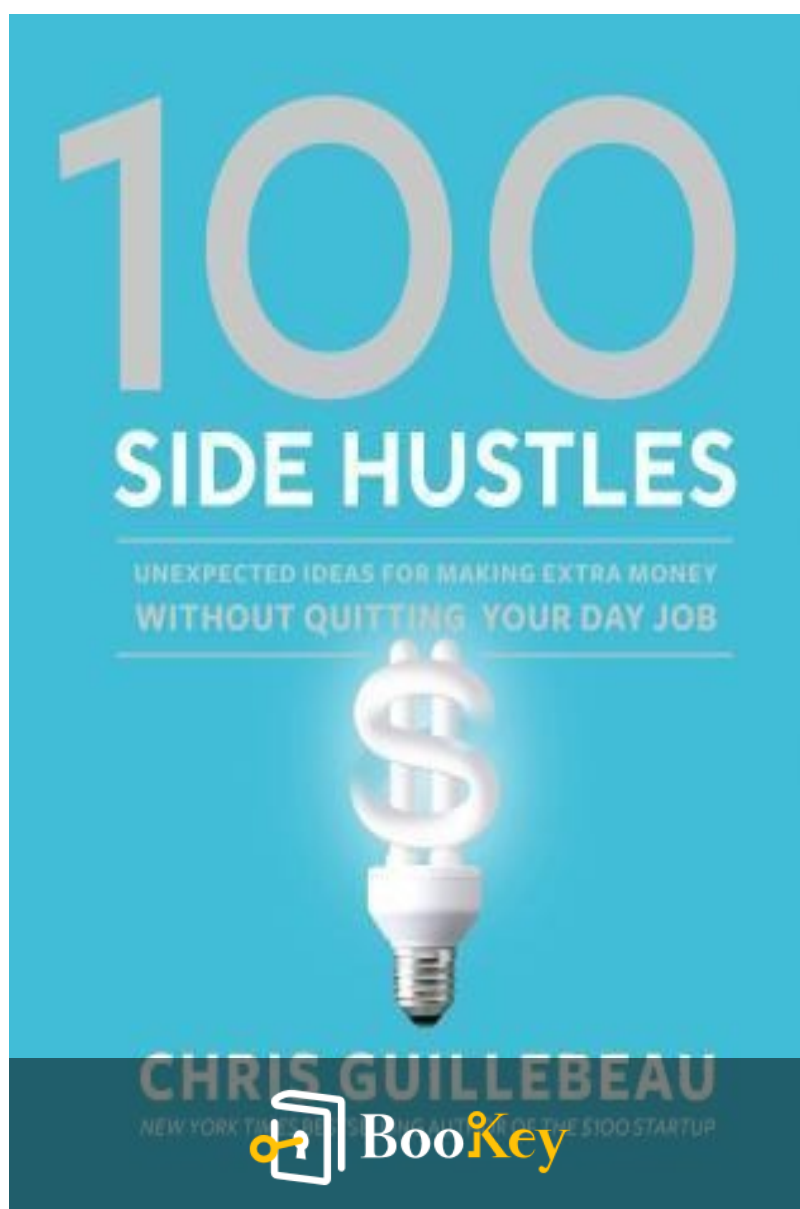


# 100 Side Hustles PDF

Chris Guillebeau



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## About the book

In "100 Side Hustles," best-selling author Chris Guillebeau shares an inspiring collection of stories showcasing everyday individuals who have successfully launched side businesses that anyone can emulate. This vibrant ideabook draws from Guillebeau's popular Side Hustle School podcast and features a diverse array of entrepreneurs—including urban tour guides, artists, and even families selling hammocks—who have transformed their passions into profitable ventures. Each case study not only provides valuable insights and practical takeaways but also celebrates the human spirit behind these hustles. From identifying untapped markets to developing unique products, this guide walks you through essential steps for turning your own ideas into income, encouraging you to join the ranks of innovative side hustlers while enriching your life.

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## About the author

Chris Guillebeau is a renowned author, entrepreneur, and speaker best known for his insightful exploration of unconventional paths to success. With a passion for helping others find their unique niches, he gained prominence through his bestselling books, including "The \$100 Startup" and "The Art of Non-Conformity." As the founder of the World Domination Summit, Guillebeau has built a community of like-minded individuals who seek to lead fulfilling and purposeful lives outside the traditional 9-to-5 grind. His relentless curiosity and dedication to entrepreneurship have made him a beloved figure in the personal development and business realms, inspiring countless individuals to embrace the side hustle movement and pursue their passions.

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Chapter 14 : XIV. Start Your Own Factory

Chapter 15 : XV. Ramp Up: Million-Dollar Side Hustles

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# Chapter 1 Summary : I. Real People, Real Money



Name	Location	Startup Costs	Income	Website
Marc Gaskins: Candle Maker	Charleston, South Carolina	\$200	\$43,000/year	MeetingandMarket.com
Teresa Greenway: Baking Instructor	Westport, Washington	Minimal	\$178,000 in first two years	NorthwestSourdough.com
Steffanie Rivers: Rental Business for Super Bowl	Dallas, Texas	\$1,000	\$50,000/year	TouchdownRentals.com
Jill Bong: Chicken Saddle Creator	Medford, Oregon	Minimal	\$900/month	ChickenArmor.com
Peg Donovan: IKEA Deliveries	Portland, Maine	\$6,000	\$2,000/month	SvenDelivers.com
Ari Banayan: Morning Routine Journal	Los Angeles, California	\$10,500	\$80,000/year	HabitNest.com

## Real People, Real Money

Earning real money on the side isn't a fantasy; it's achievable through various surprising methods. Examples of successful

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side hustles include:

## **Marc Gaskins: Candle Maker**

-

### **Location**

: Charleston, South Carolina

-

### **Startup Costs**

: \$200

-

### **Income**

: \$43,000/year

-

### **Website**

: MeetingandMarket.com

Marc initially started a candle-making business after observing the market. He transitioned from selling wholesale candles on Amazon to creating his own brand, using YouTube for education. His sales soared as he improved product design and branding.

## **Teresa Greenway: Baking Instructor**

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-

## **Location**

: Westport, Washington

-

## **Startup Costs**

: Minimal

-

## **Income**

: \$178,000 in first two years

-

## **Website**

: NorthwestSourdough.com

Teresa, once reliant on food stamps, focused on teaching sourdough bread baking through online courses. Persistence and leveraging her skills led to a profitable endeavor, allowing her to achieve financial stability.

## **Steffanie Rivers: Rental Business for Super Bowl**

-

## **Location**

: Dallas, Texas

-

## **Startup Costs**

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: \$1,000

-

### **Income**

: \$50,000/year

-

### **Website**

: TouchdownRentals.com

Steffanie capitalized on the Super Bowl demand by renting out homes to fans. She built a business providing all-inclusive rental options, generating significant profit within a few months of seasonal work.

## **Jill Bong: Chicken Saddle Creator**

-

### **Location**

: Medford, Oregon

-

### **Startup Costs**

: Minimal

-

### **Income**

: \$900/month

-

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## **Website**

: ChickenArmor.com

After losing her pet chicken, Jill invented a low-maintenance chicken saddle to prevent injuries, capitalizing on a niche market with minimal costs and achieving notable monthly income.

## **Peg Donovan: IKEA Deliveries**

-

### **Location**

: Portland, Maine

-

### **Startup Costs**

: \$6,000

-

### **Income**

: \$2,000/month

-

## **Website**

: SvenDelivers.com

Peg used her experience in operations management to create a furniture delivery service, providing value by saving customers on high shipping costs while earning a consistent

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monthly income.

## **Ari Banayan: Morning Routine Journal**

-

### **Location**

: Los Angeles, California

-

### **Startup Costs**

: \$10,500

-

### **Income**

: \$80,000/year

-

### **Website**

: HabitNest.com

Ari and his friends developed a journal aimed at helping people form productive habits. Through effective marketing, they successfully sold thousands of units, ultimately expanding their product line.

## **Side Hustle Labs: Definition**

A side hustle is characterized by being controllable,

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profitable, and distinct from one's primary job, serving as an asset building for greater opportunities and fulfillment. It should provide enjoyment alongside financial gain. For more insights, visit [SideHustleSchool.com/basics](https://SideHustleSchool.com/basics).

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## Example

**Key Point:** You can start earning real money through a side hustle today, just like many others have.

**Example:** Imagine taking a hobby you love, such as baking or crafting, and turning it into a profitable side business. Just like Marc Gaskins transformed his interest in candles into a thriving enterprise, you too can leverage existing skills or explore new creative avenues. Picture yourself setting up an online store and sharing your unique products or services with the world, and soon you could be earning thousands of dollars annually, achieving both financial freedom and personal fulfillment.

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## Critical Thinking

**Key Point:** The potential for success in side hustles depends heavily on individual circumstances.

**Critical Interpretation:** The examples in this chapter illustrate how varied the startup costs and incomes can be, which suggests that not every method is universally applicable or achievable by everyone. While Guillebeau promotes the idea that anyone can find success in a side hustle, this viewpoint can be overly optimistic and downplays the challenges of market saturation, personal skill levels, and financial stability that many individuals face. The success stories are informative but could lead to unrealistic expectations; not everyone will replicate the successes of Gaskins or Greenway, and potential hustlers should critically assess their unique situations and market conditions. For a more nuanced understanding, one could refer to sources like 'The Lean Startup' by Eric Ries, which discusses the inherent risks in starting a business.

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# Chapter 2 Summary : II. Ideas Are Everywhere



## Chapter 2 Summary: Ideas Are Everywhere

### Overview

This chapter discusses how individuals can unlock their entrepreneurial potential by mastering the skill of observation and identifying business opportunities in everyday life.

### Successful Side Hustles

1.

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## Copywriter Carves 140 Characters into Cash

-

### Name

: Brian Thompson

-

### Income

: \$50,000/year

-

### Details

: Transitioned a humorous website into a profitable venture offering engraved tweets turned into art.

2.

## Itchy Honeymoon Shaves Way to Pubic Oil Profit

-

### Names

: David Gaylord and Tim Burns

-

### Income

: Under \$100,000/year

-

### Details

: Created a haircare oil product addressing pubic area

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discomfort, leveraging a unique niche.

3.

### **Role-Playing Pastor Rolls Dice on Extra Income**

-

#### **Name**

: David Derus

-

#### **Income**

: \$9,000/month

-

#### **Details**

: Turned a passion for role-playing games into Dice Envy, a successful dice-selling business.

4.

### **Landscaper Stops Mowing Lawns, Starts Producing Podcasts**

-

#### **Name**

: Jeremy Enns

-

#### **Income**

: \$40,000/year

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-

## **Details**

: Leveraged audio production skills to transition from landscaping to podcast production.

5.

## **German Funeral Urns Are Not a Dying Business**

-

## **Names**

: Daniel Mack and Marco Billmaier

-

## **Income**

: \$5,000/month

-

## **Details**

: Created a business offering personalized funeral urns, tapping into an unmet market need.

6.

## **Santa's Letter-Writing Gig Hustles Down the Chimney**

-

## **Name**

: Bry Larrea

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-

## **Income**

: \$5,000/year (seasonal)

-

## **Details**

: Offers personalized letters from Santa, combining creativity with seasonal demand.

7.

## **Fidget Spinner Cookie Crumbles into Cash**

-

## **Name**

: Jessica Grose

-

## **Income**

: \$2,000/month

-

## **Details**

: Created viral cookies shaped like fidget spinners, which garnered significant media attention.

8.

## **Florida Woman Gets Paid to Remove Poisonous Toads**

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-

## **Name**

: Jeannine Tilford

-

## **Income**

: \$30,000/year

-

## **Details**

: Removed invasive toads while educating the public about native species, combining environmental care with a profitable side hustle.

## **Side Hustle Labs: Where Do Ideas Come From?**

- Skills to generate business ideas:

-

### **Observation**

: Identifying areas needing improvement.

-

### **Problem solving**

: Creating solutions for recognized problems.

-

### **Asking questions**

: Understanding consumer motivations.

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-

## **Experimentation**

: Trying out various concepts.

## **Conclusion**

This chapter emphasizes the importance of recognizing and acting on opportunities around us, encouraging readers to explore their own ideas and potential side hustles. For further insights, readers are directed to a resource on generating ideas.

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## Example

**Key Point:** The Skill of Observation is Key to Discovering Side Hustles

**Example:** Imagine you're strolling through your local park and notice endless discarded items littering the area; what if you organized a clean-up effort and offered your services to local businesses for sponsorship? This simple act of observation could ignite your entrepreneurial spirit, leading you to create a profitable environmental service that not only beautifies your community but also provides you with extra income. By keenly recognizing problems and opportunities in day-to-day life, you can transform even the most mundane situations into successful side hustles.

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## Critical Thinking

**Key Point:** The skill of observation is essential for identifying business opportunities in daily life.

**Critical Interpretation:** While Chris Guillebeau argues that ideas are abundant and accessible through careful observation, it's important to consider that this viewpoint might not encompass all entrepreneurial realities. Not every societal context offers the same level of exposure to opportunities, and success often hinges on factors such as market saturation, economic conditions, and personal circumstances that go beyond mere observation skills. Critics, like business strategist Clayton Christensen, point out that without innovation or differentiation, simply observing may not lead to a sustainable business model (Christensen, C. M., "The Innovator's Dilemma"). Therefore, while observation can inspire ideas, it should be supplemented with deeper market analysis and strategic thinking.

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# Chapter 3 Summary : III. Use the Skills You Already Have

Name	Location	Startup Costs	Income	Website	Details
Lisa Holtby	Seattle, Washington	\$2,200	\$4,000/month	lisaholtby.com	Transitioned from yoga to home organizing; unique decluttering method.
Nicole Buergers	Houston, Texas	\$5,000 + \$13,500 crowdfunding	\$7,000/month	bee2beehoney.com	Started beekeeping service; manages over seventy hives.
Jelena Aleksich	Brooklyn, New York	Minimal	\$15,000 in first quarter of 2018	theconfettiproject.com	Photography brand focusing on confetti-themed shoots.
Sumit Bansal	New Delhi, India	\$200	\$3,500/month	trumpexcel.com	Created tutorials and courses for Microsoft Excel.
Adam Shafi	London, England	£500 (about \$642)	£600/month (about \$800)	geodesium.co.uk	Crafted and sold terrariums; utilized online platforms for sales.
Lisa Akers	Denver, Colorado	\$5,000	\$1,200/month	lisaakers.com	Transitioned to herbal medicine from rocket science.
Tanieka Randall	Houston, Texas	\$1,500	\$45,000/year	teeshairsecret.com	Developed natural hair products after cancer treatments.
Leah Lynch	Wilmington, Ohio	\$300	\$8,400/year	leah-lynch.com	Bred rabbits to fund college while coaching others.
Elizabeth Borsting	Long Beach, California	Less than \$100	\$20,000/year	dineoutlongbeach.com	Organized a dining event to benefit local restaurants.
Advice: "Don't follow your passion; follow your skill."					
Overall, the chapter illustrates how everyday skills can become profitable ventures.					

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# Use the Skills You Already Have

## Overview

This chapter highlights stories of individuals who have successfully turned their existing skills into side hustles, generating significant income without returning to school.

## Key Examples

### Yoga Teacher Cleans Up with Home Organizing Business

-

Name:

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# Chapter 4 Summary : IV. Buy Low, Sell High

## Chapter 4: Buy Low, Sell High

### Business Principles

This chapter explores the timeless principles of buying low and selling high, discussing various modern-day side hustles built on this foundation.

### Nomadic Family Cooks Up Profits with Italian Housewares

-

#### Name:

Nathan and Kathrin Spaccarelli

-

#### Location:

Portland, Oregon (and Italy!)

-

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**Startup Costs:**

\$3,500

-

**Income:**

Multiple six figures

-

**Website:**

[daterracucina.com](http://daterracucina.com)

The Spaccarellis launched an importing business for Italian cookery items after a transformative year-long trip abroad. They streamlined operations using Amazon's Fulfillment by Amazon program, sold nonstick ceramic pans, and achieved over \$200,000 in sales within their first year, while reinvesting in their family travel fund.

**Wedding Bells Ring Brighter If the Bride's Not Broke**

-

**Name:**

Brittany Finkle

-

**Location:**

New York, New York

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-

**Startup Costs:**

\$20,000

-

**Income:**

\$80,000/year

-

**Website:**

[happilyeverborrowed.com](http://happilyeverborrowed.com)

Brittany Finkle founded an online boutique renting high-end bridal accessories, driven by her experiences planning weddings and realizing the extortionate costs of accessories. Her service has doubled in sales each year and has helped over 500 brides save money.

**The Curious Incident of the \$300,000 Bouncy House Biz**

-

**Name:**

Rene Delgado

-

**Location:**

Cedar Park, Texas

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### **Startup Costs:**

\$1,000

-

### **Income:**

Multiple six figures/year

-

### **Website:**

bouncehousestore.com

Rene found success selling bouncy houses, driven by niche market research and drop shipping to avoid handling inventory. After launching his business, he earned over \$300,000 in sales in less than a year.

