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# 10 THINGS YOU NEED TO DO TO MAKE MONEY IN YOUR SIDE HUSTLE



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We teach historically excluded people (women, BIPOC, LGBTQIA, and people with disabilities) how to make more money and build wealth.

### [About Rachel Rodgers](#)

Entrepreneur. Philanthropist. Self-made millionaire. Creator of this guide.

# INTRODUCTION

## INTRODUCTION

You want to start a side hustle. You want to earn money immediately. You're wondering, "What are the first moves I should make?" You're in the right place! This guide is for you.

### **My Side Hustle Story**

I'm Rachel. If we've never met before, here's what you need to know about me: I'm a mom of four, entrepreneur, coffee lover, Afro wearer, Beyonce lover, and self-made Black millionaire.

I began my career as an underpaid attorney—working brutally long hours and earning piddly peanuts. My salary wasn't enough to cover the bills, especially because I had multiple six figures in student loan debt from law school.

I was living month to month, paycheck to paycheck,  
constantly stressed about money.

I'd go out for lunch with my girlfriends and order the cheapest item on the menu. When it was time to pay, my fancy friends whipped out their shiny Amex cards and I'd anxiously plunk down my debit card. When nobody was looking, I'd quietly peek at my bank account balance on my phone under the table—checking to make sure there was \$15 in my account and my card wouldn't be declined.

Even though I had allegedly "made it" with multiple college degrees and a supposedly "great career," I did not feel like a success. I dreamed about buying a bigger house with space for the kids, donating to charity, or taking luxurious vacations, but everything felt out of reach.

# INTRODUCTION

Eventually, I got tired of being broke. I got mad, I got motivated, and vowed, “Something’s got to change!” (Anger is powerful fuel. It spurred me into finally taking the action steps that I should’ve done years earlier. It can do the same for you.)

## **I asked myself:**

“How can I use the skills that I’ve already got to start my own business?”

“How can I find my first 10 clients right away?”

“How can I bring extra money in the door immediately?”

I started my own business with nothing—no website, no social media presence, no mailing list, no publicist, no investor. I had a laptop and that’s it!

In less than a month, I secured my first handful of clients and brought my first \$3,000 in the door. My lil’ baby business was officially up and running!

\$3,000 is cute, but that money wasn’t going to stretch very far. I needed to play bigger. I was determined to grow my side hustle into my main hustle as quickly as possible. Because I didn’t want the little side bag. I wanted the big bag.

I grew my business from \$60k to \$300k to \$700k to \$1,000,000 over the next few years—with plenty of mistakes along the way and lessons learned. Today, I run a company that generates \$10,000,000+ per year.

**I’m a millionaire. It took years to get here and required tremendous commitment. But it all started with one decision:**

**“I’m going to start my own business.”**





# WHAT IS A SIDE HUSTLE?

A side hustle is a small business that you do on the side. It's usually a one-person biz. Just you, no other team members. Think: freelancer or solopreneur.

When starting a side hustle, typically, you already do something else. You work for an employer, work at home as a parent, or you're in school. You've got a full plate, however, you want to get something going on the side to produce extra money.

## Why Start a Side Hustle?

Top reasons why people start a side hustle: "inflation," "rising cost of living," "diversify income streams," "financial security," and "work on my passion." [[Forbes](#), [Startup Nation](#)]

## Side Hustle Stats

- ▶ 45% of Americans currently have a side hustle. [[LendingTree](#)]
- ▶ 43% don't have a side hustle or business yet—but want to start one soon. [[Digital](#)]
- ▶ On average, it takes 2 to 3 years before a new business becomes profitable. [[Freshbooks](#)]

**3 years is way too long! It is absolutely possible to make money in 3 months, 3 weeks, or even 3 days. You do not have to wait 3 years.**

The reason why most people struggle to turn a profit is because, frankly, they don't have a clue how to run a business. Many people spend 3 years floundering around, making rookie mistakes, overwhelmed, and unfocused, before they eventually figure things out.

I want to show you how to avoid this long, slow learning curve and make money immediately. That is precisely why I created this guide for you.

