



# HOW TO START A SIDE HUSTLE

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4 Easy Steps to Earn Money  
Doing What You Love!

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*"Whether you think you can, or you think you can't — you're right."*

*— Henry Ford*

# Introduction

*So you wanna a start a side hustle doing what you love,  
but don't know where to start?*

There are TONS of reasons to start a side hustle... and there have never been more opportunities open to you than right now.

**Maybe you're working a 9-5 job you don't love and feel kinda stuck.**

You're exhausted and every single night you find yourself crashing into bed thinking, "OMG, I have to do this again tomorrow?"

**Maybe you're looking to add a new income stream so you can actually do all.the.things without worrying about bills...**

Buying what you want without looking at price tags.

Going to a luxe dinner with your besties and their families and picking up the tab—no questions asked.

Saving up to ensure your kids live a full life. Sending them off to college. That's getting more and more expensive each year.

And don't get me started about food. The price of everything has gone up. Fruit. Eggs. Milk. Not to mention going organic.

**Maybe you wanna cash in on what you do best.**

# Introduction

With the skills, and talents you've gained from past experiences—but now, working when you wanna work, for as long as you wanna work, and charging what you want for your work—without someone else in charge



**Maybe you actually LOVE what you do, but you're passionate about other things, too!**

A side hustle lets you dabble, play, and earn a few extra bucks on the side.

**Or maybe you're just as obsessed with holistic wellness as I am...**

And wanna make a difference—help women feel strong and sexy and confident—while getting paid well to do it!

And if any of these sound like you... then you're in the right place.

I want to share four easy steps with you to help you start a side hustle doing what you LOVE!

# What's Your Vision?

By VISION, I mean the fuel that drives you.

A declaration you've made to create something in the future. With no evidence, BTW, that you can create it. But you BELIEVE it. So you are GOING to create it.

For example, back in 2014, I had a VISION that I was going to expand my rank to Presidential Diamond in my affiliate networking biz.

And my INTENTION was that I was going to do it. No matter what. Literally, nothing was going to stop me. If I went down one path and hit a block, I was gonna work around it. And keep going.

And then I created goals and action steps that aligned with my intention... and therefore manifested my vision.

I looked at my sales—how far I was away from achieving that rank—and was like, “Ok, I’m gonna follow up with 10 people every day.” And I’m going to teach my team/my leaders, how to do the same. Being authentic, of course. Or maybe I had a thought like, “I need to bring in \$1,000 in sales this week.” And I’m going to teach my team/my leaders, how to do that too.

And then I created a mechanism to do that. And if the first mechanism wasn't working, I switched to another. Because my intention was that I WAS going to make it happen. So nothing (and no one) was going to stop me.



# What's Your Passion?

*Did you know that in 2022,  
at least 40% of Americans had a side hustle?*

A side hustle is defined as a flexible job you work at “on the side” of your primary job.

Whether you have a traditional career, are a SAH mom or student, or an entrepreneur already...

You can turn your passions, interests, and ideas into some “fun money” by creating a side hustle that brings you joy!

## **The Solution for Multi-Passionates**

I consider myself to be multi-passionate.

I discovered I could earn some cash in affiliate marketing—which means getting the word out about holistic wellness products I was obsessed with and letting my network order them through me. At the time, I was a life + health coach and a yoga/Pilates instructor. So my passions naturally aligned.

Fast forward a decade and now I have a multi 7-figure business because my side hustle grew so big that it actually turned into a full-fledged business!

You can do this too... or decide to keep your side hustle a small part of your life. You can go all in or embrace your multi-passionate nature. Which means you don't have to choose between your “should dos” and your “get tos”!



# Why Do You Want to Start a Side Hustle?



## FIND YOUR WHY

Ask yourself what's motivating you to start a side hustle.

## Finances

Is it to build a safety net or nest egg? Pay off debt? Have more “fun money”? Pay your bills without stressing? Save for a specific goal in mind like buying a new car or sending your kids off to college?

## Creativity

Do you have an artistic itch you'd love to scratch? Or a particular talent muscle you want to flex? Do you want to use a different side of your brain? Are you looking to feel more energized or empowered? Valued by others? Give value to others?