## **High School Junior Earns \$10,000 Selling Autographed Baseballs**

-

### **Name:**

Tim Haren

-

### **Location:**

Baltimore, Maryland

-

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## **Startup Costs:**

Minimal

-

## **Income:**

\$10,000 in the first 90 days

Tim leveraged his baseball enthusiasm by collecting and selling autographed baseballs, quickly turning his passion into a profitable venture.

## **The Live Cricket Drop-Shipping Hustle**

-

## **Name:**

Jeff Neal

-

## **Location:**

Lancaster, Pennsylvania

-

## **Startup Costs:**

\$100

-

## **Income:**

\$700/month

-

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**Website:**

thecritterdepot.com

Jeff created a business selling live crickets for reptile owners through a drop shipping model. His approach, requiring minimal inventory handling, allows him to earn steady monthly profits.

**Hand Grippers Make for a \$60,000-Strong Hustle**

-

**Names:**

Matt and Kristy Cannon

-

**Location:**

Dayton, Minnesota

-

**Startup Costs:**

\$5,000

-

**Income:**

\$65,000/year

-

**Website:**

cannonpowerworks.com

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The Cannons developed a successful online business aiming at grip strength equipment, capitalizing on their fitness passion and filling a gap in the market for specialized strength equipment.

## **Flipping 101: The College Textbook Edition**

-

### **Name:**

Marcus Kusi

-

### **Location:**

Castleton, Vermont

-

### **Startup Costs:**

\$20

-

### **Income:**

\$68,000 in two years

Marcus Kusi identified the opportunity in the college textbook market, flipping books he bought cheaply for significant profits. His success provides a lifeline to balance school and family responsibilities.

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## Action Plan

1. Identify resellable items (start with what you own).
2. Explore thrift shops, yard sales, and online marketplaces.
3. Experiment with small purchases to gauge profits.
4. Offer quality service to encourage repeat business.

## Side Hustle Labs: Where to Find Items to Resell

Reselling is accessible; the goal is to buy low and sell high. Start with personal items, thrift stores, or online platforms like Alibaba. Research demand and market prices to optimize profits.

This chapter illustrates the diverse avenues of reselling and entrepreneurship, providing various examples of individuals who successfully turned simple ideas into profitable businesses.

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# Chapter 5 Summary : V. Teach What You Know

## Teach What You Know

Your knowledge is valuable: take what you've learned and share it with others.

## Cheap Plane Tickets Site Becomes Million-Dollar Hustle

### Name:

Scott Keyes

### Location:

Portland, Oregon

### Startup Costs:

\$350

### Income:

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Seven figures/year

**Website:**

ScottsCheapFlights.com

Scott Keyes, a former political journalist, combined his travel expertise to help travelers save money on flights, gathering over 275,000 email subscribers. He started by sharing tips via a simple email list and later launched a "freemium" model, offering premium content. His success story highlights that having a unique angle can yield great results.

**Lifelong Girl Scout Earns Her Side Hustle Badge**

**Name:**

Jodi Carlson

**Location:**

Conneaut, Ohio

**Startup Costs:**

\$16

**Income:**

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\$2,800/month

**Website:**

LeaderConnectingLeaders.com

After two decades in Girl Scouts, Jodi Carlson launched a resource website for troop leaders. Initially a side gig, it evolved into a monthly income through low-cost resources. By understanding her audience's needs and building a mailing list, Jodi effectively monetized her expertise while making a meaningful contribution to the community.

**Psychologist Helps Students Make the Cut**

**Name:**

Shirag Shemmassian

**Location:**

San Diego, California

**Startup Costs:**

\$3,200

**Income:**

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\$74,000 in year three

**Website:**

ShemmassianConsulting.com

Shirag turns his experiences with adversity into a successful admissions consulting business, helping students get into top schools. His journey emphasizes the importance of leveraging personal experiences and building a supportive network, which has led to significant growth and numerous success stories among his clients.

**PE Teacher Runs Laps Around Membership Site**

**Name:**

Ben Landers

**Location:**

Columbia, South Carolina

**Startup Costs:**

Less than \$500

**Income:**

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\$45,000/year

**Website:**

ThePESpecialist.com

Ben Landers created a resource blog for physical education teachers, transitioning from selling individual reports to a membership model. This shift has generated stable income and allowed him to pursue his passion for education while making a positive impact on other teachers.

**Construction Inspector Earns \$200,000 Helping Students Pass Exams**

**Name:**

Gabriel Kramer

**Location:**

Salt Lake City, Utah

**Startup Costs:**

\$2,200

**Income:**

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\$200,000/year

**Website:**

SICerts.com

After transitioning from teaching to construction inspection, Gabriel leveraged his expertise to develop courses that prepare students for certification exams. Teaming up with partners allowed him to focus on course creation, leading to significant annual revenue growth and ongoing demand for his offerings.

**NYC Jazz Musician Tunes Up \$40,000 a Year Blog**

**Name:**

Brent Vaartstra

**Location:**

New York, New York

**Startup Costs:**

Minimal

**Income:**

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\$40,000/year

**Website:**

LearnJazzStandards.com

Brent Vaartstra built his income as a jazz musician by transforming his side hustle into a full-time educational platform. His journey underscores the benefits of online community engagement through valuable resources and products for aspiring jazz musicians, enhancing both financial security and creative fulfillment.

**Organic Chemist Masters Educational Alchemy**

**Name:**

James Ashenhurst

**Location:**

Nashville, Tennessee

**Startup Costs:**

Minimal

**Income:**

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Six figures/year

### **Website:**

MasterOrganicChemistry.com

After a challenging job search, James created an online tutoring platform specializing in organic chemistry. As his online presence grew, he developed digital products based on common student struggles, resulting in a six-figure income. His success reflects adaptability and a deep understanding of his audience's needs.

### **Side Hustle Labs: How to Create an Online Course**

Sharing knowledge can be a powerful and profitable side hustle. Here's a brief plan to get started:

1.

#### **Select an Attractive Topic:**

Choose something specific and potentially valuable.

2.

#### **Set Up a Delivery Platform:**

Determine how to distribute your course material.

3.

#### **Know Your Customer:**

Understand your ideal customer for effective marketing.

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4.

### **Build Relationships:**

Engage with your audience consistently to foster trust and loyalty.

For more tips, visit [SideHustleSchool.com/courses](https://SideHustleSchool.com/courses).

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# Chapter 6 Summary : VI. Bring People Together

Side Hustle	Location	Startup Costs	Income	Concept
Jesse Rauch - District Karaoke	Washington, DC	\$20,000	\$45,000/year	A competitive karaoke league engaging locals through social singing, generating \$90,000 in revenue annually.
Alexandra Kenin - Urban Hiker SF	San Francisco, California	\$114.36	\$50,000/year	Leading urban hiking tours exploring lesser-known scenic spots with flexible scheduling and strong online presence.
James Hookway - Hangover Helpers	Perth, Australia	\$25,000	\$45,000/year	A cleanup service for hungover individuals post-party, growing through word-of-mouth without paid advertising.
Alexandra Booze - East Coast Contessas	New York, New York	\$1,300	\$25,000/year	Food and lifestyle blogging leading to partnerships with over 450 brands through impactful social media content.
Erin Bury - County Wine Tours	Prince Edward County, Ontario	\$20,000	\$100,000/year	Bicycle wine tours focusing on customer experience and strong marketing strategies while managing a full-time job.
Jordan Crowler - Kickbike Tours	Florida Panhandle	Minimal (traded services for bikes)	\$50,000/year	Adult scooter tours highlighting scenic routes, tailored to customer fitness levels and local partnerships.
Chris Damianakos - Cashunt	Boston, Massachusetts	\$150	Six figures/year	An interactive scavenger hunt business customizing experiences for private parties and corporate clients.

## Bring People Together

Use the power of community to connect people while getting paid.

## Highlighted Side Hustles:

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## **Jesse Rauch - District Karaoke**

-

### **Location:**

Washington, DC

-

### **Startup Costs:**

\$20,000

-

### **Income:**

\$45,000/year

-

### **Concept:**

A competitive karaoke league engaging locals through social singing, generating \$90,000 in revenue annually with profits around \$45,000. His approach involved community

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...ual growth

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Alex Walk

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# Chapter 7 Summary : VII. Get Crafty, Get Paid

## Get Crafty, Get Paid

If you have a knack for arts and crafts, turn your creations into income. Here are several stories that showcase how individuals transformed their skills into successful side hustles.

### Elementary School Teacher Pans for Gold in New Zealand

-

#### **Name**

: Alex Moore

-

#### **Location**

: Wellington, New Zealand

-

#### **Startup Costs**

: \$4,000

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-

## **Income**

: \$40,000 in Year One

-

## **Website**

: goldpanpete.com

Alex Moore, an elementary school teacher, discovered gold panning during a visit to New Zealand. Initially, he had aimed to find gold for a wedding ring. After learning jewelry-making, he started selling his creations at a local arts market, generating a substantial income while maintaining his teaching job.

## **Penny Portraits of Abe Lincoln Turn into \$40,000**

-

## **Name**

: Maury McCoy

-

## **Location**

: Austin, Texas

-

## **Startup Costs**

: \$800

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## **Income**

: \$40,000 so far

-

## **Website**

: pennyportrait.com

Maury McCoy turned an innovative idea into a profitable venture by creating portrait kits made from pennies. Inspired by a previous project, he developed an improved version and started selling them online, eventually moving significant units and earning a solid profit.

## **Craftsman Creates Mobster-Themed Handcrafted Wallets**

-

## **Names**

: Phil Kalas and Dan Cordova

-

## **Location**

: Chicago, Illinois

-

## **Startup Costs**

: \$5,000

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## **Income**

: Multiple six figures/year

-

## **Website**

: ashandleather.com

Phil Kalas, who works at a tannery, joined forces with his friend Dan Cordova to sell handmade leather wallets. Their teamwork and specialized skills resulted in annual sales exceeding six figures, leveraging their established industry networks for marketing.

## **Carpenter Pays His Mortgage Selling Embroidered Travel Patches**

-

## **Name**

: Mike Lecky

-

## **Location**

: Montreal, Canada

-

## **Startup Costs**

: \$1,500

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## **Income**

: \$1,000+ / month

-

## **Website**

: vagabondheart.co

Mike Lecky used his graphic design background to create unique travel patches after being disappointed with existing options in shops. He successfully launched his product line online, consistently earning enough to cover his mortgage.

## **TV Producer Sells Monogrammed Scarves While Riding Subway**

-

## **Name**

: Kirsten La Greca

-

## **Location**

: Hoboken, New Jersey

-

## **Startup Costs**

: \$250

-

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## **Income**

: \$120,000/year

-

## **Website**

: [www.rosa.gold](http://www.rosa.gold)

Kirsten La Greca began her handmade scarf business, Rosa Gold, as an experiment on Etsy. With subsequent growth, she invested profits back into the brand, eventually leaving her full-time job and focusing on her entrepreneurial journey.

## **Handstamped Feminist Jewelry Smashes the Patriarchy**

-

## **Name**

: Stacey Bowers

-

## **Location**

: Little Rock, Arkansas

-

## **Startup Costs**

: Less than \$500

-

## **Income**

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: \$40,000/year

-

### **Website**

: bangupbetty.com

Stacey Bowers launched her jewelry business, Bang-Up Betty, to express her beliefs through handstamped feminist jewelry. What started as a hobby evolved into a thriving brand that also supports charitable causes.

## **Retail Store Manager Creates Miniature Stages for Batman**

-

### **Name**

: Jason Huot

-

### **Location**

: Kansas City, Missouri

-

### **Startup Costs**

: Minimal

-

### **Income**

: At least \$500/month

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## Website

: [instagram.com/mischief\\_dioramas](https://www.instagram.com/mischief_dioramas)

Jason Huot took his childhood passion for creating miniature scenes and turned it into a side hustle by crafting dioramas for collectors of sixth-scale movie figures. His work received positive responses and commissions, blending his retail experience and artistic interests.

## Side Hustle Labs: How to Sell Your Art, Crafts, or Handiwork

- Consider starting with platforms like Etsy. Ensure to have great photos, compelling storytelling, quick response times to inquiries, and encourage customer reviews to build trust and visibility for your creations. For more tips, visit [SideHustleSchool.com/crafty](https://SideHustleSchool.com/crafty).

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# Chapter 8 Summary : VIII. Automate Your Income

## Automate Your Income

“Earn money while you sleep” is a promise that highlights the importance of working smarter, not just harder. This chapter includes inspiring stories from individuals who have created sustainable income streams through unique side hustles.

### The Snuggle Is Real: Architect Moonlights by Selling Designer Onesies

-

#### **Name:**

Gerald Lau

-

#### **Location:**

Sydney, Australia

-

#### **Startup Costs:**

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Minimal

-

**Income:**

\$1,000+ / month

Gerald Lau, an architect, started designing minimalist onesies and T-shirts for kids called "Typo Tees". Inspired by a Side Hustle School episode, he decided on print-on-demand services to avoid inventory hassles. Despite initial setbacks with poor customer satisfaction, he learned valuable lessons and expanded his designs. His side hustle not only provided supplemental income but also joy through customer feedback.

**Philadelphia Design Lover Maps Out Extra Income**

-

**Name:**

Emma Fried-Cassorla

-

**Location:**

Philadelphia, Pennsylvania

-

**Startup Costs:**

Less than \$500

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-

**Income:**

\$35,000/year

-

**Website:**

phillylovenotes.com

Emma transitioned from a neuroscientist to a marketing manager and pursued her artistic passion by creating paper-cut maps of Philadelphia. After documenting her work on social media and generating interest, she set up an online shop. Emma strategically used low-cost marketing through Instagram and gained significant traction, resulting in a successful side hustle that earns a steady passive income while remaining a passion project.

**Australian Creates Passive Income from Anatomy Course**

-

**Name:**

Mike Benkovich

-

**Location:**

Sydney, Australia

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-

## **Startup Costs:**

Minimal

-

## **Income:**

\$800/month for 7+ years

-

## **Website:**

[anatomonics.com](http://anatomonics.com)

Mike created an online audio course teaching medical students about human anatomy without prior knowledge in the field. His approach included creating a simple website to gauge interest before launching. After initial sales, he later expanded his offerings and now enjoys consistent monthly income with minimal ongoing efforts, having built a valuable educational resource.

## **Coupon Code Site Coins Copious Profits**

-

## **Name:**

Antonella Pisani

-

## **Location:**

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Denver, Colorado

-

**Startup Costs:**

\$15,000

-

**Income:**

\$45,000/year

-

**Website:**

officialcouponcode.com

After sitting on her domain name for over a decade, Antonella launched a coupon site focusing on user-friendly, up-to-date deals. By utilizing her marketing background and creating partnerships with retailers, she began generating significant traffic and income. Key strategies included engaging marketing tactics and maintaining content relevancy, leading to substantial income growth.

**Successful Artist Adds \$1,000 a Month to His Income**

-

**Name:**

Marc Johns

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-

**Location:**

Victoria, Canada

-

**Startup Costs:**

\$0

-

**Income:**

At least \$1,000/month

-

**Website:**

marcjohns.com

Artist Marc Johns embraced requests from fans for his designs on products like phone cases through the platform Society6. By leveraging his existing art while delegating production and sales to the platform, he created an additional income stream without extra effort. This innovative approach turned out to be a rewarding venture that complemented his primary work as an artist.

**Side Hustle Labs: Build Systems to Grow Smart**

To scale and automate your income stream effectively, building systems is crucial. This includes creating tools and

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protocols that allow your business to operate with minimal direct involvement. Effective systems can minimize repetitive tasks and enhance customer service while also enabling future growth.

This chapter emphasizes that automation and effective systems can lead to sustainable income without constant oversight.

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## Critical Thinking

**Key Point:** The promise of automated income is often more idealistic than practical.

**Critical Interpretation:** While the chapter champions the notion of earning money effortlessly through automation and side hustles, it may overlook the significant upfront investment in time, skills, and occasional financial resources required to establish and maintain such ventures successfully. Critics argue that while stories of individuals succeeding through platforms like print-on-demand and online courses are inspiring, they can create unrealistic expectations for others who might not replicate such outcomes despite their efforts. According to research published by Clawson et al. in the *Journal of Business Venturing*, entrepreneurship often entails a substantial degree of risk and uncertainty, suggesting that not all side hustle endeavors will yield sustainable, passive income as portrayed.

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# Chapter 9 Summary : IX. See the World Without Going Broke

## See the World Without Going Broke

If you're not keen on a traditional desk job, consider living in an RV or taking one-way plane tickets around the globe. This chapter explores how different individuals have crafted side hustles that allow them to travel and explore the world.

