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Hi, everyone, welcome to another episode.



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I don't know about you,



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but I've started to build a pretty reasonable routine, working remotely. And as I talk to friends and people that I know, acquaintances, clients, anyone, right people in the neighborhood as we're walking outside, lots of people are having conversations and everyone's checking on each other. And I'm finding that quite a few people are thinking about starting their, their side hustle, right, their business that they want to do on the side, either because they're afraid of what their current position may have in short for them, right? I mean, some people don't know if their positions gonna be available after all of this is, you know, run its course so to speak. Right? We continue to say things aren't going to be the sun. But for some people, depending upon the jobs that they have and what they did previously, that could be an even better Question for them. They're just very unsure. And so people are starting their side hustle, because they're unsure people are also starting side hustles because, you know, they're at home and they're working from home. And they think well, while I'm here, always wanted to try this other thing, whatever that is. And so they start thinking about it and working on it and trying to put things together. They consider that using their time wisely. And, you know, I've seen a ton of memes. I think I've shared this before that, you know, a lot of people are saying, I'm gonna come out of

this quarantine with a new business. You know, if that's what happens, that's awesome, right, be productive. We've talked about being productive, you know, moving your business forward, instead of sitting and watching, you know, Netflix all day. Let's at least use the time wisely and be productive in our current business. But some people don't have point businesses yet or it's been, you know, 10 something of an idea that they've slowly started to move forward. And so now they're starting to work on their side hustle. But at the same Time, they, you know, they think they're going to have all of this time. And and they don't really and that's the conversations that I've been having. Everyone has been surprised they are supposed to go out and start another business, not focus on your current business, but start a brand new second business now. Second business could be you're working for a company, and it's your own business. Second business could be you already have one business and you're doing get another business. Okay, so it's not what you're doing currently. It's you starting something new in addition to what you're doing right now. And so a lot of people are saying, Oh, come on, I've got this time, I'm gonna go do this. I'm gonna start this business and I've been dreaming of. That's great. That's great. But what I'm hearing I'm talking to people is the fact that they're not able to get that off the ground. And I keep asking all these questions because the intent sounds Like it's there. The idea seems great. You know, it's not that they are. It's not that there are people who don't understand how to run a business, or get started in a business. It's not any of these pieces that the lack of knowledge or just the basic fundamentals, that doesn't exist. They understand it. But they're not able to push it forward. And so what I've come to realize through my conversations is that it is a truly a lack of time. I've watched it happen definitely over the past few weeks, is the fact that because we continue to, quote unquote, sit at our computers, right, the computers that we work on for the bulk of the day for our primary business, again, either one we own or one that we we work in for someone else. That has continued to suck. You know, just suck our time. It has definitely been a time suck and we've talked In other episodes about, you know, not over committing and burning yourself out, because you think, Oh, well, if something gets us one more thing done, let me just get this one more thing done. Let me get this, right. And we just continue to perpetuate this one more thing every day. And I see a little bit of that happening with these individuals who have these amazing ideas and really want to get the second business started. But they're finding they're not having the time to do it. They thought they were going to, because what else are they gonna do in their minds, right? They're thinking I'm home, am I gonna do but the fact of the matter is that they have committed so much of their day, to their primary role that they don't actually have any extra time



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for their side business.



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And so again, let me tell you, part of the things that I figured out is this one, they're sitting in front of their day job, let's just call it that their day job computer for the bulk of the time. They have their special side hustle computer beside them. And they think, Okay, well, I'm going to go through two meetings of my day job. And I'm going to get a 30 minute break, and then a 30 minute break, I'm going to transition and work a little bit on my, my side hustle. My second job, right, my new idea. Well,



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what happens is after they finished the two calls,



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then they start getting phone calls about



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the two calls I just had, or a team member needed something or an email popped up, or something has happened in the business. And that 30 minutes is gone.



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And so then I think, Okay, well, wait a minute.