# Why Do You Want to Start a Side Hustle?

## Interest

Do you want to help people uplevel their lives? Do you want to challenge yourself and do something new? A new adventure project? Are you passionate about multiple things and want to do them all? Because you can.

## Your WHY Is Your Fuel

It's critical to understand your unique WHY and what will motivate you to take your precious time and use it to bang some buck.

Because TRUST ME, whatever you do will have its challenges. And your WHY is what keeps you motivated when the obstacles and roadblocks pop up. Your WHY will push you forward.

Use this space to brainstorm your WHY. It's ok to have multiple WHYS... you really can have it all.

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PRO TIP: ONCE YOU HAVE YOUR WHY, WRITE IT DOWN ON A POST-IT NOTE. PUT IT SOMEWHERE YOU CAN SEE IT... LIKE THE BATHROOM MIRROR OR ON YOUR LAPTOP SO YOU SEE IT OFTEN. AND SO IT STAYS TOP OF MIND.

# Define Your ICA "Ideal Client Avatar"

## Who Do You Want To Be Your Customer?

Without thinking much about this... write down who your ideal client is for your side hustle. Create a profile that's as crystal clear and detailed as if you know that person IRL.

Think about her age, marital status, hobbies, likes, dislikes, where she lives, what kind of job she has, what her health looks like, where she hangs out online / in-person, what kinds of foods she eats, where and what she spends money on, etc.

For example, my ideal client is named Zoe.

She's 40ish. Has 2 kids. Lives in yoga pants. But not Lululemon. She doesn't love to be covered with common labels everyone else wears (sorry if you love Lulu #nojudgment). 😊



# Define Your ICA "Ideal Client Avatar"

She eats clean...  
but she'll totally stop at  
McDonalds for the fries. Cuz the  
kids asked. (Yeah, she'll sneak a  
few—a girl's gotta live!)



She's obsessed with  
holistic wellness—and  
wants to look/feel  
younger. Not to just keep  
up with her kids, but so  
she feels confident and  
powerful.

And so she can live the  
10/10 life she dreams of,  
which includes financial  
abundance and a flexible  
lifestyle.

# Define Your ICA "Ideal Client Avatar"

I know it sounds like a lot to get to this level of detail, but niching down really works.

And if you're having trouble, just think about yourself and where you were a year ago, 2 years, even 5 years ago. Oftentimes, WE are our ideal avatars.

Another pro tip about identifying your ideal client or customer is to think of someone you've LOVED working with or helped in the past... the person that if you got another 100 of, you'd be on Cloud 9. What made them so dreamy? What were they experiencing and how were you able to help? Then create your profile with that person in mind.

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PRO TIP: YOUR GOAL AT THIS STAGE IS NOT TO GO OUT AND FIND THEM... THIS IS AN EXERCISE TO GET YOU THINKING ABOUT WHO YOUR SIDE HUSTLE WOULD SERVE SO YOU CAN CRAFT MESSAGING, VISUAL APPEAL, AND PRODUCTS/OFFERS FOR THEM. NOT TO MENTION, HELP YOU IDENTIFY WHEN YOU'RE ENGAGING WITH THEM ONLINE OR IRL.