## Don't Cry for These Tango Adventures in Buenos Aires

### **Name:**

Sasha Cagen

### **Location:**

Buenos Aires, Argentina

### **Startup Costs:**

Minimal

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**Income:**

\$15,000/year

**Website:**

sashacagen.com

Sasha Cagen, after falling in love with tango during her travels, creates immersive tango experiences for women in Buenos Aires. Her business model fosters group bonding and offers a blend of coaching and dance lessons, enhancing both her income and lifestyle.

**Critical Factor:**

Many participants are seeking adventure and community, making group experiences valuable.

---

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Finish Your Reading Challenge, Donate Books to African Children.

## The Concept



This book donation activity is rolling out together with Books For Africa. We release this project because we share the same belief as BFA: For many children in Africa, the gift of books truly is a gift of hope.

## The Rule



Earn 100 points



Redeem a book



Donate to Africa

Your learning not only brings knowledge but also allows you to earn points for charitable causes! For every 100 points you earn, a book will be donated to Africa.

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# Chapter 10 Summary : X. Eat, Drink, and Be Merry

## Eat, Drink, and Be Merry

### Nonprofit Employee Sells 25,000 Gourmet Ice Pops

Carolyn Phillips from Fort Worth, Texas, started a successful ice pops business called Alchemy Pops with a \$2,000 startup cost. After trying out flavors at local farmers' markets and events, she expanded her enterprise into a commercial kitchen. Within two years, she generated \$80,000 in income, transitioning from a 9-to-5 job to running Alchemy Pops full-time while enjoying the flexibility of her new lifestyle.

### Belgian Fine Chocolate Comes to America

Jeff Slaughter returned to Louisiana after living in Belgium and started making artisanal chocolate. With startup costs of \$1,500, he focused on seasonal sales and diversifying his offerings, which included workshops. By leveraging his

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unique background and passion, he generated over \$5,000 in income during his first season and aims to achieve \$12,000 annually.

## **Online Coffee Company Brews Up \$30,000 a Month**

Mommee Coffee, co-founded by Emilie Simmons and Sharon Pieczenik, offers specially formulated coffee that caters to moms during pregnancy and breastfeeding. With a startup cost of \$30,000, their unique value proposition led to monthly sales of \$30,000, as they filled a gap in the market for guilt-free coffee.

## **Delicious Cookies Hand-Delivered at Midnight**

Julia Baldwin and Richard Kotulski started After Dark Cookies in Portland, Oregon, to fulfill a late-night cookie delivery need. With a startup cost of \$3,000, they quickly found success, bringing in \$8,000 monthly by engaging their local college community and providing a personal touch with each delivery.

## **Avocado Queen Earns \$45,000 Selling Spreadable Granola**

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Ali Bonar turned her kitchen experiments into Kween Foods, creating the world's first spreadable granola. With \$40,000 in startup costs, she generated \$45,000 in sales in just four months by leveraging social media and her personal story to connect with her audience and build her brand.

## **Writer Turns Leftover Cherries into Naturally Sweet Income**

Erika Kerekes, diagnosed with diabetes, transformed an abundance of leftover cherries from her family outing into a business selling sugar-free fruit sauces called Not Ketchup. Despite initial challenges, her innovative approach led to significant sales growth as she adapted her offerings to cater to health-conscious consumers, reaching \$5,000 monthly.

## **SIDE HUSTLE LABS: Food Biz Basics**

Starting a food-related side hustle requires thorough research into local regulations, particularly regarding business licenses and cottage laws. These laws can simplify the process of selling homemade food products, allowing aspiring entrepreneurs to embark on their culinary ventures with fewer barriers.

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# Chapter 11 Summary : XI. Do Good and Do Well

## Do Good, and Do Well

### Introduction

Don't choose between profit and philanthropy—do both. This chapter showcases successful side hustles that blend commercial success with social impact.

### Teddy Bear Military Recruits Help Kids Hibernate

#### **Name:**

Justin Baum

#### **Location:**

Winston-Salem, North Carolina

#### **Startup Costs:**

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\$7,500

**Income:**

\$100,000 in sales (\$15,000 profit) in year two

**Website:**

zzzbears.com

Justin Baum creates a military-grade sleep system for children using the concept of the "marine bear," which helps kids cope with fears and anxieties, particularly those with deployed parents.

**Detroit Women Make Jewelry for Profit and Social Good**

**Name:**

Amy Peterson

**Location:**

Detroit, Michigan

**Startup Costs:**

\$15,000 (plus crowdfunding of \$25,000)

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**Income:**

\$300,000 in year four

**Website:**

rebelnell.com

Amy Peterson's jewelry company, Rebel Nell, employs disadvantaged women in Detroit to help them gain independence, creating products from recycled graffiti.

**Teacher Helps Immigrants Gain Citizenship with YouTube Tutorials****Name:**

Danielle Fang

**Location:**

Washington, DC

**Startup Costs:**

Minimal

**Income:**

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\$2,000/month

**Website:**

essagroup.org

Danielle Fang helps immigrants prepare for the U.S. citizenship test through a YouTube channel, providing access to resources and tutorials, while also earning a consistent income.

**Internet Trolls Eat Their Words in Comedic Cake Campaign**

**Name:**

Kat Thek

**Location:**

New York, New York

**Startup Costs:**

\$230

**Income:**

At least \$1,000/month

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**Website:**

trollcakes.com

Kat Thek creates cakes with mean internet comments and delivers them to the original trolls, offering a humorous take on online negativity while generating a side income.

**Architect Changes Commuting, One Pocket-Size Book at a Time****Name:**

David Dewane

**Location:**

Chicago, Illinois

**Startup Costs:**

\$5,000

**Income:**

\$100,000 in year one

**Website:**

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mousebookclub.com

David Dewane publishes pocket-sized classical literature books, aiming to make reading more accessible to busy commuters.

## **Finance Professionals Go Gorillas for Bamboo Fiber Socks**

### **Names:**

Gianluca De Stefano and Gavin Kamara

### **Location:**

New York, New York

### **Startup Costs:**

\$15,000

### **Income:**

\$10,000 in year one

### **Website:**

gorilla-socks.com

Gianluca and Gavin combine fashion and philanthropy by

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creating eco-friendly bamboo fiber socks while donating a portion of profits to gorilla conservation.

## **Happy Hammocks Bring Joy to Three Friends**

### **Names:**

Stephanie Zito, Tianna Weaver, and Laura Davis

### **Locations:**

Phnom Penh, Cambodia, and Addis Ababa, Ethiopia

### **Startup Costs:**

\$1,000

### **Website:**

[colorcloudhammocks.com](http://colorcloudhammocks.com)

The trio imports colorful hammocks and sells them worldwide, supporting local seamstresses in their manufacturing process.

## **Side Hustle Labs: Hobby or Side Hustle?**

A key distinction is made between pursuing a hobby for fun

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and building a hustle that intentionally aims to generate profit while helping others. Define your goals clearly to turn a hobby into a successful side hustle.

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## Critical Thinking

**Key Point:** Profit and philanthropy are not mutually exclusive; merging them can yield successful side hustles.

**Critical Interpretation:** Guillebeau argues that entrepreneurs can simultaneously pursue profit and social impact, as illustrated by various compelling examples. However, it's crucial to critically evaluate this viewpoint, as the integration of social good into business models may not always lead to sustainable success without appropriate market research or consumer demand. Some businesses may face challenges in balancing mission and revenue, which can lead to compromises in either area. Critics like C. K. Prahalad in 'The Fortune at the Bottom of the Pyramid' caution that businesses targeting low-income consumers must carefully consider their motives and strategies to avoid exploitation rather than truly empowering communities.

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# Chapter 12 Summary : XII. There's an App for That

## Chapter 12: There's an App for That

### Introduction:

Social media and the sharing economy create opportunities for income through affiliate marketing and mobile applications.

### Engagement Ring Search Turns into Shiny Profits

-

#### Name:

Tony Florida

-

#### Location:

Baltimore, Maryland

-

#### Startup Costs:

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Less than \$1,000

-

**Income:**

\$850/month

-

**Website:**

thediamondapp.com

Tony developed an algorithm to find the perfect diamond for engagement rings after researching extensively. He created a website that tracks diamond prices and offers affiliate marketing commissions, earning over \$12,500.

## **Spanish-Language Bible App Generates One Million Downloads**

-

**Name:**

Trevor McKendrick

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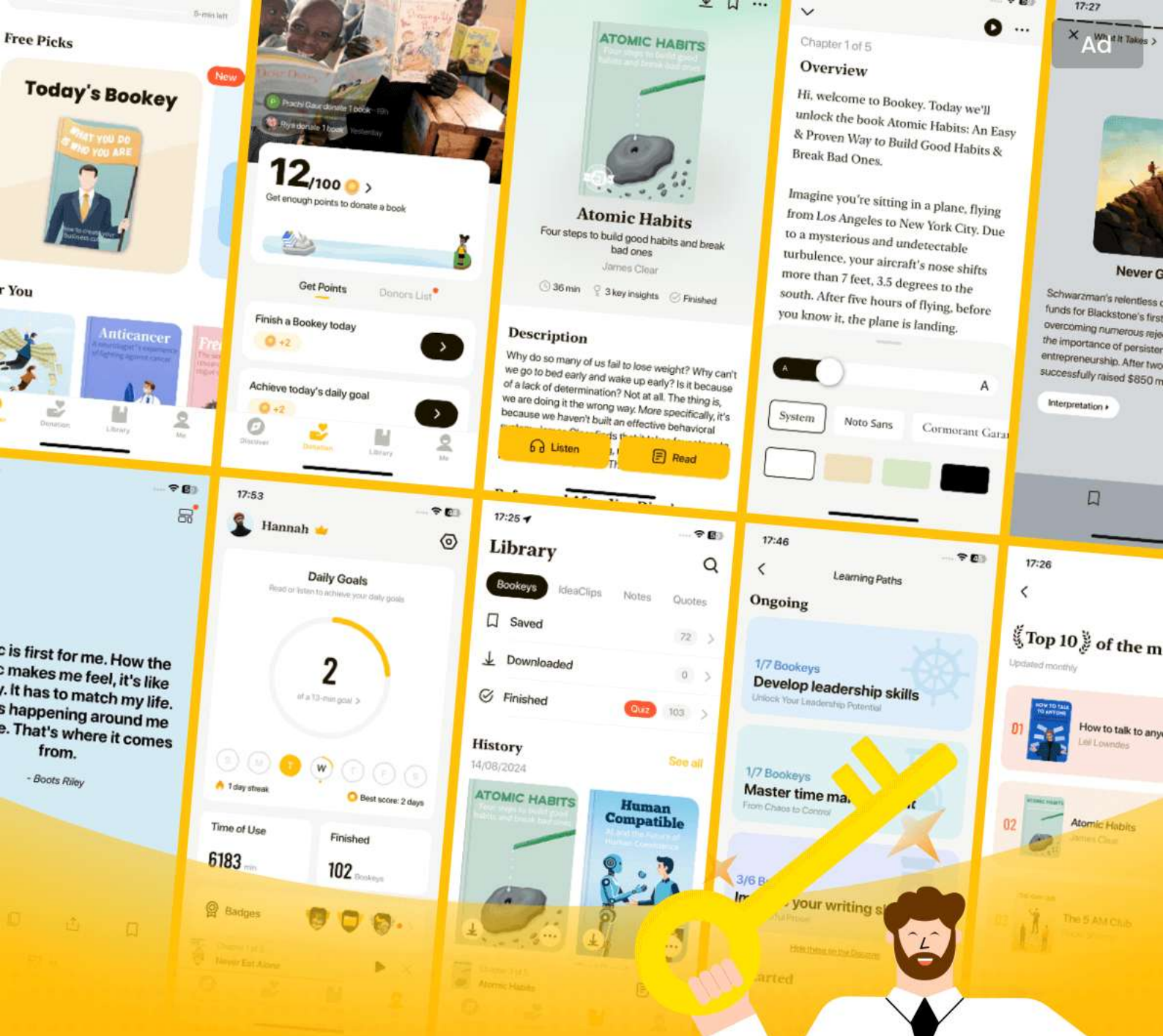
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# Chapter 13 Summary : XIII. Keep It in the Family

## Keep It in the Family

Some side hustlers start young, and some parents involve the whole family in their entrepreneurial adventures. These stories feature kids, families, or partnerships.

## Immigrant Couple Translates Heritage into Children's Flash Cards

### Name

: Mykou and Touger Thao

### Location

: Saint Paul, Minnesota

### Startup Costs

: \$1,500

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## **Income**

: \$50,000+/year

## **Website**

: hmongbaby.com

Two immigrant parents create bilingual Hmong flash cards for their daughter, initially hesitant but eventually finding success after a few test sales. They expanded their offerings and launched a children's book, generating over \$50,000 in their first year.

## **\*Critical Factor**

\*: They addressed a real need for educational resources within their community.

## **House Arrest Leads to \$500,000 Food Truck Hustle**

## **Name**

: Zach Ellsworth and Teddy Smith

## **Location**

: Fairchance, Pennsylvania

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## **Startup Costs**

: \$10,000

## **Income**

: \$50,000 in year three

## **Website**

: foundrylebanon.com

After a DUI led to house arrest, Zach and Teddy turned their gourmet cooking skills into a food truck and catering business, eventually opening a restaurant and exceeding \$500,000 in sales. They faced challenges but maintained focus on catering and effective marketing strategies.

## **\*Critical Factor**

\*: They utilized their existing skills to create a unique food business tailored to their community's needs.

## **Fourteen-Year-Old Turns Class Project into Actual Business**

## **Name**

: Emily Rudnick

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## **Location**

: Denver, Colorado

## **Startup Costs**

: \$1,500

## **Income**

: \$250/month

## **Website**

: rudspice.com

Emily turned a school class project into a spice business, RudSpice, after experimenting with spice blends at home. She completed a successful Kickstarter campaign that raised over \$2,760 and is now focused on expanding distribution.

## **\*Critical Factor**

\*: She leveraged crowdfunding to fund her business, turning a class project into a viable business.

## **Florist and Sculpture Professor Team Up to Make Presidential Lip Balm**

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## **Name**

: Megan Luckey and Khara Koffel

## **Location**

: Springfield, Illinois

## **Startup Costs**

: \$50

## **Income**

: \$55,000/year

## **Website**

: [seriouslipbalm.com](http://seriouslipbalm.com)

Megan and Khara embarked on creating lip balm for holiday gifts that blossomed into a successful retail product line.

After linking their lip balms to Abraham Lincoln-themed scents, they gained traction with local shops.

## **\*Critical Factor**

\*: Unique branding and product connection to local history helped their product stand out.

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# Mom and Son Protect Family Jewels in Heartland Hustle

## Name

: Brandi and Kyler Russell

## Location

: Kansas City, Missouri

## Startup Costs

: \$20,000

## Income

: \$10,000/month

## Website

: [thecomfycup.com](http://thecomfycup.com)

Brandi and her son designed a comfortable athletic cup after Kyler voiced discomfort with traditional options. Their home-based business has reached significant sales milestones and is planning expansions.

## \*Critical Factor

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\*: They identified a gap in the market for more comfortable athletic gear.

## **Woolly Mammoth Inspires Organic Paleo Bars**

### **Name**

: Michael Winchell and Anthony Ostland

### **Location**

: San Francisco, California

### **Startup Costs**

: \$30,000

### **Income**

: \$25,000/month

### **Website**

: mammothbar.com

Michael and Anthony created health-focused nutrition bars after struggling to find options that met their paleo dietary needs. They utilized extensive taste testing to perfect their product and launched a successful Kickstarter campaign.

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## **\*Critical Factor**

\*: Rigorous testing and audience feedback helped them refine their successful product.

## **Side Hustle Labs: Partnering Up**

When considering a business partner, it's essential to choose someone with different skills. A written agreement is crucial for clarity on responsibilities and exit strategies in case one partner needs to leave. This can prevent future conflicts and help focus on what matters most in building the business.

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# Chapter 14 Summary : XIV. Start Your Own Factory

## Start Your Own Factory

If you build it, will they come? The answer is maybe, but you first need to take the initiative to build it. Several individuals have explored sourcing and manufacturing on a part-time basis without leaving their full-time jobs.

### Corporate Employee Makes \$350,000 Selling Anti-mosquito Wristbands

-

#### **Name:**

Matthew Konstanecki

-

#### **Location:**

Toronto, Canada

-

#### **Startup Costs:**

\$200

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-

**Income:**

\$350,000 in the first year

-

**Website:**

[invisaband.com](http://invisaband.com)

Matthew developed a wristband that releases geraniol oil to repel mosquitoes after struggling to find a travel-friendly anti-mosquito product. By utilizing Alibaba for sourcing and Fulfillment by Amazon for distribution, he was able to validate demand through a successful Indiegogo campaign, raising over \$12,000. In his first year, he grossed \$647,244 with a profit margin of approximately 50%.

