

**BRING INCOME TO AN
IDEA**

HOW TO MONETIZE YOUR PASSION IN AN HOUR A DAY


**SOME PRACTICAL TIPS
AND STEPS ON HOW TO
START A VIABLE SIDE
BUSINESS**

BY: CARRIE OLSEN

www.carrieolsenvo.com



**WHEN YOU START TO
TAKE CONTROL OF YOUR
SCHEDULE AND NOT JUST
LET IT HAPPEN TO YOU,
THE BENEFITS ARE
ENDLESS. YOU START TO
SEE IMPROVEMENTS IN SO
MANY DIFFERENT AREAS
OF YOUR LIFE... BAM.**



LET'S TALK ABOUT THE ELEPHANT IN THE ROOM FIRST.

YES, I'M TALKING ABOUT MOM GUILT

We all go through mom guilt. We always second guess if we are doing the right thing for our kids, especially if we're doing something that doesn't involve them.

But as long as you are fueling up, putting yourself in a better place to serve your family, and doing something that energizes, rather than exhausts you, do it.

Do some self-reflection. Ask yourself whether this is the right time for you to start a side business. If you're feeling the itch, it probably is.



EVALUATE YOUR WHY.

**KNOW WHY YOU
WANT TO START A
BUSINESS. IT MAY BE
FOR SEVERAL
REASONS.**

- Financial freedom
- Creative outlet
- Productivity benefits

Maybe you're not trying to start a business, but you want the benefits of treating your life like it is a business. Great! It's good for you and for your kids to see you doing something you love and being intentional and productive, working towards goals.

I find that I am more intentional during the day when I plan, and make time for things I love and want to do. It makes me more present with my kids and helps ensure I'm giving my best to them.



TIP: **TREAT YOUR LIFE LIKE A BUSINESS**

**WHEN YOU START TO
TAKE CONTROL OF
YOUR SCHEDULE AND
NOT JUST LET IT
HAPPEN TO YOU, THE
BENEFITS ARE
ENDLESS.**

**YOU START TO SEE
IMPROVEMENTS IN SO
MANY DIFFERENT
AREAS OF YOUR
LIFE.**



NOW THAT YOU HAVE AN IDEA, VALIDATE IT.

ASK ABOUT IT. DON'T
BE AFRAID OF
FEEDBACK.

Mull it over for a month. Tell people about it. See what their interest is. If you have an audience (and by the way, if you have a FB or Instagram account, you do), ask them what they think. Get some feedback.

SO, IT WILL WORK.

NOW WHAT?

SELL A PRODUCT OR SERVICE.

**PRO TIP: PEOPLE PAY
FOR WHAT THEY
WANT, NOT WHAT
THEY NEED!**

- Online course
- Write a book
- Graphic design
- Web design
- Interior design
- Start a blog
- Etsy shop
- Voiceover

I'm biased towards information products. You have an expertise, something of value that you can teach others. And sometimes, it's just as worthwhile for your audience to watch you try something than it is for you to position yourself as a guru.



FINDING THE TIME FOR YOUR BUSINESS

THE PART I WANTED TO SPEND THE MOST TIME ON HERE IS THE PRODUCTIVITY PIECE. BECAUSE ALL OF THIS INFORMATION IS GREAT, BUT HOW ARE YOU SUPPOSED TO FIND THE TIME TO START A BUSINESS WHEN YOU HAVE KIDS, HUSBAND, OBLIGATIONS, ETC?

START WITH A REVERSE TIME BUDGET.

How much time do you want to spend with your kids? Doing quality activities? Exercising/meal planning/time with hubby. All those things that you would say are most important to you. It may be helpful for you to make a values list first. Then make a schedule for how much time you spend on your business. **Also, define what quality time with your kids is!** Don't find yourself in the situation where you sit down to have quality time with your kids and then go... what do we do?

BE IN IT FOR THE LONG HAUL.

The quality and length of planning you do (the unsexy part) before you can actually start doing the work is the biggest determining factor of your idea's success. Give yourself a full MONTH to do legwork. Don't rush. The more you do on this side, the more likely you are to see success on the other side. Don't just dive into "doing" head first.