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I'm okay with that. That happens. That's why I would have gotten much done in 30 minutes anyway, right? So they forgive themselves for not getting to it and we should, right, we should all forgive ourselves. If something happens and comes up. Don't beat yourself up is what I'm trying to say. Okay. And so they say,



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Okay, well, I'm just going to tackle this at lunch.



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Right, so they go through a few more meetings, and then it's one shot.



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Well, then your kids need something.



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Or you get another business phone call from your day job. Or you just actually need a mental break. Because the mornings been tough. And you've been handling a lot of different pieces of the business. So then lunches out, then you go back to meetings and calls and projects that you've been assigned or created, or you own at whatever level and your day job. Fine, then it gets to be about three or four in the afternoon. And you finally have some time to work on your side hustle. But again, you're getting more phone calls and people are trying to wrap up their day and so you're trying to wrap up your day and get them working on the right pieces. And by the time you get all that done, it's five o'clock and it's time to go ahead and start having dinner and cooking and preparing the evening for your family evening. If it's just you, right? Even if it's just you, you are saying, Okay, well, I've had a full day's work, I need a mental break, I need to get something to eat. And all of that, right? You do. You need to get something to eat, you do need to take a mental break. But do you see what happened there? The best of intentions were there. They thought they had all of this time. They are very productive normally, and they want to use their time effectively. But what they're not realizing is that 30 minutes here an hour there may be time after the end of the business day isn't a clear plan on how you're going to start another business.



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That's not really effective planning.



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Right.



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We've always talked about the fact that our one thing that is most important, you know, what is the one thing that if I do that, you know, all other things become irrelevant or unnecessary? Right? That's from the book *The one thing*, right and so We can't if we don't start our day off with that one thing for that second business, we're not going to get it done. Based on what I'll walk you through, it didn't sound like they had something specific they were going to tackle. They were just trying to piece a few, you know, a few tasks in between their day job. So there wasn't enough time. It was sort of a second thought. And there wasn't a clear agenda on what needed to be accomplished. Do you see how that will never allow someone to actually pick up and do something different? We have to be purposeful. Okay, we have to be purposeful in what we want to accomplish. But we also have to be realistic about the fact that we do have a day job in that instance, right. In that example. We have a day job. And so how can we confidently go through the work of the day job? How do we eliminate excess meetings that shouldn't exist? How do we put checks in place with our teams? Right? I've talked about that a little bit in some episodes. How do you go through and put your teams, you know, running at the right pace and sending information at the right time to sharing the right information. And you're not really going to be able to control any true fires because that's what a fire is, is a sudden situation that came out of the out of the blue. But if you can have your teams running and organize your time, and that's step one, if you're trying to start a side hustle, if you're trying to start, you know, a second business in any capacity, the first thing is to make sure that you're efficient with your time for your day job. And the second step is to really sit down and understand what you want to accomplish each and every day to get this next business off the ground. And then from data, go ahead and definitively schedule some of that in your day. Now, here's the catch. You have to still take breaks. You still have to have lunch. You still need to eat breakfast, you still got to have dinner, you still need to have family time. If you have a family, you still have to take care of yourself physically and mentally. And if you're trying to feel your normal break periods with extra work for a second job, that's not going to happen. You're going to burn yourself out. Right? You're not giving yourself breaks, you're not giving yourself the ability to go and refresh yourself. And mentally, you know, take a break, and recenter yourself before you have to turn your brain on again. So how can you do that throughout the day? How can you again, if you're starting a second business, how can you put those functions into your day without taking away your brakes? How do you put some things first, like let me just learn about the market. Let me read a little bit. Let me read 15 minutes here. 15 minutes there. Take some notes, and then I'll come back to it, right. The other reality of this, and we all know it, but I'm gonna say it is if you're definitely serious, like these people are that I've been chatting with. If you're 100% serious about starting a new business, on the side, or a second business to your current business that you own, you're gonna have to put in some extra hours. It's not all gonna fit in the day. If you are still a Dewar or someone who is completely engaged in the business, that your day job,



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okay, you're not going to have a lot of breaks.