**On-the-Go Mouthwash Gets Mini-Makeover**

-

**Names:**

Mike Bracciale and Nick Telford

-

**Location:**

Tallahassee, Florida

-

**Startup Costs:**

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\$20,000

-

**Income:**

\$35,000 in the first six months

-

**Website:**

flymouthwash.com

The duo created Fly Mouthwash, a concentrated mouthwash that eliminates the need for bulky bottles. Initial testing and consumer feedback led them to develop a product capable of handling up to sixty uses in a portable form. They sold over 1,400 bottles in the first six weeks primarily through Amazon and developed a subscription model that attracted 50 sign-ups over the first weekend.

## **Fashion Buyer Creates Quirky Comfort Craze**

-

**Name:**

Kyle Bergman

-

**Location:**

New York, New York

-

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## **Startup Costs:**

\$25,000

-

## **Income:**

\$24,000 in year one

-

## **Website:**

thegreatfantastic.co

Inspired by a BuzzFeed article on sweatpant overalls, Kyle launched his own line called Swoveralls. After sourcing a manufacturer and finding a creative brand identity, he achieved significant sales within the first year, notably after viral media exposure.

## **Getting Investors Amped Just Takes a Little Jamming**

-

## **Name:**

Chris Prendergast

-

## **Location:**

Toronto, Canada

-

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## **Startup Costs:**

Substantial

-

## **Income:**

\$250,000 in preorders

-

## **Website:**

jamstack.io

Chris created JamStack, a portable guitar amplifier that attaches to a smartphone, easing the playback of custom sounds and tracks for musicians. After a crowdfunding campaign surpassed \$250,000, he gained vital industry contacts and transitioned towards a full-time focus on his product.

## **Perfect Pillowcases Produce Dreamy Profits for Tech Worker**

-

## **Name:**

Dale Janée

-

## **Location:**

Dallas, Texas

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-

### **Startup Costs:**

\$11,000

-

### **Income:**

\$100,000+/year

-

### **Website:**

savvysleepers.com

Dale launched Savvy Sleepers after noticing the benefits of satin pillowcases for hair care. Despite initial setbacks in sales, a feature in a beauty subscription box raised visibility and led to profitability through strategic press coverage and expanding distribution channels.

## **Outdoorsman Sinks Hopes into “Boat-in-a-Backpack”**

-

### **Name:**

Pete Flood

-

### **Location:**

Holly Springs, North Carolina

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-

### **Startup Costs:**

Substantial

-

### **Income:**

Substantial (eventually)

-

### **Website:**

foldingboatco.com

After years of designing and refining prototypes for a portable kayak, Pete turned his vision into reality. The K-Pak folding boat, patent-protected, led to a marketing push focusing on direct sales rather than traditional retail. The process required considerable investment and patience, which ultimately proved fruitful.

## **Engineer Designs Break-In Tool After Getting Locked Out of Apartment**

-

### **Name:**

Nate Barr

-

### **Location:**

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Portland, Maine

-

**Startup Costs:**

\$27,550

-

**Income:**

Multiple six figures/year

-

**Website:**

zootility.com

Nate invented the PocketMonkey, a multi-functional tool that fits in a wallet after experiencing repeated lockouts. A successful Kickstarter campaign propelled the product into the market, where subsequent efforts in manufacturing and branding helped create a thriving business.

**Side Hustle Labs: Importing Products from Overseas**

For those interested in importing and reselling, resources like Alibaba offer extensive product listings and the potential to brand items creatively. Successful examples highlight the importance of building demand and ensuring customer satisfaction.

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Overall, many side hustlers have transformed their passions into profitable ventures by leveraging creativity, market understanding, and strategic partnerships.

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# Chapter 15 Summary : XV. Ramp Up: Million-Dollar Side Hustles

## Ramp Up: Million-Dollar Side Hustles

Side hustles can generate significant income, sometimes reaching high six or seven figures annually. This chapter shares stories of individuals who have successfully monetized their passions into profitable ventures.

### Highlights of Successful Side Hustles

1.

#### Chicago Woman “Hangs Out” with Etsy-Inspired Business

-

**Name:**

Jennifer Brown

-

**Location:**

Chicago, Illinois

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-

**Income:**

Multiple six figures/year

-

**Website:**

HangoutLighting.com

- Jennifer transformed her DIY lamp-making hobby into a multimillion-dollar business, using her marketing background to facilitate growth.

2.

**Renegade Museum Tour Guide Earns \$2 Million**

-

**Name:**

Nick Gray

-

**Location:**

Worldwide

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# Best Quotes from 100 Side Hustles by Chris Guillebeau with Page Numbers

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## Chapter 1 | Quotes From Pages 17-45

1. I knew nothing about candles when I started, and don't have a creative bone in my body. The coolest part for me has been figuring out this process.”  
—Marc
2. At first, I filmed in my garage and was certain no one would want a course made in such an ugly place. Most people are used to seeing beautiful kitchens in baking shows. I almost gave up. Then, I decided to give it a try anyway.” —Teresa
3. Tens of thousands of people attend the Super Bowl every year. They spend lots of money having a good time, all while renting cars and hotel rooms. Since they're in the habit of spending money anyway, why not jump in front of that wave and get paid?” —Steffanie
4. Our business works because every single person on this

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planet has aspects of their lives they want to improve in terms of health and well-being. Our lifestyle habits are the core of what leads to an overall healthy and happy life.”

—Ari

5. We’re happy to keep Chicken Armor small, but are open to licensing deals. In the meantime, I’ll continue to write and publish books on self-sufficiency.” —Jill

## **Chapter 2 | Quotes From Pages 46-81**

1. Instead, of letting fear stop me, I realized that even if I failed, I wouldn’t lose the house and put my family on the street. So instead of always wondering ‘what if’, I went for it.” — Brian

2. We’re focusing on the future instead of just spending the bare minimum to keep the business going. It’s out of the ‘experiment’ stage and doing really well, so we have a lot of confidence.” — David

3. Don’t try and reinvent the wheel. Ideas do not need to be revolutionary to be profitable.” — David

4. This job started out as a side hustle until one day I realized

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I was making just as much working twenty hours a week as I was at my full-time job as a landscaper working forty hours a week.” — Jeremy

5.I get hundreds of emails from parents each year with pictures of their children, beaming with their letters from Santa and baggies of reindeer food. It’s fulfilling to know that the work you have complete ownership of means something to people.” — Bry

6.The best part has been making a positive change by allowing our native species to thrive. Also, our customers are ecstatic that they can take their dogs out at night without worrying that one will be poisoned by a Bufo toad.” — Jeannine

7.If you want to sell a food product, start with your family and friends first. They’ll be your biggest cheerleaders. Expand out to different networks from there.” — Jessica

8.For every problem, there’s a ribbiting solution.” — Jeannine

### Chapter 3 | Quotes From Pages 82-120

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- 1.It's how I play.
- 2.Mind your own beeswax.
- 3.There are no rights or wrongs on the side hustle path; you just have to take action.
- 4.People often share how my work is making a difference in their life, and I keep these emails saved in a separate folder.
- 5.I'm simply amazed at all the people from all over the world that I've been able to meet through this business.
- 6.This is the work I was born to do.
- 7.Think ahead about all the potential issues that could come up, and decide how you will respond to that situation before it happens.
- 8.Be prepared to be the salesperson, marketer, trainer, problem solver, and your own cheerleader.

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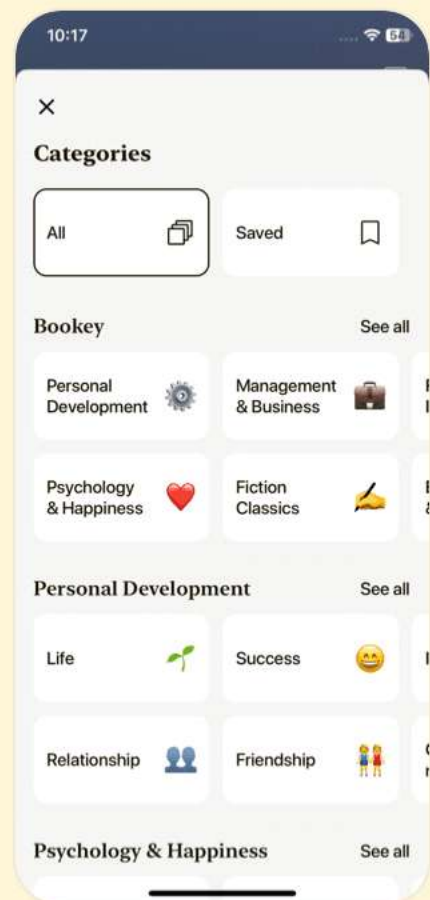
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## Chapter 4 | Quotes From Pages 121-155

1. It's easy to throw a few products up on Amazon and make a little money, but to be truly successful and stand out, you need to present a quality experience.
2. I think many people who are planning their wedding are shocked at the high costs of everything for a celebration that only lasts a moment in time. We're here to help with that!
3. There are many moving pieces when it comes to starting and running a drop-ship business. Selecting a niche is absolutely crucial and can make or break your success. Do your research before starting!
4. If you're going to be successful at reselling, you need to (a) make sure that what you're planning on selling is in high demand and (b) know the product like the back of your hand.
5. Don't put yourself in a position where you'll be losing money before you figure out what you're doing. Frugality

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is how we had money to buy inventory to begin with.

## Chapter 5 | Quotes From Pages 156-188

1. Just because someone else has a business similar to your idea doesn't mean you shouldn't do it. You might be able to do the idea better, improve the customer experience, or just reach some of the 99.9 percent of customers who haven't heard of your competitor.” — Scott Keyes
2. I've tried many different things that have completely failed, but if I hadn't tried, I would have never known.” — Jodi Carlson
3. People look at mature businesses and don't realize that it took years to grow to their current states. It's like staring at a mountain and thinking you have to take a single leap to the top when you actually have to take one small step at a time. Eventually, you'll make it to the top.” — Shirag Shemmassian
4. Try to go for a hustle that's a win even if you lose. I'm glad the PE site is profitable, but it's also great to help other

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teachers.” — Ben Landers

5. Add value where your competitors are lacking. If you do this in different ways, you’ll have a greater chance of success.” — Gabriel Kramer

6. One of the most important decisions I ever made was to take two to three months and move to a new city, live like a hermit, and see what I would do to entertain myself. That was very useful experimental data.” — James Ashenhurst

7. The financial freedom has been amazing. It’s taken me from being a struggling musician to feeling secure. No more worrying if I’ll get enough gigs next month or not! Yet, I still get to be doing what I love, talking about and working on jazz and music.” — Brent Vaartstra

## **Chapter 6 | Quotes From Pages 189-227**

1. In a community-building enterprise, involve more people earlier. My community members are my best salespeople. They know what needs to be fixed or changed, and what needs to stay the same.” — Jesse Rauch

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2. Anyone who lives in a city could create a tour business. It costs virtually nothing to start! All I spend on each hiking tour is my time, and the income is almost all profit." — Alexandra Kenin
3. Find a niche market and develop a business strategy that is new and will be remembered. Make sure you can capture your audience's attention straight away with a clear message of what you do, who you are, and why." — James Hookway
4. It's impossible to do it all yourself. I work on the business during the evenings and on Sundays, and I've outsourced functions like customer service, marketing coordination, and accounting so I can focus on the high-level stuff." — Erin Bury
5. If you want to start a side hustle, don't listen to the noise, listen to yourself. And be prepared to put in the time! This isn't like an office job where you just clock in and clock out." — Chris Damianakos
6. It's a cliché, but 'fake it till you make it', worked for me. I

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had to become the highest level expert on my product in the country, starting from scratch. Sometimes, to get the job of your dreams, you have to dream up the job, hire yourself, and then quickly prove you belong there." — Jordan Crowler

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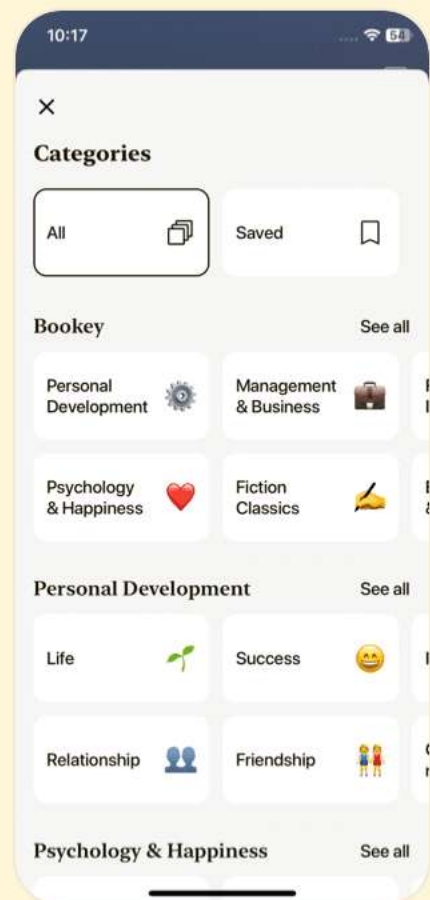
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## Chapter 7 | Quotes From Pages 228-259

1. I was getting burned out on being a school teacher.  
Now I can afford to reduce my amount of teaching days, and still look forward to going to work.” — Alex
2. As much as I love passion projects, you need to make sure there is a way to turn a profit for the effort you put in. Fortunately, this project has been both enjoyable and financially rewarding.” — Maury
3. If you want to do something similar, create something that you love and make it the highest quality you can. And then double the price you think that you should charge.” — Phil
4. The best part about customer orders is trying to imagine the trips they’ve been on. Someone will order a Vancouver patch, a San Francisco one, and a Los Angeles one, and you can almost see them driving down Highway 1 along the West Coast.” — Mike
5. My biggest mistake by far was not starting sooner. I let this idea of ‘trying something’ swirl around in my head for far

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too long! I was scared of ALL the things: failing, putting myself out there, losing money, etc.” — Kirsten

6.Be original. Don't take someone else's dream and make it your own. And be flexible. Your hustle will evolve in mysterious ways!” — Stacey

7.It feels so good to be using my hands and creativity to make things. It balances out my life perfectly.” — Jason

## **Chapter 8 | Quotes From Pages 260-285**

1.The Snuggle Is Real

2.The struggle or the snuggle is real, but the rewards can be worth it.

3.I think that when you focus too much on it being a business, you get too caught up in business plans, debt, marketing plans, and so on. For me, it's a passion project. I don't rely on it, and if it went away, I wouldn't be too sad.”  
—Emma

4.The easiest way to be happy is to keep your passion project a passion project.

5.Listen to your audience. You are not your audience.”

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—Marc

## Chapter 9 | Quotes From Pages 286-308

1. Tango teaches you things in a way that you might never learn any other way. The amount of self-awareness and insight a person can gain through studying tango is immense." — Sasha
2. I started Candy Japan with the idea of mailing Japanese sweets to subscribers around the world on a twice-monthly basis. It worked! Hundreds of people signed up, and we kept sending them crazy Japanese candy for years." — Bemmu
3. The first time I charged money for helping a family overseas, I couldn't stop smiling. It clicked because I realized that this is something people are willing to spend money for." — Jeff
4. In the first few months, read everything you can and hustle it out. But once you have your project in place, try to sit back and let things play out a bit. Surrender a little!" — Charlotte

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5. Find a good product you can make margins on, assess the market need, find a reliable supplier, and speak with them on video call. Then order small to start, and stay lean." — Michael

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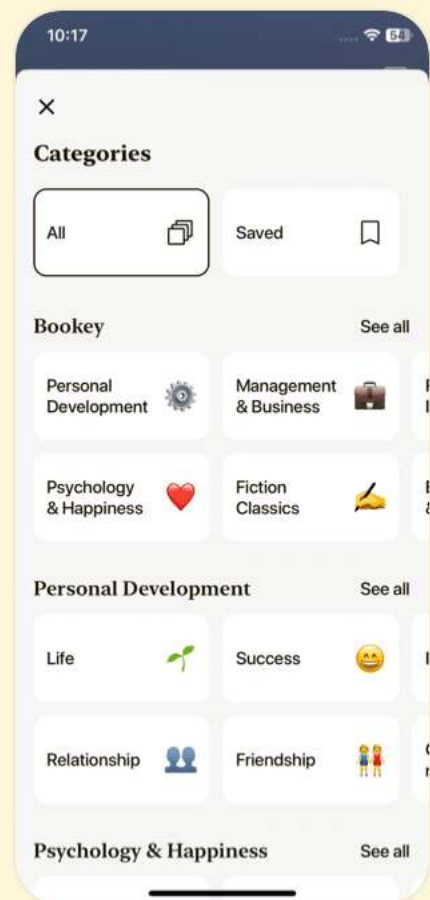
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## Chapter 10 | Quotes From Pages 309-338

1. Don't try to be perfect, be personable. Don't pretend to know it all, embrace the fact that you don't. Pick one person to ask. Pick one thing to try. And before you know it, you'll have your next step, and then the one after that.
2. Pick something manageable and something you are passionate about. Limit the scope as much as you can to start, because even something that seems small can take an enormous amount of work. Test your idea before making big investments. And have fun!”,—Emilie
3. People don't relate to perfection, they relate to realness. And if you try to appeal to everyone, you'll appeal to no one.”,—Ali
4. Question all the assumptions you tend to make. When you think about how much it would cost to do something, try to think creatively about how else you might accomplish it.”,—Julia
5. I focus on my day job when I'm at work, but in between

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things—when I’m doing dishes, folding laundry, brushing my teeth, packing my lunch, or working out—I’m always thinking about my business.”,—Erika

## Chapter 11 | Quotes From Pages 339-375

1. Don’t choose between profit and philanthropy—do both. You can do good while doing well.
2. Growing up, my mom used to tell me how good I was at everything—from drawing and baseball to brushing my teeth. I now realize it was a well-meaning lie.
3. At Gorilla Socks, we are even more motivated to do well knowing that ultimately we will help an endangered species survive.
4. Many businesses focus on the marketing of giving back, but from our humanitarian experience, we know that it has an even greater impact to invest at the source of our supply chain.
5. I love that I am able to continue helping others and volunteer in the community without feeling guilty that I am not earning a salary for the household. Now, I do both!

