a little bit scary, too. That's okay. It's normal.

Sometimes we get so caught up chasing perfection that we never get around to doing what we want to do. If you wait until your side hustle is perfect to launch it, you'll be waiting forever. Don't let this moment pass you by.

If you're waiting for a sign to go after that dream of yours, this is it.

We can't control what's happening in the world, but we can control how we react. Take that idea you have and let yourself run with it and see what happens.

Remember: Fortune favors the bold who get shit done. Study up as much as you need, then get going. You've got this.

Best wishes and much love,

A handwritten signature in black ink, appearing to be 'Sophia', with a stylized, cursive script.

Sophia

THANKS FOR STOPPING BY



STAY CONNECTED



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