# 1: CLAIM YOUR TIME

To launch your side hustle, first, you need *time*.

If your schedule is jam-packed and you have no space to think, breathe, or even take a shower, it's going to be extremely difficult to get your side hustle going.

Your first action step is to **Claim Your Time**. This means: create 10 to 25 hours of free time—this week and every week.

## Assignment:

### **Track Your Time for One Week**

For one week, keep a record of where your time is actually going. Write down everything you do and how much time you spend doing it. This is called a Time Study.

Do you spend 22 hours doing household chores like cooking, dishes, and laundry? 14 hours scrolling mindlessly on social media? 6 hours helping a needy friend who consumes your energy but doesn't add much to your life in return? Look closely at where your time is going. The reality might be startling.

# 1: CLAIM YOUR TIME

ACTIVITY	AMOUNT OF TIME PER WEEK
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# 1: CLAIM YOUR TIME

## Assignment:

### Free Up Time

Now that you've seen where your time is actually going, you may feel stunned! There's a whole lot of nonsense cluttering up your life.

Next: write down 10 things you can do to free up time. Implement these changes immediately. Goal: create 10 to 25 hours of space—this week and every week thereafter. Use this time to start your side hustle and bring cash in the door.

### For example...

- ▶ Cancel unnecessary Zoom meetings. Send an email instead.
- ▶ Take a temporary break from social media.
- ▶ Hire someone to do laundry.
- ▶ Say “no” to long phone calls with friends who are energy-draining.
- ▶ Ask your spouse to handle making dinner 3 nights a week.
- ▶ Stop agreeing to do extra projects at work for no pay!
- ▶ Etc.

# 1: CLAIM YOUR TIME

## 2: WEIGH YOUR WORTH.

To earn \$10,000, then \$100,000, and eventually \$1,000,000 as an entrepreneur, first, you must believe that you are worthy of having this level of success.

Your next action step is to **Weigh Your Worth**. This means: identify that mind-set blocks that prevent you from having more money—and clear these blocks out of the way.

### Assignment:

#### **Broke Ass Story vs. Million Dollar Story**

A Broke Ass Story is a belief that makes you feel disempowered, stuck, uninspired, and keeps you financially and emotionally broke.

A Million Dollar Story is the opposite. It's a belief that makes you feel powerful, capable, motivated, and helps you make more money.

Your ability to make money is driven by the story you tell yourself.

Write down a Broke Ass Story that you're ready to release because it no longer serves you. Below it, write a Million Dollar Story that you're claiming.

For example...

#### **BROKE ASS STORY**

I don't have a PhD. I'm not a doctor or lawyer. Therefore, I don't have any high-level professional skills that I can use to make a lot of money. To make more money, first, I would need to go back to school for another 3-7 years.

#### **MILLION DOLLAR STORY**

People start lucrative businesses all the time doing all kinds of things. Dog walking. Decluttering. Landscaping. Consulting. Coaching. Baking. PhD: not required. I can take the skills that I've already got and use those skills to make A LOT more money.

## 2: WEIGH YOUR WORTH.

**BROKE ASS STORY**

**MILLION DOLLAR STORY**

### 3: FINESSE YOUR FRAMEWORK

As an entrepreneur, your framework is the service or product that you deliver to your customers—and exactly how you do it. It's your special process, method, or secret sauce. It's what makes you different from competitors.

Your next action step is to **Finesse Your Framework**. This means: decide what you want to sell— and how you're going to do it with your own special flair.

#### Assignment:

##### **Answer 3 Questions to Figure Out Your Framework**

###### **What's the product or service that you want to sell?**

Example: Home decluttering and organizing services.

###### **How will this product or service make your customer's life better than before?**

Example: Example: Instead of coming home to chaos, they will enjoy a peaceful, beautiful home. This makes it easier to enjoy family-time and relax instead of feeling stressed about mess.

###### **What's your special way of delivering this product or service? Your process, method, approach, philosophy, or unique way of doing things.**

Example: I work lightning fast and can do a one-room makeover in a single day. And, I use non-toxic, organic cleaning products that smell incredible.