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6.It's a weird impulse to be mean to a stranger on the internet, but to be mean to Dolly Parton is even weirder. It's like giving the middle finger to a rainbow—the rainbow doesn't care, and anybody who sees you do it just thinks you're crazy.

## Chapter 12 | Quotes From Pages 376-401

- 1.This website gives me more than just additional revenue—I feel ownership over it because I built it from scratch and invested so much time in it. Unlike the work I do for my job, I have complete control of the direction it goes.” — Tony
- 2.My tactic is simple: find high-ranking apps that are poorly made or have bad reviews. The idea is that if an app is making money but has bad reviews, there might be an opportunity for improvement lurking there.” — Trevor
- 3.There's never enough time in the day, but you can do this—maybe just not all at once. Be patient and aware of your needs, and everything will come together over time.” — Lori

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4.I would advise anybody who wanted to start a side hustle to take a look at yourself, determine what skill you have, and leverage that to the max. Learn about anything you can—watch successful people and emulate them.” — Steve

5.For a long time, it felt unfathomable to wake up every morning to see the page grow by a couple of hundred followers. I also remember seeing the first time one of my posts got one thousand likes.” — Jonathan

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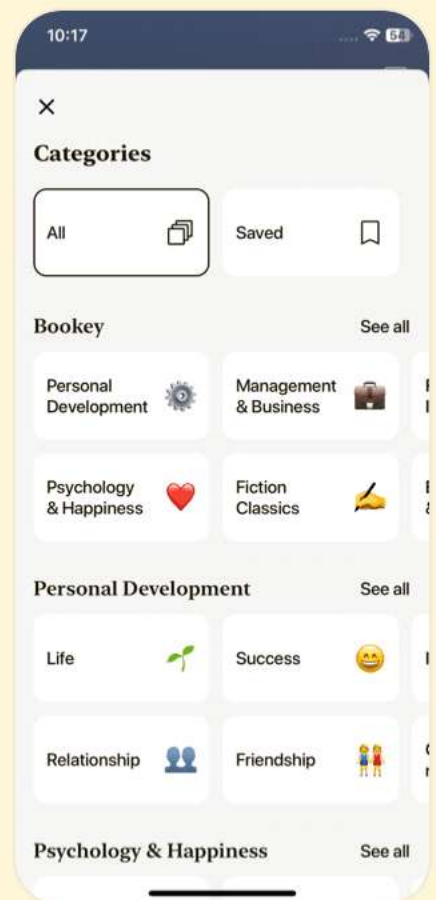
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## Chapter 13 | Quotes From Pages 402-431

1. It was an amazing feeling to create something that people actually wanted enough that they would pay us for it. We were blown away!” —Touger
2. It’s good to talk about your idea and get feedback, but also get real sales before investing too much time and energy.” —Zach
3. The mountain of things you have to do to start a business may seem ominous at first, but if you’re able to take small and consistent steps toward your goal, eventually that mountain doesn’t seem so big.” —Brandi
4. When you start a side hustle, there are going to be times when nothing goes right, and it would just be easier to give up and say, ‘Fine, you win... I’m done.’ And I don’t think there’s anything unique about our story other than the fact that we never did that.” —Michael
5. Everything that we did in the beginning, and even now, we did ourselves. It’s never really been about spending money, it’s been about investing our time.” —Megan

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## Chapter 14 | Quotes From Pages 432-470

1. The best part of this side hustle is the ‘safety’ of knowing that even though I still work in my full-time job, I don’t need to if I don’t want to. There’s something super empowering when you’re in control of your life." — Matt
2. Your product can be great in theory, but if you can’t produce it at scale, you’ll never be able to bring it to the mainstream market." — Mike
3. Having an idea, and then a few months later being able to send an order to someone in Whitehorse, Yukon, is special sauce that fuels my entrepreneurial spirit. Yes, I like sweatpant overalls, but the real driver for me is the ability to produce ideas and concepts and get sh\*t done." — Kyle
4. If you’ve got a great idea you can really defend, people will believe in you and want to help you. I started touring innovation hubs, visiting design firms, and entering pitch contests. I found partners that supported my dream." — Chris

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5. By controlling our entire supply chain, we can tell the difference between something that is actually hard to do versus someone trying to create hype to justify a high price. Since we've done it all ourselves, we've learned about each step along the way." — Nate

## **Chapter 15 | Quotes From Pages 471-510**

1. Make sure you have high enough margins, and keep improving as you go. Learn from each sale about what people want—then do more of that."  
—Jen

2. Do it for your friends first! I spent hundreds of hours giving my friends free museum tours so I could create an entirely new product. This feedback from them, in combination with their word-of-mouth referrals, is what helped me launch my business." —Nick

3. I think finding the right side hustle is all about trying lots of different things. It's important to do your due diligence and research ideas without jumping right in, but at a certain point, you need to just start experimenting." —Harry

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4. Your first year of blogging is about learning, and you have to remember to put in that practice if you want to be successful." —Robert
5. You'll never know if something will work unless you dive in headfirst." —Travis
6. The secret to getting ahead is getting started. Too often we bog ourselves down with the granular details and problems that might not even exist or matter yet. Get messy, dive in, and tweak later, if necessary." —Sheena
7. I quit my job as an accountant to pursue selling online full-time. I walked out of the office on that day with a big smile on my face, and I've never looked back." —Ryan

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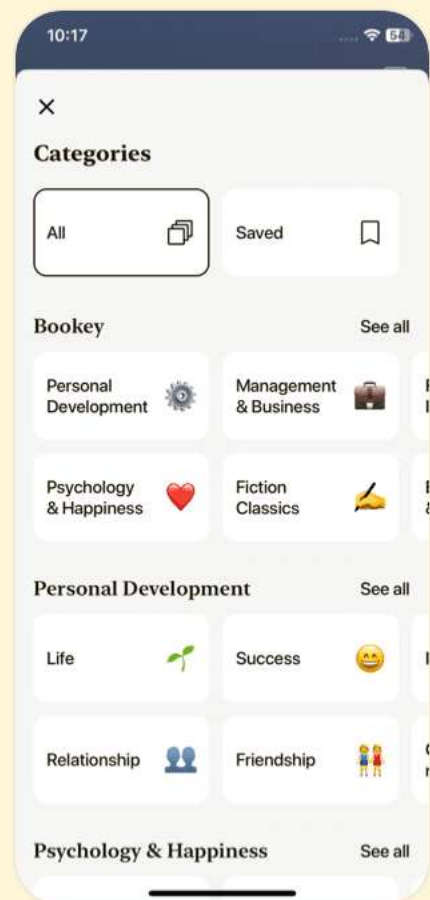
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# 100 Side Hustles Questions

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## Chapter 1 | I. Real People, Real Money| Q&A

### 1.Question

**How did Marc Gaskins turn his passion into a profitable business?**

Answer: Marc started by noticing the demand for high-end candles while buying some in a store. He learned candle-making through YouTube tutorials and then launched his own brand, Meeting and Market. Instead of relying on flipping wholesale candles, he focused on creating his own unique product, which helped him generate significant sales.

### 2.Question

**What motivated Teresa Greenway to start teaching baking bread?**

Answer: Teresa was challenged by her daughter's comment that no one could bake real sourdough bread. This motivated

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her to master the skill of sourdough baking, leading to the creation of her profitable online courses teaching others how to do the same.

### 3.Question

**What innovative approach did Steffanie Rivers use for her Super Bowl rental business?**

Answer:Steffanie saw an opportunity to provide high-end rental homes for Super Bowl visitors. By connecting homeowners needing to rent out their homes with fans looking for accommodations, she created a win-win situation and capitalized on the influx of visitors.

### 4.Question

**How did Jill Bong come up with the idea for Chicken Armor?**

Answer:After losing her pet chicken, Speck, to a preventable injury, Jill developed Chicken Armor—innovative saddles for chickens that protect them from the same fate. Her design's ease of use and low maintenance made it appealing to chicken owners.

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## 5.Question

**What led Peg Donovan to start her furniture delivery service?**

Answer:Peg's experience in operations management helped her identify a demand for affordable IKEA delivery in Maine. By offering a service that combined delivery and assembly, she filled a niche and turned her logistical skills into a lucrative side hustle.

## 6.Question

**What did Ari Banayan and his friends learn from their first business attempt?**

Answer:After their first venture, Partners in Grind, struggled due to the inefficacy of email as a medium for accountability, they pivoted by creating the Morning Sidekick journal focused on building productive habits, which proved to be successful.

## 7.Question

**What is the essential difference between a side hustle and a second job?**

Answer:A side hustle is characterized by being something

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you have control over, focused on building an asset for yourself, and providing both profitability and enjoyment, while a second job is often just additional employment that drains your resources.

### 8.Question

**Why is it important to pursue something you are passionate about in a side hustle?**

Answer:Pursuing a passion in your side hustle not only makes the work enjoyable but also increases your chances of success as you are more likely to be motivated and put in the effort needed to grow and develop it.

### 9.Question

**What critical factor contributed to Marc's success with his candle business?**

Answer:Marc's innovative twist on existing products and his ability to leverage resources like YouTube for learning the craft of candle-making played a crucial role in turning his side hustle into a successful brand.

### 10.Question

**How did Teresa Greenway achieve significant income**

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**from her baking courses?**

Answer:By focusing on a specific niche—sourdough baking—and continuously creating new courses, Teresa captured a targeted audience and built a successful online teaching platform, resulting in significant earnings.

## **Chapter 2 | II. Ideas Are Everywhere| Q&A**

### **1.Question**

**What key realization guided Brian Thompson in taking action on his ideas?**

Answer:Instead of letting fear stop him, he understood that even if he failed, he wouldn't lose his home or put his family at risk. So, he chose to pursue his ideas instead of wondering 'what if.'

### **2.Question**

**How did David Gaylord and Tim Burns overcome skepticism about their unique product?**

Answer:Despite being met with doubt from family and friends, they recognized that the lack of competition in the public oil space was an opportunity and moved forward with

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confidence.

### 3.Question

**What bold step did David Derus take to transform his side hustle?**

Answer:David decided to stop trading his time for money by selling a product—specifically, custom dice for role-playing games—thus aligning his passion with a revenue stream.

### 4.Question

**How did Jeremy Enns integrate his passion into his side hustle?**

Answer:By leveraging his background in audio engineering and his love for podcasts, Jeremy shifted from landscaping to podcast editing, allowing him to align his skills with market demand.

### 5.Question

**What was the foundation for Daniel Mack and Marco Billmaier's success in the funeral urn business?**

Answer:They identified a creative angle in an traditionally unvaried market—offering personalized urns that catered to customers seeking unique memorials.

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## 6.Question

**What innovative strategy did Bry Larrea employ to make her Santa letters stand out?**

Answer:Bry emphasized personalization and included a unique upsell with the letters—reindeer food, which parents found appealing and made her service more attractive.

## 7.Question

**What unexpected challenge did Jessica Grose encounter with her cookie business?**

Answer:Although she initially had fun baking cookies, her viral fidget spinner cookie led to overwhelming orders that necessitated her to scale operations and logistics for shipping.

## 8.Question

**What solution did Jeannine Tilford provide for a local environmental issue?**

Answer:By offering a service to remove invasive Bufo toads, Jeannine not only took on a significant environmental challenge but also turned it into a profitable side hustle.

## 9.Question

**What fundamental skill is highlighted as essential for**

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## **generating viable business ideas?**

Answer: The art of observation, which involves paying attention to details and identifying potential improvements in daily life.

### **10.Question**

#### **How can entrepreneurs spot potential profit centers according to Chapter 2?**

Answer: Through problem solving, asking questions, and experimenting with different ideas, allowing them to generate a stream of viable business concepts.

## **Chapter 3 | III. Use the Skills You Already Have| Q&A**

### **1.Question**

#### **What is the main takeaway from Lisa Holtby's story about becoming a home organizer?**

Answer: Lisa utilized her existing skill in organization and transformed it into a thriving business by offering her services to clients while also giving back to the community by donating items she helped declutter. Her passion for organizing became

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a fulfilling side hustle that allowed her to help others and earn a substantial income, showcasing how leveraging existing skills can lead to unexpected opportunities.

## 2.Question

**How did Nicole Buergers create her successful beekeeping business?**

Answer:Nicole identified an underserved market for beekeeping services in Houston and leveraged her experience in SEO and cheesemaking to start her business. By building a crowdfunding campaign and establishing multiple income streams, she was able to create a sustainable, environmentally beneficial service that also generates significant income.

## 3.Question

**What inspired Jelena Aleksich to launch the Confetti Project?**

Answer:Jelena's personal challenge to become a full-time photographer led her to explore her creative hobbies,

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culminating in the Confetti Project, which combines her love for design and celebration. By offering unique photography experiences, she found a way to monetize her skills and promote joy and celebration among others.

#### 4.Question

**What key lesson can be learned from Sumit Bansal's Excel tutorial business?**

Answer:Sumit's journey highlights the importance of recognizing a need among colleagues and building on that by creating valuable content, like online courses. His disciplined approach to course creation has resulted in substantial monthly income, emphasizing the potential of turning skills into profitable online resources.

#### 5.Question

**What motivated Tanieka Randall to start her own line of hair care products?**

Answer:After overcoming cancer treatment and experiencing hair loss, Tanieka discovered the efficacy of essential oils for regrowth. She saw an opportunity to share her findings with

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others who might benefit, driving her to create and sell her natural hair products based on her personal journey.

## 6.Question

**How did Leah Lynch manage to fund her college through rabbit breeding?**

Answer:Leah's passion for animals and a keen entrepreneurial spirit led her to breed French Lop rabbits, allowing her to generate income while attending school. Not only did she successfully pay for her education, but she also expanded her business into a coaching platform teaching others how to breed rabbits.

## 7.Question

**What were Elizabeth Borsting's strategies for successfully running Restaurant Week in Long Beach?**

Answer:Elizabeth's PR background and existing connections in the restaurant industry enabled her to initiate and promote Restaurant Week effectively. By leveraging her network for sponsorships and marketing, she created a profitable event that benefits local eateries while providing diners with

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affordable culinary experiences.

## 8.Question

**What is a crucial step suggested for starting your own side hustle based on the chapter's advice?**

Answer: The chapter emphasizes identifying your existing skills and creatively applying them in a new context, alongside taking actionable steps to explore market gaps or opportunities in your community.

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## Chapter 4 | IV. Buy Low, Sell High| Q&A

### 1.Question

**What inspired Nathan and Kathrin Spaccarelli to start their importing business?**

Answer:After a yearlong trip that exposed them to different cultures and experiences, the couple was motivated to create a business that combined their love for entrepreneurship and travel. They aimed to build a project that would fund their family travels while allowing them to work together as a family.

### 2.Question

**How did Nathan and Kathrin adapt their business to the changing market?**

Answer:Initially focused on water filters, they shifted to selling ceramic nonstick pans after discovering a unique product during their travels that aligned with their values and market demand for healthier cookware.

### 3.Question

**What key factor contributed to the Spaccarelli's success with their cookware line?**

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Answer: Their dedication to quality customer service and high product standards, combined with effective use of Amazon's fulfillment services, allowed them to build a strong customer base and receive positive reviews.

#### 4. Question

**What unique approach did Brittany Finkle take in her wedding accessory rental business?**

Answer: Brittany created a rental service for high-end bridal accessories, allowing brides to rent instead of purchase items they'd use only once. This helped alleviate the high costs associated with wedding expenses.

#### 5. Question

**How did Tim Haren turn his passion for baseball into a lucrative side hustle?**

Answer: By leveraging his knowledge of the baseball market, Tim collected autographs from minor league players and resold signed balls at a premium once those players made it to the majors, treating it as a form of investment.

#### 6. Question

**What did Jeff Neal's cricket drop-shipping business teach**

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## **him about niche marketing?**

Answer:By identifying a low-competition niche in selling live crickets to reptile owners, and partnering with a reliable drop shipper, Jeff was able to establish a monthly income with minimal upfront investment.

