

*33 Big Tips for Launching
& Scaling Your Dream*

SIDE GIG



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Consider these my “tips from the hip,” the kind of advice I often find myself giving while sitting in a coffee shop with a friend who is strapped and looking for a means of earning extra income online, or who has a great idea for an online business, or who simply has an entrepreneurial itch that needs scratching.

I’ve had a “side gig” since about 2006 or so, when I took a hobby (web design) and turned into a little freelance business. It started when a church offered to pay me a little bit of money to build them a website in my spare time. Then a local business reached out and it just kept growing.

Eventually I had to “retire” from freelancing. I couldn’t sustain the workload while building my “main gig” – serving as the pastor of a church. But I’m an entrepreneur by nature, so I had to find an outlet.

I don’t want to quit my day job. In fact, I wouldn’t trade being a pastor for any other occupation on the planet – I LOVE it! And that’s why, for me, my “side gig” will always be a side gig.

But here's the thing... while side gigs may be small in terms of the time commitment we give them, they don't have to remain small in terms of the results and rewards. In fact, while there are obviously no guarantees, it's possible for your side gig to grow the point of totally supporting your freedom to pursue any main gig you want.

By the way, if you want more information about one of MY favorite online side gigs, check out this system...



The banner features the Wealthy Affiliate logo on the left, which consists of a stylized 'WA' and the text 'WEALTHY AFFILIATE'. To the right of the logo is a list of benefits: 'Fresh Video, Tutorial, and Courses', 'Get Instant Help & Support', 'Build Websites With Ease', and 'Achieve Your Online Business Goals'. Above the list, it says 'no credit card required' with an arrow pointing to a red 'SIGN UP NOW' button. The top left of the banner says 'FREE STARTER MEMBERSHIP'. At the bottom, the slogan 'learn. network. build. succeed.' is displayed.

I'm a big believer in having "systems" in place, and this is one of the absolute best!

What follows are somewhat random tips for starting and scaling an online business - a growing side gig. They're divided into categories and every tip is followed by a resource - an article, a book, an app, etc.

My suggestion is to read through them and **DO** something with what you're reading. Write down action steps you're going to take and *act* on your new knowledge.

Note: Some of the links in this ebook are affiliate links. I would earn a commission if you made a purchase after clicking.

MINDSET

1. **Start with your passion.** What do you love? What breaks your heart? What keeps you up at night? And how could you turn that passion into a business?
2. **Evaluate your “money beliefs.”** If you think money is *everything*, you’re wrong. And if you think money is *nothing*, you’re also wrong. Money is just a tool you get to manage for good purposes.
3. **Don’t take risks; make bold decisions.** There’s a difference. If you know what you’re doing, it’s not really a risk. But do make bold decisions - take action based on research.

Read: [How Warren Buffet Defines Risk](#)

4. **Set and respect proper boundaries.** If you’re not careful, you’ll spend all of your relational time in front of a computer. And you’ll wind up being less productive, too.
5. **Use mind-mapping to develop your strategy.** Go crazy. Let the thoughts flow. Diagram whatever is in your head - strategies for a business, chapters for a book, posts for a blog, etc.

Use: [Mindmeister Mind-Mapping Software](#)

EDUCATION

1. **Commit to absorbing knowledge.** Leaders are always readers. When you stop learning, you stop growing. Read at least a dozen books per year – one per month, if not more.

Use: [MentorBox - Video Book Summaries by the Authors Themselves](#)

2. **Take courses.** There's something powerful about the accountability of going through a curriculum in a logical order, especially when you have a coach or teacher guiding you.

Enroll: [Wealthy Affiliate's Bootcamp](#)

3. **Join a mastermind group.** Masterminds are absolutely amazing! You get good content, yes, but far more importantly, you get face-to-face, relational time with people who will sharpen you!

4. **Use a feed reader.** You can subscribe to the latest posts from pretty much any blog or website that publishes content. I have a couple hundred in my feed reader.

Use: [Feedly's RSS Feed Reader](#)

5. **Listen to podcasts.** They're great for the car, or while exercising, or downtime in waiting rooms. There's something about listening and not just reading.

Read: [25 Podcasts to Spark Your Entrepreneurial Vision](#)

BRANDING

1. **Define your brand.** Remember that a brand isn't a logo. It's the story people tell about a person, product, or organization. So what's the story you want people to tell about you?
2. **Describe your style.** Effective branding is all about consistency - showing up with the same, effective look and feel, over and over, assuming it's working.
3. **Put yourself out there!** Your story matters and the world needs to hear what you have to say. It's scary, but amplifying your voice in the world is the key to growing an audience.