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Unless you create them. If you own your own business, now's the time to figure out how you pull out of the day to day and get people running your day to day. So then you can pivot and shift and focus on the new business. Okay, you can do that if you own your own business. If you don't, and you work for someone else, then you can't do that. Because that's why they're paying you. You're supposed to be there every day doing something. Okay? So when you think about those extra hours again, how do you how do you do that? Let's Let's go down the pathway that you work for someone else. You can't really sacrifice much time in your day. Because you, you do you have an obligation to live up to the expectations that have been established and the commitment that you made working for someone else. And until you either walk away from that position or change the part time or whatever it is, you need to live up to that obligation that's simply, you know, having integrity and doing your job. Okay. So the reality is that you're going to have to put in some late hours,



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or some very early mornings,



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whatever you decide, but the bulk of your work is going to have to come outside of standard business hours outside of the hours you've committed to your day job. And you've got to do that without burning out and you've got to do it without sacrificing family time, you've got to, you know, do it in a way in which it allows you to stay fulfilled, and not miss out on a lot of your family events. Maybe it's a conversation with your spouse to say, Hey, I know we normally watch TV together every night, three nights a week, I'm actually going to go and work on the side business. And so I want you to enjoy something on your own. I want you to watch your TV shows or you know, whatever the conversation is, you get it, but go and have that active conversation. Find a balance so that you don't feel like you're missing out on everything. But commit to that. The whole point of this and the entire reason why I wanted to do this episode is because, again, a lot of people are saying, Man, I'm coming out of this quarantine with a new business.



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And it's almost like a



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badge of honor maybe to be able to come out of this quarantine and say that and I'm not I'm going to disagree that that's, that's not an awesome thing to come out of this county with. If you can be highly productive, that's great. Okay, but there's a there's a fine balance between being highly productive and burning out and losing your family and everyone else because you were so laser focused on completing that challenge that you lost sight of everything else that was really important to you. Okay? So don't do that. If you've got another business idea, and you want to go ahead and get it sorted, that that's awesome. Go for it. I'm gonna cheer you on every step of the way. But what I am going to tell you to do is be smart. Realize that it's not going to happen, you know, during your hours of working your day job, especially if you work for someone else. It's not going to happen unless you sit down and purposely schedule time for it. Commit that time to that that part of your life, that new business venture, organize the tasks You need to get done, organize what has to be done when focus on what your one thing is for the day for that business, and then schedule that time, then that's the way you're going to be successful at both your day job and in the creation of your side hustle. And you have to do it in a way that still maintains balance and allows you to be fulfilled in your life. Suppose the point of having a great side hustle that fulfills you professionally, and maybe brings in a little extra money but you've lost your family or you've lost your friends. You even lost yourself.



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That's not worth that.



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And I guess some of the state home boards are listening right now. And so, you know, are you going to panic when that's over? Because that's, that's when your clock ends. Oh, right. Okay, you can't do that to yourself. So be smart. Be smart, set appropriate goals, set appropriate timelines. If you're going after a side hustle, I commend you Keep going, don't stop for Be smart, take care of yourself, and reverse the commitments that you've already made to either other companies or your primary company. Alright, so that is my challenge for you for today. Think about that. If you're trying to come out of this quarantine, with a side hustle and you're, you're thinking about those memes and everyone else's. Maybe

doing that around you really step back and assess the time that you're committing to it. Understand how you're organizing yourself. And if ultimately it's leaving you unfulfilled to work on it. Maybe Now's not the time. And that's hard for me to say, okay, because I personally get stuff done. And that's hard for me to say to you, it may not be the right time. It very well may be but you need to adjust your life in a way in which it will allow you to get everything done and not sacrifice your relationships, your mental health and your personal health. All right, your physical health. Think through that. Have a great day.