## **7.Question**

### **What advice did Tim Haren give for entering the memorabilia market?**

Answer:He emphasized the importance of researching player potential in the minors and buying from sellers who undervalue their items, thus allowing him to profit by selling items as those players rise in status.

## **8.Question**

### **What critical insight about the textbook market did Marcus Kusi discover?**

Answer:Marcus realized that many students were unaware of the value of their textbooks and needed quick cash, creating an opportunity for him to buy low and resell for a profit.

## **9.Question**

### **How can one succeed in reselling items, according to the**

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## **lessons in this chapter?**

Answer: Success in reselling involves identifying items in high demand, closely monitoring market trends, and consistently reinvesting profits to expand inventory and enhance service quality.

## **Chapter 5 | V. Teach What You Know| Q&A**

### **1.Question**

**What fundamental principle enabled Scott Keyes to turn his knowledge about travel and frequent flyer miles into a successful business?**

Answer: Scott recognized that his understanding of frequent flyer programs was not only a passion but a valuable resource for others. He transformed this niche knowledge into a service by creating a newsletter that provided relevant information and deals on cheap flights, effectively addressing a widespread need for affordable travel.

### **2.Question**

**How did Jodi Carlson leverage her experience with the Girl Scouts to create a profitable side hustle?**

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Answer:Jodi combined her extensive experience as a Girl Scout and troop leader with a need she identified in the community by creating resources and materials for troop leaders. Her understanding of their challenges allowed her to offer practical solutions at low prices, and she utilized a simple online platform to reach customers effectively.

### 3.Question

**What challenges did Shirag Shemmassian face, and how did they shape his side hustle?**

Answer:Shirag faced personal struggles with Tourette syndrome, which motivated him to pursue psychology and ultimately helped him empathize with students facing similar challenges. His success in gaining admissions into prestigious programs led his peers to seek his assistance, which organically developed into a consulting business that now helps hundreds of students secure their desired placements.

### 4.Question

**What innovation did Ben Landers implement in his side hustle that led to significant income growth?**

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Answer: Ben shifted from selling individual teaching resources to a membership model for PE teachers. This move created a more sustainable income stream, allowing him to offer ongoing value and support while boosting his business's profitability.

### 5. Question

**How did Gabriel Kramer differentiate himself in the competitive field of construction inspections?**

Answer: Gabriel added value by combining digital education with practical resources in his courses for prospective inspectors. He uniquely shipped physical plans that complemented his online teaching and utilized video marketing, which set his offerings apart from competitors.

### 6. Question

**What lesson can we learn from Brent Vaartstra's transition from struggling musician to successful online educator?**

Answer: Brent's journey teaches us the importance of adaptability and recognizing opportunities within our existing passions. By focusing on creating a supportive

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online community for jazz musicians, he transformed a side hustle into a primary source of income, illustrating how embracing digital platforms can lead to financial stability.

### 7.Question

**How did James Ashenhurst capitalize on his tutoring experience to create a sustainable online business?**

Answer:James initially started with online tutoring but expanded by identifying and addressing common student struggles through digital products. His unique approach to providing curated learning materials not only helped students effectively but also turned into a significant source of passive income, showcasing the value of innovation in educational services.

### 8.Question

**What critical factor determined the success of most side hustles featured in this chapter?**

Answer:The critical factor for success was each individual's ability to identify a specific need within their expertise or community and deliver efficient, relevant solutions while

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leveraging their unique skills and knowledge.

### 9.Question

**What is the paramount importance of understanding your customer as highlighted in the chapter?**

Answer:Understanding your ideal customer is essential in crafting offers that genuinely meet their needs, fostering trust, and building loyalty. It forms the foundation of successful marketing and helps ensure that your products or services resonate with the audience.

### 10.Question

**How does the chapter suggest approaching potential competitors in any side hustle?**

Answer:Rather than being discouraged by competitors, the chapter emphasizes that uniqueness in delivery or improved customer experience can carve out a space for new entrants in a crowded market. Embracing the idea that you can do it better is crucial.

## Chapter 6 | VI. Bring People Together| Q&A

### 1.Question

**What was Jesse Rauch's breakthrough moment for**

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## **launching District Karaoke?**

Answer: Jesse's breakthrough came during a night out after a kickball game when he had a 'eureka' moment at a karaoke bar. While enjoying some drinks and singing 'Sweet Caroline,' he realized he could combine his enjoyment of karaoke with a competitive league format, similar to the kickball league he participated in. The idea stuck with him even after he sobered up, prompting him to go forward with his entrepreneurial venture.

## **2.Question**

### **How did Alexandra Kenin turn her passion for her city into a side hustle?**

Answer: Alexandra created Urban Hiker SF, offering guided tours of lesser-known hiking trails in San Francisco. Her flexible work schedule allowed her to operate the tours throughout the week. By reaching out to local businesses, offering free introductory tours, and leveraging her network, she consistently attracted customers and monetized her

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passion for outdoor life.

### 3.Question

**What was the unique idea behind James Hookway's Hangover Helpers, and how did he market it?**

Answer:James conceived Hangover Helpers while recovering from a party hangover, wishing for a service to clean up after parties. He marketed this niche cleaning service effectively through a humorous yet relatable concept, utilizing social media and word-of-mouth to gain rapid exposure and customer interest. His fresh approach, targeting the hangover market specifically, differentiates his service in a crowded industry.

### 4.Question

**What approach did Alexandra Booze and her partner take to grow their Instagram-based business East Coast Contessas?**

Answer:Alexandra and her partner initially worked for free to create buzz and gain experience in food blogging. They networked tirelessly, attended food events, and gradually built their credibility. Their strategic approach included

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investing in better equipment, reaching out to brands for partnerships, and diversifying their offerings to maximize income.

### 5.Question

**What mindset did Erin Bury adopt when launching County Wine Tours, and what challenges did she face?**

Answer:Erin saw an opportunity in the growing Prince Edward County wine region to introduce bike tours, despite having a busy schedule. She faced challenges in planning a suitable route, selecting wineries, and marketing the tours. However, her determination and strategic delegation to co-founders and partners allowed her to successfully fill tour slots and manage high demand.

### 6.Question

**How did Jordan Crowler's experience as a corporate refugee influence his decision to start Kickbike tours?**

Answer:Jordan's desire to escape the corporate environment and his love for the outdoor lifestyle led him to capitalize on the growing outdoor tourism trend in Florida. After

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identifying a gap in the market for scooter tours, he leveraged nostalgia, marketing skills, and strategic partnerships to build his brand and business model effectively.

### 7.Question

**What are the key factors contributing to Chris Damianakos' success with Cashunt?**

Answer:Chris's success can be attributed to his innovative approach to scavenger hunts, where he blends fun with detailed organization, ensuring participants have a memorable experience. His willingness to adapt and utilize online marketing as his business grew, coupled with excellent word-of-mouth and reviews, significantly contributed to his expansion from a side hustle to six-figure income.

### 8.Question

**What general tips do the stories in Chapter 6 suggest about starting a successful side hustle?**

Answer:The narratives emphasize the importance of finding a unique niche, leveraging personal connections and

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community involvement, and being adaptable. They suggest engaging in networking, building credibility through free or discounted services initially, and investing time and effort into marketing to create awareness.

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## Chapter 7 | VII. Get Crafty, Get Paid| Q&A

### 1.Question

**How can someone with a passion for art or crafts turn it into a profitable side hustle?**

Answer:Consider starting by apprenticing under a skilled artisan or craftsman to learn essential techniques. For instance, Alex Moore initially learned jewelry-making from a master jeweler, which eventually led him to create and sell his pieces at a local market and then online.

### 2.Question

**What steps should one take to successfully sell handcrafted items?**

Answer:Begin by creating a small collection of your art or crafts, then use platforms like Etsy to test the waters. Pay attention to which items gain traction, and focus on improving those products. Implement effective SEO strategies for better visibility.

### 3.Question

**What can be learned from Alex Moore's experience**

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## **selling jewelry in New Zealand?**

Answer: Moore's success came not only from selling locally at a tourist market but also from building an online presence to reach a wider audience and encourage repeat purchases from satisfied customers.

## **4.Question**

### **How did Stacey Bowers' side hustle reflect her beliefs and values?**

Answer: Stacey created Bang-Up Betty to sell feminist jewelry and donate a portion of profits to educational initiatives for young girls, showcasing how a side hustle can align with personal values and contribute positively to society.

## **5.Question**

### **What unique approach did Maury McCoy take with his Penny Portrait kit?**

Answer: He turned a simple idea of creating portraits from pennies into a fun family project, appealing to customers as an engaging activity rather than just a product. This creative

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angle helped him sell well over 4,000 kits.

## 6.Question

**How did Kirsten La Greca evolve her side hustle into a full-time business?**

Answer:Kirsten started by experimenting with different scarf designs on Etsy, learned from customer feedback, and gradually built her brand. Her willingness to pivot based on success led her to transition fully to her side hustle.

## 7.Question

**What was a major challenge that Jason Huot faced while growing his side hustle?**

Answer:Jason balanced his time between managing a retail store and producing his miniature film sets, while also dealing with customer expectations and order volumes, showcasing the importance of time management.

## 8.Question

**How can community engagement enhance a craft-based side hustle?**

Answer:By fostering connections with customers and other crafters, like Phil Kalas and Dan Cordova, who relied on

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word-of-mouth and partnerships, you can establish a loyal customer base and open new avenues for sales.

### 9.Question

**What should someone do when starting a side hustle to minimize financial risks?**

Answer:Set a firm budget for startup costs, as Mike Lecky did with his travel patches, so that you are prepared to absorb potential losses without significant stress.

### 10.Question

**How did being proactive in market testing benefit Maury McCoy's Penny Portrait project?**

Answer:Even without extensive market testing, by directly creating a product that appealed to a broad audience, he quickly validated customer interest, which propelled his sales and confirmed the project's viability.

### 11.Question

**In what ways can a side hustle contribute to personal growth?**

Answer:Each hustle mentioned, from creating jewelry to designing patches, allowed individuals like Mike Lecky and

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Stacey Bowers not only to express themselves creatively but also to develop new skills, enhance their financial independence, and make meaningful contributions to causes important to them.

## **Chapter 8 | VIII. Automate Your Income| Q&A**

### **1.Question**

**How can I successfully create a side hustle that generates passive income?**

Answer:Start by identifying a niche that solves a specific problem or fulfills a need. Like Gerald who sold customized baby clothing or Emma who created personalized city maps, think about how your skills can cater to an audience. Leverage print-on-demand services or online platforms that handle production and shipping for you, minimizing startup costs and allowing you to focus on design and marketing.

### **2.Question**

**What should I consider when selecting a product to sell for my side hustle?**

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Answer: Focus on something unique or personalized, as Gerald did with alphabet-themed baby onesies. Research your target market to ensure your product stands out in a saturated market—this requires creativity and possibly a niche approach like Emma's custom maps of Philadelphia.

### 3. Question

**What are the important factors to ensure success in an online business?**

Answer: Build effective systems that automate your operations as much as possible. This decreases your manual workload and allows you to scale. For example, Mike's anatomy course generates income with minimal involvement now because it was set up to operate automatically with a simple payment system.

### 4. Question

**How did Marc Johns turn his art into a successful side hustle?**

Answer: By responding to customer inquiries and using a print-on-demand service, Marc was able to monetize his

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already popular designs without needing to invest heavily in new products. His experience highlights the importance of listening to your audience and being open to new revenue streams.

### 5.Question

**What can be learned from failures or setbacks in your side hustle?**

Answer:Failures are often just stepping stones. Like Gerald who faced early refund issues but learned to adapt, each setback provides crucial lessons that can guide you to success in future endeavors.

### 6.Question

**How important is social media and online marketing for a side hustle?**

Answer:Crucial, especially for visibility and engagement.

Emma relied on her Instagram following to sell her maps, showing that cultivating an online presence can attract customers organically without heavy marketing investments.

### 7.Question

**What mindset is important when starting a side hustle?**

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Answer: Adopt a mindset focused on experimentation and patience. As Gerald and Emma demonstrated, understanding that success won't come overnight is vital. Be prepared to adapt your approach based on feedback and results.

### 8.Question

**Can I manage a side hustle while maintaining a full-time job?**

Answer: Yes, if you create an efficient system. Both Gerald and Emma frameworks allowed them to run their side hustles without consuming all of their time, proving that it's feasible with the right planning.

### 9.Question

**What should I do if I encounter competition in my side hustle area?**

Answer: Find your unique angle. Just as Antonella did with her coupon site by promising no expired codes, identifying what sets you apart from competitors can build customer loyalty and distinguish your offerings.

### 10.Question

**How do you make a side hustle enjoyable rather than a**

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**burden?**

Answer: Choose something you are passionate about and that brings you joy, as Emma viewed her business as a passion project rather than just a monetary venture. This approach helps maintain enthusiasm and creativity.

## **Chapter 9 | IX. See the World Without Going Broke | Q&A**

### **1. Question**

**What inspired Sasha Cagen to create her Tango Adventures in Buenos Aires?**

Answer: After falling in love with tango during her travels in South America, she was inspired to share her passion and experiences with other women by creating a weeklong group experience in Buenos Aires.

### **2. Question**

**How did Sasha's tango experience contribute to her personal growth?**

Answer: Tango helped Sasha gain confidence, improve her relationships, and even enhance her writing.

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### 3.Question

**What were the components included in Sasha's all-inclusive tango experience package?**

Answer:The package included pre- and post-coaching sessions, private tango lessons, four milonga outings, lodging at the same hotel for group bonding, and shared meals.

### 4.Question

**What is unique about Sasha's approach to marketing her Tango Adventures?**

Answer:Initially, Sasha marketed her experiences solely to her email list from her primary business as a life coach for women.

### 5.Question

**What lesson does Sasha highlight about learning tango?**

Answer:Sasha emphasizes that tango teaches immense self-awareness and insight that can be obtained in no other way.

### 6.Question

**How did Bemmu Sepponen come up with the idea for Candy Japan?**

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Answer: Bemmu, living in Japan as an expat, realized there was an opportunity to share Japan's unique candy culture with those outside of Japan.

### 7. Question

**What makes Candy Japan's subscription box service successful?**

Answer: By sourcing candy only as orders came in, the project funded itself and created a continuous stream of income without the need for inventory.

### 8. Question

**What critical factor contributes to the appeal of Candy Japan's offerings?**

Answer: The novelty of Japanese candy and the fun of receiving a surprise box of unique treats attract subscribers.

### 9. Question

**What motivated Jeff Parker to start coaching families interested in moving abroad?**

Answer: Having lived in multiple countries with his family, Jeff wanted to help other families navigate the process of moving overseas.

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## 10.Question

**How did Jeff monetize his coaching service?**

Answer:He began charging for consultations, starting at \$50 per hour and eventually settling at \$150 per hour due to the value he provided.

## 11.Question

**What niche market did Michael Sindicich target with his Bali skulls business?**

Answer:Michael capitalized on the unique art of Bali, specifically carved skulls, to sell to those seeking exotic home decor.

## 12.Question

**How did Charlotte McGhee turn her travel planning passion into a business?**

Answer:Encouraged by her husband and recognizing others' struggles with travel planning, Charlotte launched 'Whisked Away Surprise Travel' to create customized trips.

## 13.Question

**What significant factor does Charlotte suggest for establishing trust with clients?**

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Answer:Charlotte believes it is crucial to build trust, especially since clients are investing in a surprise trip without knowing the details upfront.

#### 14.Question

**What actionable tip does the author suggest for someone considering starting a location-independent lifestyle?**

Answer:Set clear goals around what you want to accomplish, be intentional with your tasks, and make the best use of your time by capturing pockets of productive moments.

#### 15.Question

**What can be learned from the experiences shared in this chapter regarding side hustles?**

Answer:Side hustles can stem from personal passions, uniqueness in offerings, and addressing specific market needs, proving that experiences can lead to innovative business ideas.

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## Chapter 10 | X. Eat, Drink, and Be Merry| Q&A

### 1.Question

**How did Carolyn Phillips turn her ice pops idea into a successful business?**

Answer:Carolyn and her husband started by creating gourmet alcoholic ice pops during a party.

The unique idea filled a gap in the Fort Worth market. After experimenting with flavors and receiving positive feedback, she founded Alchemy Pops. Carolyn transitioned from her 9-to-5 job to full-time entrepreneurship after validating her income and exploring commercial kitchen options.

### 2.Question

**What motivated Emilie Simmons to create Mommee Coffee?**

Answer:Emilie was inspired by her experiences during pregnancy, where she felt guilty about consuming coffee. She aimed to create a safe coffee option for mothers, which resulted in Mommee Coffee that offers varying caffeine

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levels to accommodate nursing and pregnant mothers.