Read: [Confirmation That Putting Yourself Out There was Right](#)

4. **Be engaged with social media.** Twitter is about what's current. Facebook is about what's emotional and relational. LinkedIn is about what's professional. Use them all to build a brand.

Read: [Rewired \(The book I wrote about social media.\)](#)

5. **Use video.** It's hot for a reason. It's personal. You get to share your message with passion and personality. It's hard at first, but keep doing it and you'll soon master it.

SYSTEMS

1. **Build an email list!** From day one, without hesitation, put **most** of your emphasis on an email list. It's absolutely the backbone of your online business. "The money is in the list."

Use: [ConvertKit - My favorite email marketing platform](#)

2. **Use landing pages.** From a Facebook ad, you can send traffic to a landing page offering a free download or subscription, then from the landing page, onward to a larger offer.

Use: [Profitmozo](#), [Instapage](#), or [Leadpages](#)

3. **Use social media management apps.** As your business grows, so will the number of social media accounts you use, making automation very handy. Use good apps for this.

Use: [Buffer](#), [Hootsuite](#), [Missingletr](#), [Social Kickstart](#)

4. **Manage your finances.** Daily. Keep track of income and expenses, account for taxes and charitable giving, and stay on top of your budget so there are no financial surprises.

Use: [Quickbooks](#), [MoneyWiz](#)

5. **Stay productive.** It isn't about getting *more* done. It's about getting the *right things* done. And for that, you need a good to do list or project management app.

Use: [Wunderlist](#)

BLOGGING

1. **Start Your Blog with Wordpress.** Yes, you can start elsewhere, but you'll come across a lot of marketing tools you can't use on a non-Wordpress site.

Use: [SiteRubix Hosting](#) or [SiteGround Hosting](#)

2. **Go with a premium Wordpress theme.** There are some good free themes, and you can start with one of those, but you'll eventually need something with more functionality on the design side.

Use: [Divi Theme by Elegant Themes](#)

3. **Add some functionality.** Your blog's capabilities are greatly extended by the use of plugins that create advertising systems, forms and communication systems, and much more.

Read: [24 Must Have Wordpress Plugins for Business Sites](#)

4. **Write as often as you can.** Some experts will recommend you blog daily, but I believe that's changing. One to two great posts per week is a great place to start.

Read: [A 21-Point Checklist for Writing a Strong Blog Post](#)

5. **Write for people, but remember search engines.** Use proper heading tags and alt= tags, get strong, organic backlinks, and think about keywords.

INFLUENCE

1. **Share what you know.** Not only is it good form to pass along what has been passed along to you, it's also great for branding purpose. Sharing knowledge establishes you as the go-to expert.
2. **Lead groups.** When you start and lead a Facebook group or a face-to-face mastermind group, you get to share your knowledge and be the expert, and build a more trustworthy brand.

Join: [My Facebook Group for Online Entrepreneurs](#)

3. **Mentor and coach people.** Coaching is a rapidly growing field right now, with good reason. Quality coaching is always worth the investment because it moves people forward.
4. **Write books.** Books are huge for branding. They go a long way to establish your credibility within any industry. Don't let the size of the task prevent you from going forward.

Attend: [Chandler Bolt's Webinar on Self-Publishing](#)

5. **Speak publicly.** A lot of people are afraid of public speaking, but as an introvert who speaks publicly for a living, I can tell you that it's merely a matter of practice.

SCALING

1. **Save some money.** Use spreadsheets or software to keep track of your earnings and determine in advance to **keep** some of what you earn as a cushion.
2. **Remember taxes.** One of the biggest mistakes people make when their income begins to increase, especially earnings that aren't pre-taxed, is to forget about taxes until it's too late.
3. **Be generous.** What's the point of it all if you just get rich and die? Give back! Pay it forward! Out of what you earn, help to make the world a better place!

**Read more about the system that has paid out
tens of millions of dollars in commissions.**



A promotional banner for Wealthy Affiliate. At the top, a blue bar contains the text "FREE STARTER MEMBERSHIP" in white, followed by a red button with "SIGN UP NOW" in white. Below this, the Wealthy Affiliate logo (a stylized "WA" with a dot) is on the left, and the text "WEALTHY AFFILIATE" is below it. To the right of the logo, the text "no credit card required" is written in a light blue, cursive font, with a blue arrow pointing from the text to the "SIGN UP NOW" button. Below the logo and text, there is a list of four benefits, each preceded by a green checkmark: "Fresh Video, Tutorial, and Courses", "Get Instant Help & Support", "Build Websites With Ease", and "Achieve Your Online Business Goals". At the bottom of the banner, the tagline "learn. network. build. succeed." is written in a light blue, lowercase font.

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