## 4: POWER YOUR PROFITS

If you get a houseplant and ignore it, it won't grow. It withers in the corner—sad, dry, and neglected. It's the same with your money.

Your next action step is to **Power Your Profits**. This means: bring attention to your money so that it can expand. And, set up financial systems so that you're operating like a real entrepreneur, not a hobbyist.

### Assignment:

#### **Schedule a Weekly Money Date**

Schedule a weekly money date that is 1-2 hours long. Use this time to check in with your money. Do this every week regardless of how much money you've currently got. Whether you have a negative balance in your checking account, or a millie in the bank, do your weekly appointment. Make this a non-negotiable part of your routine.

Each week, ask yourself these questions:

#### ► **What resources do I have available right now?**

Add up all the financial assets that you have available at this time. Cash. Available credit. Loans. Assets you could sell if you wanted or needed to. Access to capital.

#### ► **What cash is coming in soon?**

Add up your pending payments. This means: payments that are coming soon.

Example: you have a client who signed a contract to pay you \$2k per month x 6 months in a row.



## 4: POWER YOUR PROFITS

### ► **What cash is likely to come in soon?**

Add up your potential payments. This means: payments that are not guaranteed, but very likely.

Example: you met with 10 potential clients recently. You're confident that (at least) 3 of them will officially make a payment and begin working with you.

### ► **What's a Broke Ass Decision that I made recently... that I will NOT make again?**

A Broke Ass Decision is any decision that robs you of money, time, energy, peace, or joy.

Example: you booked a \$59 plane ticket on a budget airline because you were afraid to pay more. You ended up dealing with nightmare delays, missed a full day of work, missed your daughter's b-day party, and arrived home exhausted. Never. Again.

### ► **What's a Million Dollar Decision that I made recently... that I want to celebrate?**

A Million Dollar Decision is any decision that generates more money, time, energy, peace, or joy.

Example: you paid \$150 to upgrade yourself to Economy Plus. You enjoyed a comfy airplane seat and smooth flight. On the plane, you emailed a potential client and invited them to hire you. They said yes! You made \$2,500 before the wheels touched down.

## 4: POWER YOUR PROFITS

### Assignment:

#### **Set Up Your Basic Financial Systems**

When starting a side hustle, here are the first systems you need to set up:

► **What resources do I have available right now?**

Venmo. PayPal. Square. Stripe. Any method is fine. Pick something and go with it.

► **Open a business checking account.**

Every dollar you earn from your side hustle should be deposited into your business checking account, not your personal account.

Same with expenses. Every dollar you spend on business expenses (printing business cards, buying a website domain, etc.) should come out of your business checking account.

Open your biz account now. Why?

Because in the future when it's time to pay taxes or apply for a business loan, your records will be tidy instead of a hot mess.

► **Hire a bookkeeper and tax professional.**

Tell them, "I'm starting a business. I expect to generate \$1,000 to \$10,000 per month in revenue, for starters, and eventually more. What services do you offer for entrepreneurs? What are your rates?" You can also do your own bookkeeping using a platform like QuickBooks or FreshBooks.

Later down the road, there will be other financial systems that you need to set up. But for now, do those 3 things. That will put you in great shape as you start your side hustle.

## 5: WERK YOUR STRENGTHS

There is something you can do (skill, ability, talent, gift, or superpower) that you are extremely good at—and that has the potential to make you an enormous amount of money. What is it?

Your next action step is to **Werk Your Strengths**. This means: discover your top strengths. Build a side hustle that's centered in your strengths, not your weaknesses.

- ▶ Are you incredibly detail-oriented and meticulous? Or do you excel in creating a big vision for a project but suck when it comes to tiny details?
- ▶ Do you thrive when speaking in front of a large group? Or do you feel powerful when working alone in your quiet art studio?
- ▶ Do you have a natural gift for motivating people to get up and take action? Or do you have a gift for inspiring people to exhale and slow down?

We all have different strengths—and every strength can be leveraged to make millions. The key is to build a side hustle that allows you to operate from your strengths the majority of the time.



