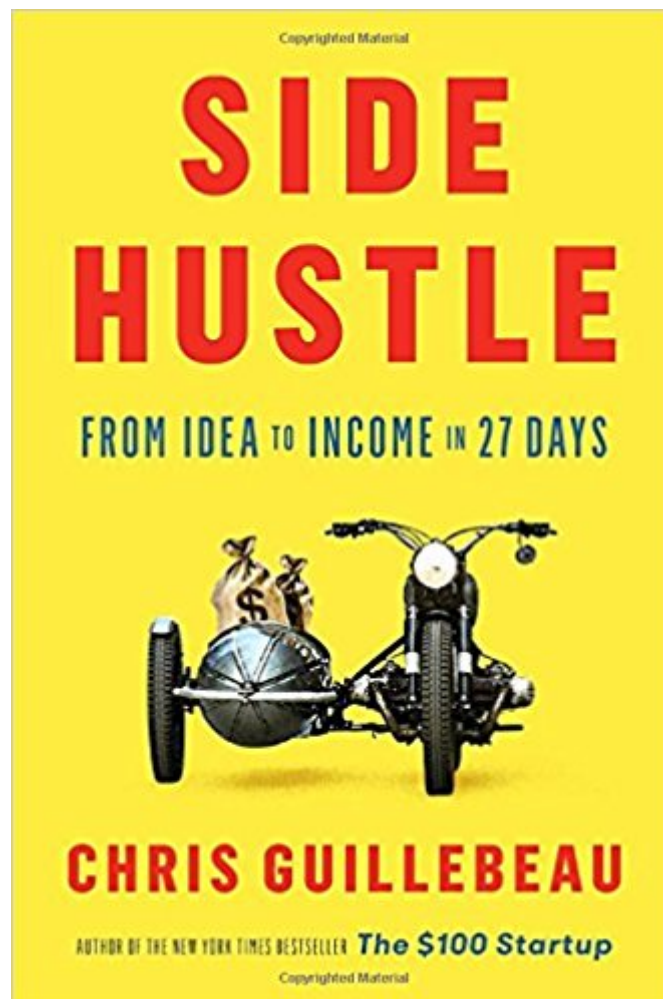




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Side Hustle: From Idea To Income In 27 Days



Synopsis

The author of the New York Times Bestseller THE \$100 STARTUP shows how to launch a profitable side hustle in just 27 days. For some people, the thought of quitting their day job to pursue the entrepreneurial life is exhilarating. For many others, it's terrifying. After all, a stable job that delivers a regular paycheck is a blessing. And not everyone has the means or the desire to take on the risks and responsibilities of working for themselves. But what if we could quickly and easily create an additional stream of income without giving up the security of a full-time job? Enter the side hustle. Chris Gullibeau is no stranger to this world, having launched more than a dozen side hustles over his career. Here, he offers a step-by-step guide that takes you from idea to income in just 27 days. Designed for the busy and impatient, this detailed roadmap will show you how to select, launch, refine, and make money from your side hustle in under a month.

You'll learn how to:

- Brainstorm, borrow, and steal to build an arsenal of great side hustle ideas (day 3)
- Apply "Tinder for Side Hustle" logic to pick the best idea at any time (day 6)
- Learn, gather, or create everything you need to launch; then set up a real life way to get paid (days 13-14)
- Start raking in the money by channeling your inner Girl Scout (day 18)
- Master the art of deals, discounts, and special offers (day 21)
- Raise your game: improve, expand, or make more money off your hustle (days 24-26)

A side hustle is more than just another stream of income, it's also the new job security. When you receive paychecks from different sources, it allows you to take more chances in your "regular" career. More income means more options. More options equals freedom. You don't need entrepreneurial experience to launch a profitable side hustle. You don't have to have an MBA, or know how to code, or be an expert marketer. You don't need employees or investors. With Chris as a guide, anyone can make more money, pursue a passion, and enjoy greater security without quitting their day job.

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Customer Reviews

“Side Hustle” isn’t about making a few extra bucks selling lemonade to your neighbors. Chris Guillebeau has created a step-by-step methodology for imagining, building, and launching side projects that can earn real, serious cash. In my years investing on *Shark Tank*, I’ve seen firsthand how side hustles can take off and grow into some major profits. Whether you want to supplement your pay check, or jumpstart a full-fledged business, Guillebeau will show you how to get your hustle going in just 27 days flat. — Daymond John, star of ABC’s Emmy Award winning business show *Shark Tank*

“The essential guide for anyone who wants to create more freedom, opportunity, and security by launching a profitable side hustle.” On his popular podcast, Chris often says, “Inspiration is good, but inspiration combined with action is so much better,” and *Side Hustle* provides both. It’s packed with practical tips and strategies illustrated by compelling stories of real-life hustles that will inspire readers to start their side hustles now. — Gretchen Rubin, bestselling author of *The Four Tendencies* and *The Happiness Project*

“Chris Guillebeau is back with another book that will teach you not just how to earn more, but ultimately how to live better. He says we can all benefit from a ‘side hustle,’ a work you do in addition to our day job. And he shows us how to make it happen. In fact, if you follow Chris’s guidance, you can establish your own side hustle in just 5 weeks. What’s stopping you?” — Daniel H. Pink, bestselling author of *Drive* and *To Sell is Human*

“There’s a great temptation to assume that side hustles are just for ‘special people,’ like artists, dreamers, and 17-year-old computer geniuses. But Guillebeau deftly proves everyone can (and should) have a side hustle. More than that, he shows you how. He is living proof that this book works, and so are the many people who have followed his roadmap.” — Jon Acuff, New York Times Bestselling Author of *Finish*

“Hobbies cost you money, legit side businesses make money. If you want to get on the road to financial freedom and enjoy more passion and choice in your life, *Side Hustle* can help you take the first

critical steps. ” Jessica Herrin, CEO and Founder, Stella and Dot

CHRIS GUILLEBEAU is the New York Times bestselling author of books including The \$100 Startup, The Happiness of Pursuit, and The Art of Non-Conformity. He is also the founder and host of Side Hustle School, a daily podcast with more than 2 million downloads per month. During a lifetime of self-employment and side hustling, he visited every country in the world (193 in total) before his 35th birthday.

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