

Interview Summary

Nick Loper is an author, blogger of Side Hustle Nation, and runs a personal finance podcast show called The Side Hustle Show. Personal finance gurus always advocate for diversifying income streams and side hustles are a perfect way to do that. Nick himself has 8-10 side hustles at any one time, and it's helped him diversify his income stream and become self-employed. There's a hustle out there for every type of hustler, so follow Nick's advice for finding the side hustle that's perfect for you.

- **What is a side hustle?**

A side hustle is anything that you're doing outside of your day job to earn extra money. It is a side source of income and it's a great way to diversify your income stream and earn a little extra to either fund your lifestyle or allocate to extra financial goals.

- **Why have a side hustle?**

There are generally two reasons people get side hustles. They either want a little extra income for one reason or another, or it's a low risk gateway into entrepreneurship. Some people want an outlet outside of their cubicle or want to eventually quit their day job. Saving up with a side hustle or starting a side hustle that could grow into something that produces passive recurring income is lower risk than just starting a business without the safety net of your day job.

- **How profitable can they be?**

It's what you make of it. There are people who make thousands or even hundreds of thousands of dollars from their side hustles. Choosing something that is time leveraged can have exciting results. Also, many side hustles don't require any overhead costs, which means you're making pretty much pure profit. Some people sell things or services too which can produce passive recurring income which can be super profitable.

- **Find Your Side Hustle**

1. **Start with the 3 most common buckets**

- a. **Peer to Peer Commerce:** AirBnB, Uber, Wag, Task Rabbit, or basically any platform that connects you to people looking for your services

- i. **Pros:** There are hundreds of options so there's a ton of diversity to choose from. Pretty much anyone can do it too and you can get started right away. There is a low barrier to entry.

- ii. **Cons:** Because anyone can do it, there's a lot of competition and saturation within the market. There's natural downward pressure on how much you can make.

b. Buy Low Sell High: this is an older business model where you obtain items for a lower cost and re-sell them to turn over a profit

- i. Pros: Amazon is a retail giant that allows you capitalize on its traffic by selling on the site. This bucket is open to everyone and just depends on what you're comfortable investing in. Some people do flea market flips, others go with amazon and just sell what they acquire for higher amounts.
- ii. Cons: This is maybe higher risk because you have to invest. It's not one of the items that's pure profit. You have to invest and rely on market sales to make that money back and turn a profit.

c. Freelancing

- i. Pros: One of the fastest ways to get started making money with no overhead. You're selling your services and your skills so you're working with your own expertise.
- ii. Cons: Find a marketable skill. Although this could really be anything, you do want to choose something that people are demanding.

● **Go where the cash is already flowing**

No matter which bucket you feel most drawn to, go where the cash is already flowing. Find markets where people are already buying things in. That eliminates part of the marketing burden. Instead of spending time researching whether there's a demand in a new market, just pick something people already have demand for.

● **Brainstorm Ideas**

- a. Start with your skills and your interests. Look at your resume. Identify what your interests are and then see which skills you have that can be used to offer services or make money. You want to make sure that the skill is something you're excited about or interested in. You do not need another job that you dread. That defeats the purpose of a side hustle.
- b. Make a list: make a huge list of skills. Don't sell yourself short. Make a big list of skills. Something small could have just as much potential as a side hustle as something big. Something that comes easily to you might not be as simple for someone who doesn't know that.
 - To narrow this down, ask yourself what do friends and co-workers ask me for advice on most often? What do they consider my expertise to be?
- c. Find where those skills and interests fall within the 3 buckets. Choose your platform and your method.

● **Time Investment & Recurring Passive Income**

Side hustles, particularly the ones we discuss, have low overhead costs. The time investment is the bigger issue, but that's also an advantage. If you're picking up a side hustle, you have the advantage of a day job income which means you can take a longer term view when starting up your side hustle. The side hustle means you invest however much time per day you want, so whether it will take 5 hours or 500 hours to complete something, it's still per your discretion because you're not relying on it as your sole source of income

Now to create recurring passive income, mostly that does require money or time.

“The myth of the elusive passive income usually takes either time or money to create. You can invest in dividend stocks and make passive income. You can invest in peer to peer loans like on Prosper.com and make passive income, or you can build an asset, a piece of software, a book, course, that you can sell over and over again and make passive income.”

That's the beauty of the side hustle though. Again, you can afford to invest that time over a longer period if you need to. Or not. It's up to you.

To give you a jumpstart here are the 15 most popular side hustles:

1. Freelancing: Any kind. This is mostly bucket 1.
2. Self-Publishing: write something and upload it to Amazon, that's how easy it is. You can build a portfolio for a publishing business off of this, and you have the potential for recurring passive income, but then you also have to keep writing the next thing.
3. Blogging: You can use affiliate marketing to boost monetization
4. Consulting: Help people in your area of expertise. Find clients who need help figuring out what you already know and lend your services.
5. Jewelry crafts & arts: DIY and Etsy. This is a bigger time investment and is more labor intensive but is great for people who have a creative hobby or passion and wants to monetize it.
6. E-Commerce & drop shipping: Going to manufacturers and distributors and offering to help them sell more of their product. This is helpful because you don't have to purchase the inventory until you get an order for it.
7. Amazon & Ebay: Like bucket 2 with Flipping Business. Acquire products to re-sell or just clear out your own personal inventory.
8. Software & App Development: This has a lot of potential for recurring passive income. You can either create something and continue to sell it, or you can over your skills to help contribute to developing someone else's content.
9. Coaching (like health coaching or life coaching): Look at your skills. What can you

coach people in? How can you help them improve their lifestyle?

10. Marketing Agency (people running SEO marketing, content marketing, and social media services)
11. Teaching (online & offline): Check out Udemy.com
12. Health & Fitness Services: offer health coaching, offer personalized workouts or nutrition recommendations
13. Photography: sell your service
14. Real Estate: easiest passive income generator. Buy and flip, buy and hold, etc. It's a really popular side hustle, but does require a bigger financial investment.
15. Network Marketing: Multi-level marketing, network marketing.