## 5: WERK YOUR STRENGTHS

### Assignment:

#### **Discover Your Strengths**

Reflect on your life. Think about moments when you felt especially strong, powerful, excellent, creative, or in-the-zone.

I am really good at...

I love doing...

I get immersed and lose track of time when I am doing...

## 5: WERK YOUR STRENGTHS

I feel powerful when I am doing...

People often ask for my help with...

People often praise me for...

Many people find it difficult to do \_\_\_\_\_ but for me, it's actually pretty easy...

## 5: WERK YOUR STRENGTHS

### Assignment:

#### **Do a Strengths Assessment**

If you've never done a Strengths Assessment, do it.

These assessments are very illuminating, revealing things about yourself that you didn't realize before.

There are many different assessments. A few are: [CliftonStrengths](#) (also known as The Gallup Test), [DISC](#), and [Enneagram](#).

Pick one assessment, do it, and build your side hustle with your top strengths in mind.

For instance, if one of your top strengths is Positivity, create a side hustle that's all about inspiring clients to lead their best lives. Think: life coach.

On the other hand, if one of your top strengths is Communication, do a side hustle focused on the power of words. Think: seminars to help overcome their fear of public speaking.

If a top strength is Connectedness, that means you're a natural relationship-builder. Start a side hustle that's all about bringing people together. Think: a daycare for kids with a lounge area where parents can hang, relax, have snacks, and build friendships.



## 6: TOP YOUR TEAM

If you are trying to do everything by yourself, you are planning to fail. You need support.

Your next action step is to Top Your Team. This means: build a support team that keeps you strong, focused, and successful as you build your side hustle.

### Assignment:

#### Bring 5 People Onto Your Team

As your business grows, your support team may eventually include 10, 20, 50 people, or more. For now, start with 5.

Write down 5 people that you want in your squad and why you need each person on your team. Reach out immediately to ask, “Can I hire you?” or, “Could you help?” Think about the support you need at home: housekeeper, meal prep, babysitter, or a personal assistant who runs errands and clears 1,000 tasks off your plate.

Think about business support, too: bookkeeper, tax preparer, business coach, virtual assistant, or a friend who co-works with you once a week and helps you get important tasks done.

Here’s a chart to fill out with 2 examples at the top.

TEAM MEMBER	WHY I NEED THIS PERSON	REACH OUT?
1. Housekeeper	Having a housekeeper will free up 12 hours per week that I can use to focus on my side hustle, get clients, and make money.	Yes! Contacted a housekeeper on March 5. They’re starting on March 10.
2. Business Coach	I need someone who will push me to move forward with my business even when I feel scared.	Yes! Booked complimentary session with a coach to see if they’re a good fit. Happening March 6.

## 6: TOP YOUR TEAM

**TEAM MEMBER**

**WHY I NEED THIS PERSON**

**REACH OUT?**

## 7: SORT YOUR SYSTEMS

Starting a side hustle takes *energy*.

You need mental energy: a clear, sharp, well-rested brain, capable of making smart decisions.

You need physical energy to deliver your product or service with excellence so that customers rave about you to their friends.

If your ass is dragging and you're exhausted, it's difficult to get a successful side hustle going.

Your next action step is to **Sort Your Systems**. First and foremost: I am talking about self-care systems. Create non-negotiable daily habits that keep you energized. As the saying goes, you can't pour from an empty cup. Build systems that keep your cup full.

Later in your business journey, you will set up other systems, too. Systems for marketing, sales, delivery, operations, hiring, and so on. However, at this early phase in your journey, focus on self-care systems.

### Assignment:

#### **Do One Thing That Makes You Feel Like a Million Bucks**

From this day forward, do one thing—every day—that makes you feel like a million bucks. Something that makes you feel energized, abundant, successful, financially or emotionally rich.

I recommend doing this first thing in the morning before you do anything else. Make it immediate, automatic, and not up for debate.

### Think: systematized.

Like what, you ask? Suggestions...