PLAN YOUR DAY.

Your plan will make each subsequent hour have more impact because you'll know what you're doing with that time, and you won't end up spending half of the hour that you have set aside just trying to figure out what to do next.

LEARN FROM OTHER PEOPLE.

Find communities, supportive FB groups, get a mentor.

SACRIFICE. CHOOSE WHAT TO SAY NO TO.

- What are you going to say “no” to so that you can spend an hour/day on your idea?
- Get up an hour earlier?
- Binging *The Office* on Netflix
- Delete Instagram from your phone
- Ask for help at home
- If it seems like too drastic of a change to make a big adjustment in your life, like watching ZERO shows for the next 3 months, try it. Chances are it won't be as big of a deal as you thought.
- When you set aside your work time, put your phone in airplane mode! Set aside that time just for you and your business idea.

DON'T LET YOUR IDEA TAKE OVER.

Though it's possible to hustle for a month and wake up an hour earlier to get your work time in, remember that your health is the most important thing. You may be able to swing that for a month, and if you find that you really are being productive in that time, then go for it.

But only for a month. You don't want to get into a habit of doing something that isn't sustainable or good for your family in the long run.

USE PRODUCTIVITY TOOLS

A lot of the tools/productivity tools you can use are the same as freelancers/businesses. You ARE a freelancer! In the most real sense. So, start to see yourself that way. You don't have to skate by on trying to wing it. You can give yourself the gift of utilizing other productivity tools that businesses and freelancers have been using for decades. AND find the methods that work for you! Find a group. Do group work sessions. Switch off watching each other's kids.

START A MORNING ROUTINE.

It can be as simple as getting up and drinking water.

PARTNERSHIPS.

Partnerships are one of the most effective ways to give legs to your idea. Whether you are starting a dog-walking service, an interior design business, or are selling personalized mugs, you can get exposure for your idea by adding value to *someone else's* audience

How to identify potential partners:

- Brainstorm companies that serve the same audience that you do
- Think of companies whose product/service you love
- Who have you bought from recently?
- What companies do you love so much, you tell others about them?
- What companies have helped you get results?

How partnerships work:

- You approach the potential partner with a win for them that you can provide.
- This can be sharing information with their audience, offering to promote them to yours, sharing profits from a joint promotion, etc.
- Decide the nature of the partnership, when it will take place, what it will involve, what you will be sharing or doing for them, and what the win will be for you (exposure, emails, profit share, etc.).
- Gain exposure to a new audience and grow your following so that you have a wider engaged audience to market your idea to.

If you're concerned that you don't have anything to offer a potential partner, don't be. This doesn't have to be a highly polished, high-end production. You could simply offer to do a free 20-minute workshop to their audience in exchange for the email addresses of everyone who attends. Simple.

RESOURCES I LOVE

Productivity:

[Trello app](#)
[Full Focus Planner](#)
[Panda Planner](#)
[Focus and Action online course](#)

Programs and Systems for Monetizing Your Idea:

[Amy Porterfield programs for webinars and online course creation](#)

[Course Craft - course for simply creating and selling your first online course](#)

Organization:

[Myquillyn Smith course and books](#)

Programs and Systems for Monetizing Your Idea:

[Pandora meditation radio station](#)

For Learning Stuff

[iTunesU](#)
[Coursera](#)

**WHAT ARE THE RISKS IN
NOT JUMPING, NOT
MAKING A CHANGE?**

**IF THINGS WERE EXACTLY
THE SAME AS THEY ARE 5
YEARS FROM NOW, WOULD
YOU BE OKAY WITH THAT?**

**HOW DO YOU DESIGN A
DIFFERENT FUTURE FOR
YOURSELF?**

**REMEMBER:
“IF YOU DO THE WORK, IT
WORKS.”**

I want to hear what you're implementing, how you're implementing it, and how it's changing your life! Connect with me at carrie@carrieolsenvo.com or follow my social media channels. I'm @carrieolsenvo everywhere *wink*.

Wishing you the best, Carrie