# Create Your Social Media Strategy

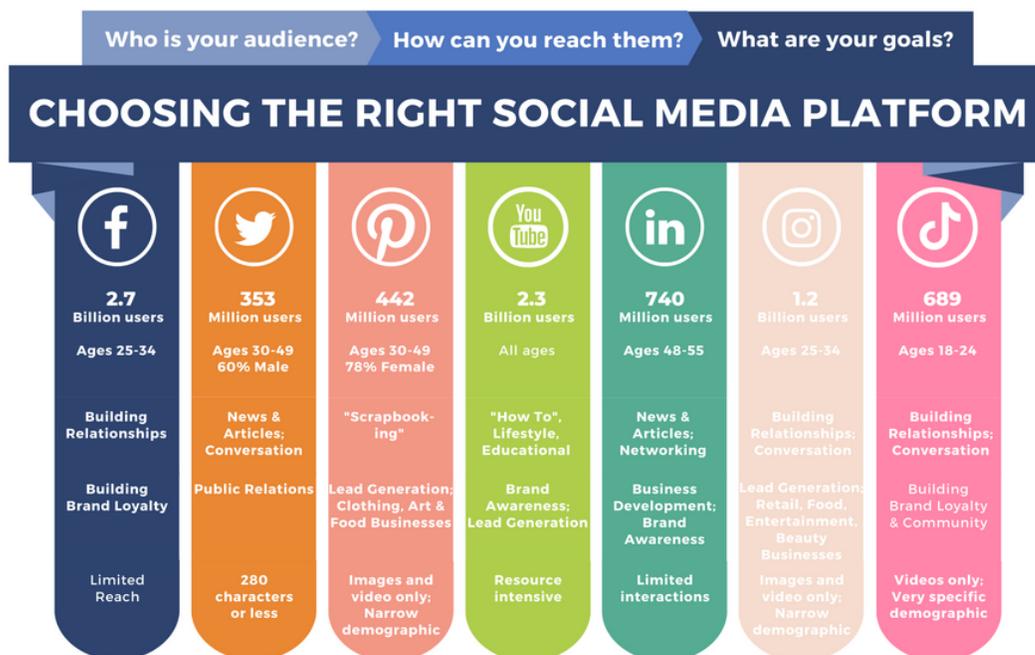
*With SO Many Social Platforms Options –  
Which Ones to Choose?*

Now that you know who your Ideal Client Avatar is, where's she spending her time online?

Of course, you can find and work with her IRL too – but social media is a critical component of growing and scaling your biz that it pays to think about this now.

So, is she on Facebook? Instagram? TikTok? YouTube? Pinterest? Depending on your demographics, you will know what social media platform she is spending most of their time on.

Here's a handy chart to help you figure out where your ideal customer or client may be hanging out.



# Getting Started on Social Media

Start with 1-2 platforms – if you aren't sure, choose Facebook and Instagram. Those have the biggest, widest audiences at the moment, unless you're only interested in a younger demographic. Then, you may want to think about TikTok.

Other things to figure out: how often do you want to post and what type of content you want to post to promote your side hustle (stories, reels, carousels, videos, or live video)?

How often can you commit to posting? Consistency is key!



## Then track your analytics.

- Is what you're doing working?
- Is your ideal client or customer seeing your content?
- Is she engaging?
- Is your content moving the needle?

Do you get to adjust anything based on the analytics you're tracking?

You want to create a sustainable social media strategy that you can keep up with. And that your ideal customer will enjoy consuming. AND that actually works.

# Getting Started on Social Media

Use this space to brainstorm initial ideas of what platforms you would focus on first – and any ideas for content, messaging, images, or offers she would likely be interested in from you.

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PRO TIP: USE YOUR PHONE CAMERA OFTEN! I TAKE LITTLE VIDEO CLIPS. OF EVERYTHING. ALL DAY. EVERY DAY.

For example, I'll go to lunch and take 2 second clips of me walking into the juice bar or restaurant. Then of the menu. The to-go counter. The food. Me getting excited to eat it.

I do the same thing at home in my bathroom. I take a ton of GRWM (Get Ready With Me) videos. Me putting on my skincare products. My essential oils. My supplements. Making my shakes or collagen mocktails.

They're fun. Popping. Entertaining. Trending. And speak right to my ICA. The awesome thing is they're super fast to make into Reels or TikToks 'cause I already have the clips. I just add a short overlay, caption, and hashtags I want to use. Put it all together and BOOM, I have a short form video that attracts and connects with my ICA.

# Now It's Time To Make It Happen

Want to take the roadmap you just created for yourself... and turn it into a reality?

I've put together a super short (20 minutes!) masterclass that, if you're obsessed with holistic wellness, guides you through taking the ideas you just mapped out... and turns them into a reality.

And if you're not into clean eating, or clean and pure essential products that support your health, the class will still guide you how to see that bigger picture.

By the end of the masterclass, you'll walk away with a new vision, marketing plan, and even side hustle you can implement immediately... so you start turning your dreams into your profitable reality!

Use this link to skip  
the line and get into  
my masterclass –  
FREE.

[\*\*MASTERCLASS\*\*](#)





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