## 7: SORT YOUR SYSTEMS

### ► **Delegate one task on your to-do list to someone else.**

Assign a task to your child, spouse, partner, to somebody you hire on Task-Rabbit, or someone else. Clear something off your plate and lighten your load.

### ► **Move your body.**

Go for a walk, swing a kettlebell, do a yoga class, twerk, swim, stretch, do tai chi. Do anything that feels loving to your body. Just move.

### ► **Connect with your squad.**

Call a friend. Send a text. Pop a note in the mail. Give a pep talk to someone else and make their day. We're only as strong as the relationships in our lives.

### ► **Think Million Dollar Thoughts.**

Remind yourself that you are smart, resourceful, and capable of generating money. You've done challenging things in the past. You can do this, too.

Remind yourself about your ancestors. Badass Black women like Madam CJ Walker (Google her) found ways to beat the odds and make millions over a hundred years ago. If she could do it then, you can do it now. Feed yourself thoughts that make you feel powerful.

### ► **Set or enforce a boundary.**

Setting a boundary means: raising the standards in terms of how you allow people to treat you.

You allow your kids to interrupt you while you're trying to work and make money? That stops today. You exhaust yourself cooking dinner while your spouse enjoys a nice nap? No ma'am. You allow your boss to pester you with "urgent emails" at 7 PM on a Friday night? Not anymore.

Choose one area of your life where you're tolerating a whole lot of nonsense and do something about it. Set a boundary. Enforce a rule. Raise the standards. Today.

## 8: BUILD YOUR BRAND

People are going to be talking about you. What do you want them to say?

Your next action step is to **Build Your Brand**. This means: decide what you want to be known for as an entrepreneur—and tell the story behind your business.

You may think building a brand means having a fancy website, logo, photos, videos, and other visual components. Those details are important. But all of that comes much later in your journey. That's not what you need to focus on (or spend money on) right now. As you're starting your side hustle, start by writing your bio.

### Assignment:

#### **Write Your Million Dollar Bio**

A bio is a short statement (one paragraph or less) that sums up who you are as an entrepreneur.

Here's an example:

Teri Thompson has always loved organizing. As a kid, when other children were making messes, she was neatly lining up her toys in order of height. Today, she runs *Tidy up with Teri*, a home organizing and decluttering business. Her signature service is the *Done In One Day Dream Home Makeover*, where Teri transforms one room of your home in a single day.

## 8: BUILD YOUR BRAND

Answer the following questions.

Weave your answers together to create your bio.

### **What do you want to be known for?**

How do you want people to describe you and talk about you?

### **What's the story behind your business?**

Is this something you have loved doing ever since childhood? Did you go through a health transformation and now you help others do the same? Did you spend 10 years working as a nurse prior to starting your biz? Was this business inspired by your grandmother's recipe?

**What credentials do you have?** "Credential" doesn't necessarily mean an academic degree. It can be any experience you've gained as a friend, as a volunteer, through life experiences, travel, etc.



## 8: BUILD YOUR BRAND

### **What's the main product or service that you offer?**

It's okay if this changes in the future. Write whatever you plan to sell—for now.

### **If someone wants to purchase from you, how should they get in touch?**

Email, call, DM, visit a website, etc.

**Where can people see examples of your work, or reviews from happy customers?** Don't have any examples or reviews yet because you're just getting started? No problem. Leave this out of your bio—for now. Add it later.

## 8: BUILD YOUR BRAND

### **Bio Template**

Fill in the blanks:

[Name] is a [describe what you do]. [Mention the story behind your business]. Today, [she / they / he] runs [Name of your business]. Her signature service is [mention the main product or service you sell and a brief description of what it is]. To get in touch and become a client, [state what people should do: email, call, DM, visit a website, whatever step you want them to take].

## 9: FOCUS YOUR FANS

Your next action step is to **Focus Your Fans**. This means: go tell the world about your new side hustle. Let people know what you're selling. Invite them to work with you. Get your first 5 to 10 customers in the door.

It's time to build a fanbase for your business and collect all the coins!