### 3.Question

**What unique approach did Ali Bonar use in her business, Kween Foods?**

Answer:Ali focused on empowerment through her line of spreadable granola, fueled by her personal journey with food and body image. She engaged her audience on social media by sharing her struggles, making her brand relatable and authentic, which helped her build a community and grow her business.

### 4.Question

**What principle did Julia Baldwin and Richard Kotulski follow in their cookie delivery service?**

Answer:They focused on market research to validate their idea before launching, responding to customer cravings and providing excellent customer service, which fostered a loyal customer base. Their approach included personal touches, leading to a unique late-night service that resonated with their target audience.

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## 5.Question

**How did Erika Kerekes transform her family experiences into a business?**

Answer:After picking cherries and creating a new cherry 'ketchup' that was well-received, Erika decided to start 'Not Ketchup' by refining the recipes. Her personal experience of being diagnosed with diabetes led her to pivot toward a no-added-sugar product line, tapping into a growing market for healthier condiment alternatives.

## 6.Question

**What is a critical factor in the success of the featured side hustles?**

Answer:Each entrepreneur identified a gap or need in their target market and transformed personal experiences or passions into viable businesses. They focused on product development, market research, and maintaining authentic consumer connections.

## 7.Question

**What advice does Carolyn Phillips offer to aspiring side hustlers?**

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Answer:Carolyn emphasizes the importance of being personable over perfect, suggesting to embrace imperfection, ask for help, and start with manageable first steps.

### 8.Question

**What connection does Ali Bonar make between personal struggles and business success?**

Answer:Ali believes that sharing her genuine struggles with food and body image not only helped her personally but also resonated with her audience, driving business authenticity and allowing her brand to thrive.

### 9.Question

**What lessons can be drawn from Emilie's and Sharon's startup journey with Mommee Coffee?**

Answer:Emilie and Sharon's experience shows the importance of addressing a genuine need in the market, conducting thorough research, and providing a product that reassures customers about their choices, focusing on health and well-being.

### 10.Question

**How did Julia and Richard's approach in their cookie**

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## **business differ from traditional businesses?**

Answer: They utilized a heartfelt and personal delivery service, reacting to customer experiences and fostering emotional connections rather than focusing solely on profit. Their late-night delivery model also set them apart from traditional food services.

## **Chapter 11 | XI. Do Good and Do Well| Q&A**

### **1.Question**

#### **How can I merge profit with philanthropy in my side hustle?**

Answer: You don't have to choose between making money and making a difference. For instance, Justin Baum created ZZZ Bears, teddy bears designed to comfort children of deployed military parents, while also donating bears to children who lost a parent in service. By aligning your business with a cause, you can simultaneously generate income while contributing positively to society.

### **2.Question**

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## **What inspired Justin Baum to create ZZZ Bears?**

Answer: Justin was inspired by his daughter's difficulty sleeping through the night, which led him to create a teddy bear equipped with features to protect children from fears and anxieties. His background in recruitment advertising helped him convey a strong story that resonated with customers.

### **3.Question**

## **What lesson does Amy Peterson's story with Rebel Nell teach about business?**

Answer: Amy's experience shows that starting a business with a social impact can be fulfilling and profitable. By employing women from shelters to create jewelry from repurposed graffiti, she not only generates income but also empowers marginalized individuals to gain self-reliance.

### **4.Question**

## **How did Danielle Fang utilize YouTube for social good?**

Answer: Danielle posted citizenship test preparation videos on YouTube, allowing immigrants to access vital information

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flexibly and for free. By monetizing through ads, she was able to earn an income while providing a valuable service.

### 5.Question

**What is the creative angle of Kat Thek's Troll Cakes?**

Answer:Kat's side hustle combines humor with a societal critique of internet trolling by baking cakes with rude comments written on them. This clever twist not only addresses negative online behavior but also provides joy and laughter to those involved.

### 6.Question

**What challenge did David Dewane face while launching Mouse Books?**

Answer:David needed to ensure that the classical literature he aimed to publish was in the public domain, relying on old texts to create accessible, pocket-sized books. His cleverness in identifying a market gap—reading during commutes—allowed him to succeed despite this hurdle.

### 7.Question

**How do Gianluca De Stefano and Gavin Kamara connect their side hustle with gorilla conservation?**

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Answer: Through Gorilla Socks, they merge the fashion of bamboo socks with the mission of supporting gorilla conservation by partnering with the Dian Fossey Gorilla Fund. Their dual focus on stylish products and meaningful contribution exemplifies a socially responsible business model.

### 8.Question

**What unique model do the founders of Color Cloud Hammocks exemplify?**

Answer: The trio showcases the importance of community and collaboration in their business. By supporting local seamstresses in Cambodia and Ethiopia while crafting unique products, they embody the idea of ethical entrepreneurship and personal connections across cultures.

### 9.Question

**What is a key takeaway from the stories in this chapter regarding side hustles?**

Answer: Many successful side hustles blend personal passion with social good. While it's important to make a profit,

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integrating a purpose that helps others can lead to greater fulfillment and a more sustainable business model.

## **Chapter 12 | XII. There's an App for That| Q&A**

### **1.Question**

**What inspired Tony Florida to create a diamond search program?**

Answer: Tony was inspired by his quest to find the perfect engagement ring for his girlfriend. His research into diamonds, particularly their pricing and qualities, sparked the idea to develop a program that could help others find the best diamonds for their budget.

### **2.Question**

**How did Trevor McKendrick identify the opportunity for his Spanish-language Bible app?**

Answer: Trevor analyzed the App Store for high-ranking apps with poor user reviews, focusing on Spanish-language Bible apps that were not well-made. He saw potential in improving these apps to capitalize on their existing demand.

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### 3.Question

**What unique approach did Lori Mihalich-Levin take with her online course for mothers?**

Answer:Lori created an online course called Mindful Return specifically for new mothers returning to work after maternity leave. She structured the content to address the unique challenges they face, and even sought to have employers sponsor the course to ease its affordability for participants.

### 4.Question

**What led Steve Delarwelle to earn \$650,000 from mobile app advertising?**

Answer:Steve was initially experimenting with repositioning mobile apps and generating revenue from ads. He discovered an affiliate program that significantly boosted his income when he referred other developers, which resulted in substantial commissions for him.

### 5.Question

**How did Jonathan Rudolph turn his Instagram account into a profitable side hustle?**

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Answer:After initially dismissing Instagram, Jonathan found a niche in collecting and posting logos. He leveraged his growing follower base to earn affiliate commissions by promoting logo design programs, translating engagement into steady income.

## 6.Question

**What key factor distinguishes a starter idea from a next-level idea in side hustles?**

Answer:A starter idea involves experimentation and learning with limited financial return, while a next-level idea is designed for sustainability and potential passive income, often building on the skills or market insights gained from the starter phase.

## 7.Question

**What lesson can be derived from Tony's journey about the impact of knowledge on opportunity?**

Answer:Tony's journey illustrates that thorough research and understanding of a subject can lead to discovering untapped opportunities. By maximizing his knowledge of diamonds,

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he turned a personal experience into a profitable business model.

### 8.Question

**What does Trevor's success with the Bible app indicate about market opportunities?**

Answer:Trevor's success highlights that even in crowded markets, there are still opportunities for improvement and innovation. By addressing existing gaps in quality, he was able to create a product that resonated with a large audience.

### 9.Question

**How did Lori build her course while managing time constraints as a new mother?**

Answer:Recognizing her limited time, Lori broke the course into bite-sized modules that could be completed in short segments, making it easier for mothers to engage with the material despite their busy schedules.

### 10.Question

**What general principle can aspiring side hustlers take from the stories of these individuals?**

Answer:The key principle is to identify gaps in the market or

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areas for improvement within existing offerings. By leveraging personal experiences, technology, and unique insights, one can create profitable ventures that address real consumer needs.

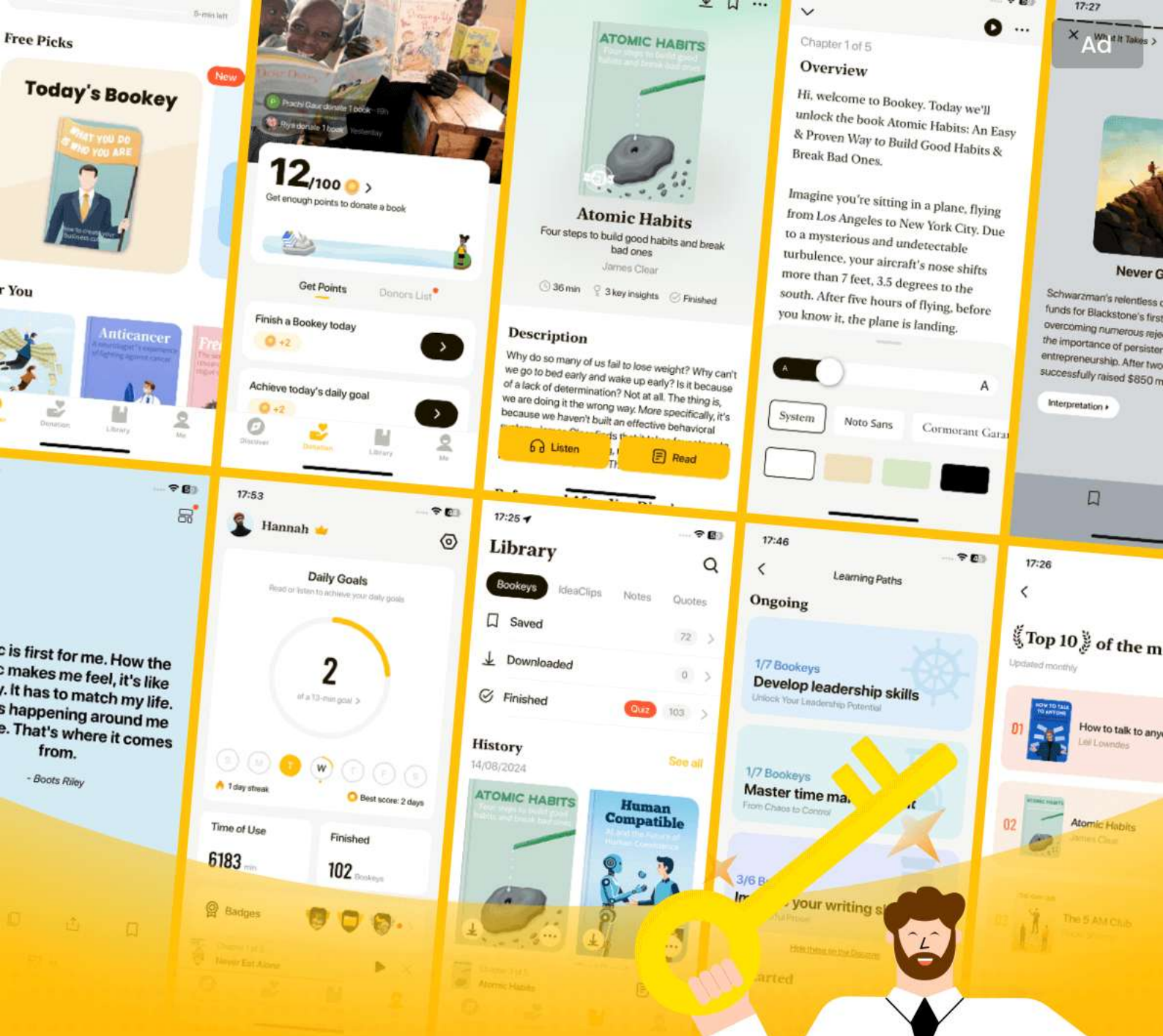
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## Chapter 13 | XIII. Keep It in the Family| Q&A

### 1.Question

**What inspired Mykou and Touger to create Hmong flash cards for children?**

Answer:Mykou and Touger, immigrants from Laos, were motivated by the lack of language-learning tools for the Hmong language, which they wanted their daughter to learn alongside English. This personal need for bilingual resources led them to create their own flash cards.

### 2.Question

**What lesson did Zach and Teddy learn from their food truck experience?**

Answer:Zach and Teddy learned the importance of adapting their business strategy. Initially catering primarily, they realized the restaurant business wasn't as profitable as expected, leading them to refocus on the catering side which produced most of their profits.

### 3.Question

**How did Emily turn her school project into a business?**

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Answer:Emily Rudnick used her school project to develop a spice blend, investing time and effort to not just complete the project but to create a sellable product called RudSpice. She successfully crowdfunded the project to cover startup costs.

#### 4.Question

**What unique approach did Megan and Khara take with their lip balm business?**

Answer:Megan and Khara started making lip balm as gifts, which led to the establishment of Serious Lip Balm. They combined fun branding with unique product offerings tied to Abraham Lincoln, securing sales in local shops and increasing production significantly.

#### 5.Question

**What was the driving force behind Brandi and Kyler's invention of the Comfy Cup?**

Answer:Brandi and Kyler's inspiration came from Kyler's dissatisfaction with uncomfortable athletic cups available in the market. This led to a collaborative effort to create a more comfortable option for young male athletes.

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## 6.Question

**What was the critical factor for Michael and Anthony in launching their paleo bars?**

Answer:Michael and Anthony prioritized relentless testing and feedback through blind taste tests before launching their Mammoth Bars. This approach ensured they developed a product that met their target audience's expectations, setting them apart in a crowded market.

## 7.Question

**What should be considered when partnering in a side hustle?**

Answer:When considering a partnership, it's vital to choose someone with different skills than yours, and to have a clear, written agreement that outlines what happens if one partner needs to leave. This helps prevent future conflicts and ensures clear communication.

## 8.Question

**How did the families featured in these stories develop their side hustles?**

Answer:Each family found creative solutions to address a

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need—they created educational resources, food services, products, and more—turning personal challenges and interests into successful side hustles that often involved teamwork and community engagement.

## **Chapter 14 | XIV. Start Your Own Factory| Q&A**

### **1.Question**

**What was the turning point for Matthew Konstanecki that led him to create Invisaband?**

Answer:Matthew realized that there was a demand for an easy-to-carry anti-mosquito product while traveling, and after extensively searching for an existing solution, he decided to create his own wristband that used proven mosquito-repelling ingredients. His experience in marketing and sourcing made him feel confident that he could succeed with this product.

### **2.Question**

**How did Mike Braccia and Nick Telford innovate the mouthwash industry?**

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Answer:They created Fly Mouthwash, a concentrated formula that eliminates the bulk of traditional mouthwash by removing water from the product, which also minimized shipping costs and made it TSA-approved. This innovative approach transformed an old product into something new and convenient for on-the-go consumers.

### 3.Question

**What unique market was Kyle Bergman targeting with Swoveralls?**

Answer:Kyle aimed at fashion-forward men, particularly those who appreciated quirky, unique fashion choices. His product blended the comfort of sweatpants with the functionality of overalls, a combination that had previously only been marketed toward women.

### 4.Question

**What inspired Chris Prendergast to create JamStack?**

Answer:Chris's frustrations with setting up bulky amplifiers for playing guitar led him to design the JamStack, a portable amp that could easily attach to a guitar and integrate with

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smartphone apps, making jam sessions more accessible and convenient.

### 5.Question

**How did Dale Janée create a successful business around satin pillowcases?**

Answer:After discovering the benefits of satin pillowcases for hair and skin, Dale realized there was a lack of high-quality options on the market. She leveraged her connections and traveled to China to source materials, then launched Savvy Sleepers to provide beautiful and functional pillowcases.

### 6.Question

**What was Nate Barr's main hurdle before launching PocketMonkey?**

Answer:Nate faced significant delays in finding a manufacturer who could produce his innovative tool at scale. After several setbacks, he ultimately succeeded by ensuring effective control over his manufacturing process, which gave him the flexibility to create multiple products.

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## 7.Question

**What advice does Dale Janée give regarding transitioning from a day job to a side hustle?**

Answer:Dale emphasizes the importance of having a financial cushion before quitting your day job. She recommends ensuring you have a solid plan that covers living expenses and health insurance in case your side hustle takes time to become profitable.

## 8.Question

**How did Pete Flood's outdoor passion influence his business?**

Answer:Pete's love for nature and the outdoors inspired him to create a highly portable kayak, the K-Pak, that could be easily carried like a backpack. His passion drove him through years of design iterations and persistence until he finally brought this innovative product to market.

## 9.Question

**What key lesson did Nate Barr learn about manufacturing through his experience with PocketMonkey?**

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Answer:Nate learned that controlling your supply chain and understanding the nuances of manufacturing were crucial for success. By taking charge of production, he could develop new products efficiently and effectively while ensuring quality and reducing dependency on outside firms.

### 10.Question

**What approach did Chris Prendergast take to secure funding for his JamStack project?**

Answer:Chris utilized crowdfunding on platforms like Kickstarter and Indiegogo, which not only provided initial capital but also validated the market demand for his product. By successfully pitching his idea during startup competitions, he attracted the attention and support he needed.