### Assignment:

#### **Tell 100 People About Your New Business**

I challenge you to tell 100 people about your side hustle and ask for their business. Even if only 10% of those people say, "Yes," that means you've got your first 10 clients. Cha-ching! Cash in the door.

Go delight those 10 clients so they tell all their friends about you. Soon, you'll have people bombarding your inbox with inquiries. "Are you available?" "Can I work with you?" "My friend raved about you."

Talk to 100 people any way you want. Email, text, social media, video message, schedule a meeting, do a presentation, attend an event, etc.

Here's a sample plan to reach 100 people.

#### ► **Send 50 emails**

Make a list of 50 people that you already know. Family members, friends, colleagues, mentors, teachers, former employers, people in your Book Club, PTA, spiritual/faith group, local business owners, etc.

Send a personal email to each person. Tell them, "I have exciting news! I started a business." Briefly describe your new biz. Ask each person to (1) Become a client and/ or (2) Pass your info along to someone they know who might need your services.

This is exactly how I started my first business—and it's how I got my first 5 clients in the door.

## 9: FOCUS YOUR FANS

### ► **Post 30 times**

If you enjoy social media, post 30 times in 30 days. Even if your following is very small (for now!) post 30 times to share a behind-the-scenes peek into your new business. Here is an example of what these posts could be:

- Post 1: The story behind your business.
- Post 2: A sneak peek at your art studio, kitchen, office, or workspace...where the magic happens!
- Post 3: Info about the main product or service you're offering.
- Post 4: A rave review from your first customer.
- Post 5: A hilarious blooper moment from your first week as an entrepreneur.
- Post 6: The best decision you've made as a small business owner, so far.
- Post 7: A before-and-after photo that showcases your work.
- Etc.

Show people your journey as an entrepreneur. People always love getting to know the person behind the brand...and love seeing how things get created.

### ► **Invite 20 people to a grand opening party**

Throw a business grand opening celebration! Do it at home (wine and cheese in your kitchen) or take over a party room at a restaurant. Invite 10 people you love. Ask each person to bring along 1 guest. Ideally, a guest who'd be a perfect client for you.

At the party, remind people what you're selling and how to become a client. Ask them to spread the word. Express your gratitude, too. Say, "Each of you played a role in helping me start this business, whether you realize it or not. Thank you for being part of my support network and for celebrating this moment with me."

By talking about your business to 100 people, you'll get your side hustle off to an excellent start! Go connect with your current and future fans! Hello, sales!

## 10: MASTER YOUR MODEL

Your next action step is to Master Your Model. This means: deliver your product or service to (at least) one paying customer. Evaluate how things go. Refine. Improve. Do it again.

### Assignment:

#### **Serve, Refine, Repeat**

Once you get your first paying client or customer, serve this person as best you can. Deliver your product or service. Then evaluate how it went.

Check in with yourself.

- What went well?
- What could have been better?
- What felt clunky or awkward?
- What exactly did I promise my customer, and did I deliver on that promise?
- While serving this customer, was there anything I especially loved doing? Hated doing?

Talk to your customer and get feedback, too. Ask:

- What was your favorite part of the experience?
- What has changed for you since working with me?
- What results have you gotten?
- What would take this experience from B to A...or from A to A+?

Gather information and decide how you're going to tweak your biz to make it even better. Over time, your goal is to gain mastery of your craft and master your business model.

# RECAP AND CHECKLIST

Your 10 action steps... laid out in a checklist. Get moving!

## **(1) CLAIM YOUR TIME**

Do a Time Study for one week. Discover where your time is actually going. Make a list of 10 ways you can free up more time. Implement these immediately.

## **(2) WEIGH YOUR WORTH**

Write down the Broke Ass Story that no longer serves you.  
Write down the Million Dollar Story that makes you feel powerful and capable.

## **(3) FINESSE YOUR FRAMEWORK**

Decide what you want to sell— and how you're going to do it with your own special flair.

Write a brief description of your product or service and your unique approach: your method, process, or special way of doing things.

## **(4) POWER YOUR PROFITS**

Schedule a weekly money date to review money you have, money that's coming in soon, and recent financial decisions.