## Chapter 15 | XV. Ramp Up: Million-Dollar Side Hustles| Q&A

### 1.Question

**What drove Jennifer Brown to transition her DIY lamp business into a multimillion-dollar hustle?**

Answer:Jennifer Brown's transition was fueled by a combination of passion and opportunity. After

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noticing demand for her unique lamp shades on Etsy, she realized she could scale her creative side hustle. When her earnings began to add up and she consistently sold more products, she recognized the potential of investing further time and resources into her business. The pivotal moment came when a friend encouraged her to reevaluate the opportunity costs of maintaining her sales rep job and her side hustle simultaneously. This realization led her to prioritize growing Hangout Lighting full-time.

## 2.Question

**How did Nick Gray turn a simple idea from a museum date into a successful tour business?**

Answer: Nick Gray's journey began during a museum date that inspired him to explore his love for art history with others. He started by creating free tours for friends which morphed into a side business offering 'renegade' tours. The key to his success was recognizing a gap in the traditional museum experience—people wanted engaging, fast-paced

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tours filled with interesting stories, rather than the slower, traditional formats.

### 3.Question

**What were the initial challenges Harry Campbell faced in building his rideshare expertise, and how did he overcome them?**

Answer:Initially, Harry faced skepticism about driving for rideshare companies after working a stable job as an aerospace engineer. His success stemmed from understanding the lucrative referral bonuses and the lack of consolidated information for new drivers. By creating The Rideshare Guy, he addressed common questions, positioned himself as an expert, and quickly built a platform that drew significant traffic and credibility.

### 4.Question

**What insights did Christopher Schwab utilize to develop Think Maids into a profitable venture?**

Answer:Christopher identified major issues within the cleaning service industry, such as unreliable scheduling and hidden costs. By ensuring transparency and responsiveness,

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he crafted a customer-centric model that focused on online booking and communication, making the process smoother for clients. His approach addressed specific pain points which increased customer trust and demand, allowing him to grow exponentially.

### 5.Question

**How did Robert Farrington transform his personal finance passion into a profitable blog?**

Answer:Robert Farrington's transition to a successful blog stemmed from his deep interest in personal finance and his need to provide quality advice to fellow students. By consistently posting valuable content and developing affiliate partnerships over time, he built trust with his audience. His understanding of the market allowed him to generate substantial monthly income, ultimately leading him to leave his job at Target to focus entirely on his blog.

### 6.Question

**What strategy did Travis Chock use to successfully launch Baseballism, and what were the key milestones of its growth?**

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Answer: Travis Chock utilized his passion for baseball and experience in establishing youth camps to initiate Baseballism. After realizing the demand for high-quality baseball apparel, he transitioned from running camps to selling merchandise. Key milestones included a successful crowdfunding campaign and leveraging social media to build a community. Over time, Baseballism expanded from Travis's garage to several brick-and-mortar stores, achieving over \$10 million in revenue.

## 7. Question

**In what ways did Ryan Grant approach reselling items and what led to his success?**

Answer: Ryan Grant approached reselling with a focus on finding price arbitrage opportunities rather than sticking to specific product categories. His strategy involved researching products from local retail stores, including Walmart, and reselling them at higher prices online. By honing his skills in attractive pricing and broadening his inventory, Ryan scaled his side hustle into a full-time endeavor, achieving

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significant financial success.

## 8.Question

### **How did Sheena Brady identify and navigate the challenges of starting Tease Tea?**

Answer:Sheena Brady recognized the need for a distinct marketing approach to sell her tea blends effectively.

Initially, her attempt to market tea as 'sexy' failed. By shifting her focus to health benefits and appealing to customer desires, she gained traction. Adapting her business model to maximize order sizes and strategically positioning her brand in both online and physical retail spaces helped her grow to significant monthly revenues.

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# 100 Side Hustles Quiz and Test

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## Chapter 1 | I. Real People, Real Money| Quiz and Test

1. Marc Gaskins earned \$43,000 a year from his candle-making business after transitioning from wholesale sales on Amazon.
2. Teresa Greenway achieved her financial stability by primarily selling pre-made sourdough bread instead of teaching baking through online courses.
3. A side hustle should be completely unrelated to one's primary job and should not provide any enjoyment.

## Chapter 2 | II. Ideas Are Everywhere| Quiz and Test

1. Individuals can unlock their entrepreneurial potential by mastering the skill of observation.
2. Successful side hustles discussed in the chapter include a business selling personalized umbrellas.
3. Asking questions is a key skill for generating business ideas according to the chapter.

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## Chapter 3 | III. Use the Skills You Already Have| Quiz and Test

1. The chapter emphasizes the idea of following your passion when starting a side hustle.
2. Lisa Holtby successfully transitioned from teaching yoga to running a home organizing business.
3. Elizabeth Borsting's side hustle involved organizing an annual dining event to support local restaurants.

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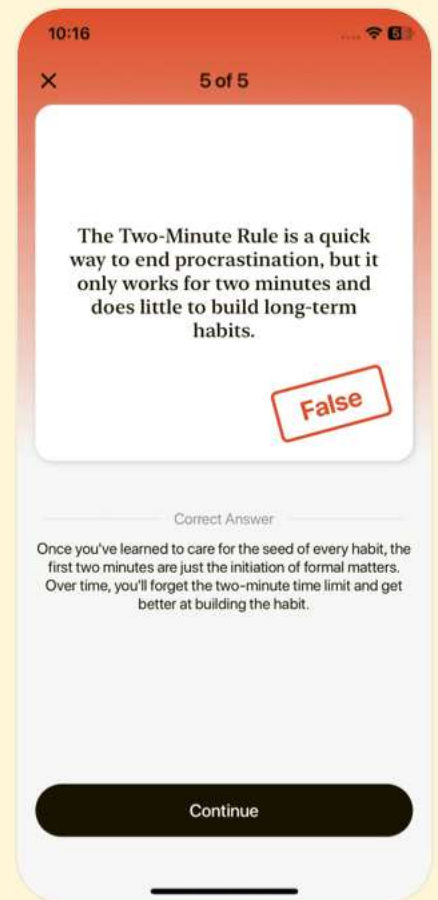


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## Chapter 4 | IV. Buy Low, Sell High| Quiz and Test

1. Nathan and Kathrin Spaccarelli launched their business with a startup cost of \$3,500 and achieved over \$200,000 in sales within their first year.
2. Brittany Finkle's business, happilyeverborrowed.com, has helped over 1,000 brides save money by offering high-end bridal accessories for sale.
3. Marcus Kusi turned a profit by flipping college textbooks that he bought cheaply for significant profits, earning \$68,000 in two years.

## Chapter 5 | V. Teach What You Know| Quiz and Test

1. Scott Keyes started his side hustle with a website called ScottsCheapFlights.com and it became a million-dollar business.
2. Jodi Carlson earned \$2,800/month by creating a resource website for troop leaders after two years in the Girl Scouts.
3. Gabriel Kramer was a construction inspector who developed courses for certification exams and earned \$200,000 a year.

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## Chapter 6 | VI. Bring People Together| Quiz and Test

1. Niche identification is important for developing a compelling service or product.
2. Community engagement is not necessary for generating word-of-mouth marketing.
3. Utilization of technology is only beneficial for large corporations and not applicable for side hustles.

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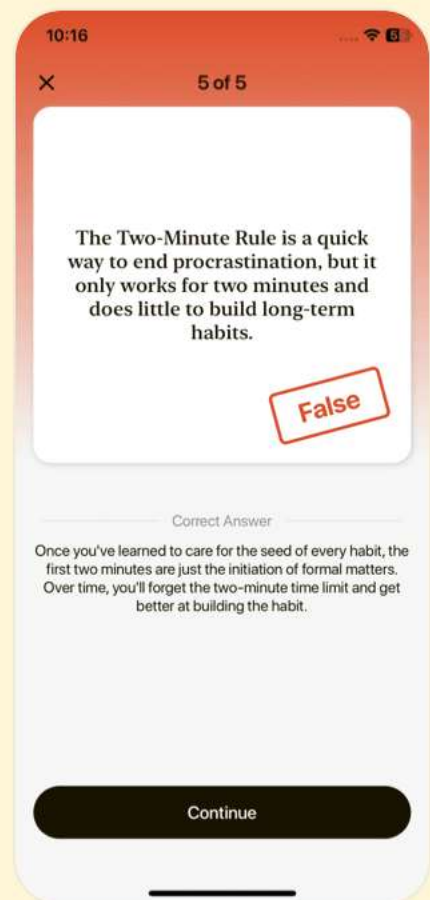
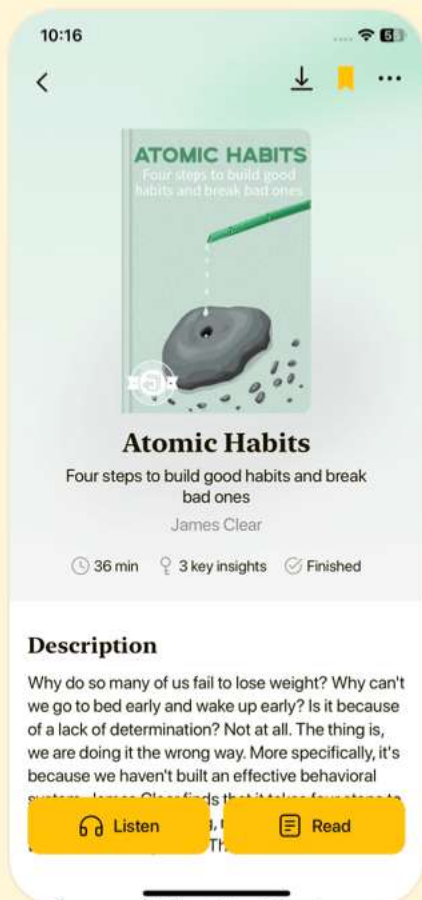


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## Chapter 7 | VII. Get Crafty, Get Paid| Quiz and Test

1. Alex Moore, an elementary school teacher, turned his jewelry-making skills into a successful side hustle generating \$40,000 in his first year.
2. Maury McCoy needed more than \$1,000 in startup costs to create and sell his penny portrait kits.
3. Kirsten La Greca started her scarf business with a minimal investment of \$250 and earned \$120,000 a year from it.

## Chapter 8 | VIII. Automate Your Income| Quiz and Test

1. Gerald Lau's side hustle involves creating high-quality minimalist onesies and T-shirts for kids, which he sells directly to customers.
2. Emma Fried-Cassorla was a neuroscientist who transitioned to making artistic paper-cut maps, earning \$35,000/year from her side hustle.
3. Automation and effective systems are mentioned as key strategies for achieving sustainable income without constant oversight in side hustles.

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## Chapter 9 | IX. See the World Without Going Broke| Quiz and Test

1. Sasha Cagen created immersive tango experiences for women in Buenos Aires, generating an income of \$15,000 per year.
2. Bemmu Sepponen's subscription service for Japanese candy started with significant inventory costs.
3. Charlotte McGhee provides travel planning services by offering pre-planned vacations with no personalization or input from clients.

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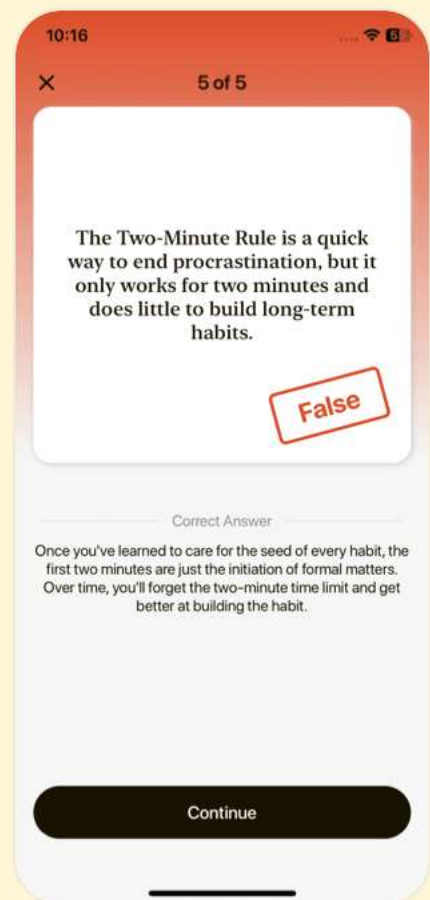
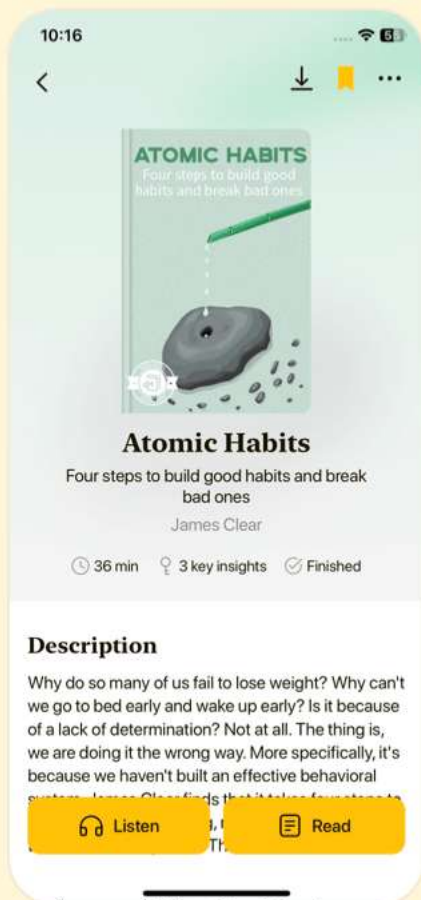


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## Chapter 10 | X. Eat, Drink, and Be Merry| Quiz and Test

1. Carolyn Phillips generated \$80,000 in income from her ice pops business, Alchemy Pops, within two years.
2. Emilie Simmons and Sharon Pieczenik, co-founders of Mommee Coffee, had a startup cost of \$15,000.
3. Ali Bonar earned \$45,000 from Kween Foods by using her personal story to connect with consumers.

## Chapter 11 | XI. Do Good and Do Well| Quiz and Test

1. Justin Baum's startup, zzzbears.com, supports children with deployed parents by helping them cope with fears and anxieties.
2. Amy Peterson earned \$300,000 in her first year with her jewelry business, Rebel Nell, which employs disadvantaged women.
3. David Dewane's side hustle involves creating pocket-sized classical literature books to promote reading among busy commuters.

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## Chapter 12 | XII. There's an App for That| Quiz and Test

1. Tony Florida developed an algorithm to help find the perfect diamond for engagement rings.
2. Trevor McKendrick's Spanish-language Bible app generated less than one million downloads.
3. The chapter discusses the difference between starter ideas and next-level ideas for side hustles.

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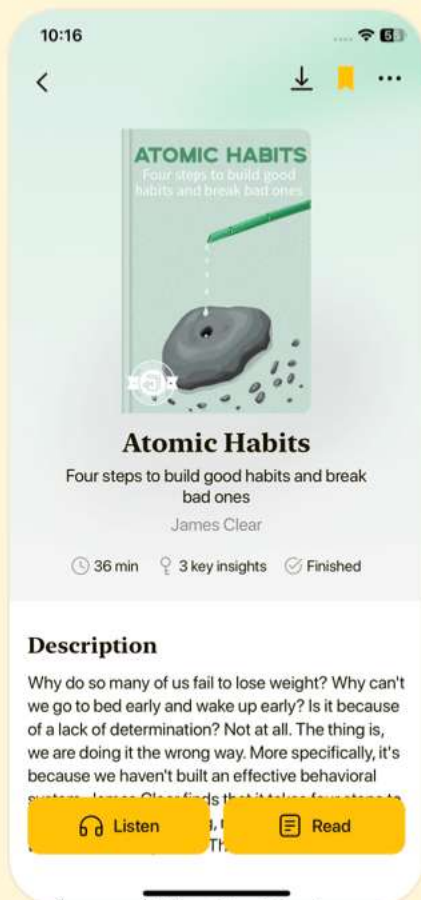


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## **Chapter 13 | XIII. Keep It in the Family| Quiz and Test**

1. Immigrant parents created bilingual Hmong flash cards for their community's educational needs, generating over \$50,000 in their first year.
2. Emily Rudnick turned a class project into a business without any funding from crowdfunding.
3. Choosing a business partner with similar skills is essential for success and minimizing conflict.

## **Chapter 14 | XIV. Start Your Own Factory| Quiz and Test**

1. Matthew Konstanecki made \$350,000 in his first year selling anti-mosquito wristbands.
2. Kyle Bergman launched his Swoveralls line with startup costs of \$25,000 and generated \$36,000 in his first year.
3. The PocketMonkey, created by Nate Barr, is a multi-functional tool designed after he got locked out of his apartment.

## **Chapter 15 | XV. Ramp Up: Million-Dollar Side Hustles| Quiz and Test**

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1. Side hustles can generate significant income, with some individuals earning multiple six or seven figures annually.
2. Robert Farrington, a Target store manager, earns over \$100,000 per month blogging.
3. Successful side hustles often require a significant initial investment to start.

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