Set up 3 financial systems: (1) A way to collect payments, (2) A business checking account, and (3) Bookkeeping software so that you're operating like a real entrepreneur, not a hobbyist.

## **(5) WERK YOUR STRENGTHS**

Discover your top strengths by reflecting on your life, and/or by doing an on-line assessment such as CliftonStrengths or DISC.



# RECAP AND CHECKLIST

## **(6) TOP YOUR TEAM**

Bring 5 people onto your support team. These can be people who support you at home (housekeeper, babysitter), at work (virtual assistant, tax preparer), or both.

## **(7) SORT YOUR SYSTEMS**

Build self-care systems that keep you energized.

Do one thing, every day, that makes you feel like a million bucks. Make this non-negotiable.

## **(8) BUILD YOUR BRAND**

Decide what you want to be known for as an entrepreneur.

Write a short bio (one paragraph) with info about you, the main product or service you sell, your credentials, and the story behind your business.

## **(9) FOCUS YOUR FANS**

Talk to 100 people about your new business.

Invite each person to (1) Become a customer, or (2) Pass your info along to someone they know who might need what you offer.

Get your first 5 to 10 customers in the door.

## **(10) MASTER YOUR MODEL**

Deliver your product or service to (at least) one paying customer. Evaluate how things go. Search for ways to improve. Refine. Do it again.

## CLOSING WORDS

If you remember nothing else from this guide...  
remember this.

**You are worthy of success, abundance, and joy. Behave accordingly.**

**STOP** letting other people take up your time with things that aren't a priority for you.

**STOP** prioritizing everybody else's needs above your needs and your business' needs.

**STOP** living in indecision, waiting on the sidelines, watching other people launch exciting businesses while you stall.

**STOP** giving away your services for free or not at all.

**STOP** wasting time, energy, and funds on busywork that does not produce revenue.

And...

**START your side hustle!**

The sooner you start, the sooner you can enjoy extra cash every month. Money to upgrade your quality of life. Money to live as big as you want to live. Money doesn't solve every problem, but it sure does solve a lot of them!

Go get those coins.

xo,

**-Rachel Rodgers and The Hello Seven Team**

# ABOUT HELLO SEVEN

*\*That's seven as in: seven figures.*

We teach historically excluded people (women, BIPOC, LGBTQIA, and people with disabilities) how to make more money and build wealth.

## **If you want to...**

- Start a successful side hustle.
- Make more money immediately.
- Expand your side hustle into a full time business.
- Clear the emotional blocks that hold you back from earning more.
- Work with top coaches who get you moving forward faster.
- Take your business to six figures and eventually seven (and beyond).
- Meet diverse entrepreneurs who understand the unique challenges that you face, find community, and meet business besties who become lifelong friends.
- Become a millionaire...and feel like a million bucks, too.

## **...We can help.**

We teach you how to start a business and grow from \$0 to \$1,000,000 in a realistic, gradual, step-by-step way.

Our process is called *The Hello Seven Method*, which has seven levels.

## **Starting a side hustle is the first level: Hello One.**

We help you climb all the way to Hello Seven, which means you're running a seven figure company and leading a life of wealth, impact, peace, power, and joy. **Curious? Learn more at [WWW.HELLOSEVEN.CO](http://WWW.HELLOSEVEN.CO)**

## ABOUT RACHEL RODGERS

**Rachel Rodgers is a mother of four, entrepreneur, business and money expert, and millionaire.**

Rachel is the CEO and Founder of Hello Seven—a company that teaches women, BIPOC, LGBTQIA, and other historically excluded people how to start a business and grow from \$0 to seven figures.

**Hello Seven's mission is to close the gender and racial wealth gap—one entrepreneur at a time.**

She's also the Founder of The Hello Seven Foundation, a non-profit that provides life-changing (and life-saving) services to Black parents and newborns in need. The Foundation helps families get access to crucial services during pregnancy and postpartum, including doulas, night nurses, and childcare.

You've seen Rachel on Good Morning America, The Drew Barrymore Show, and in The New York Times. Her book—*We Should All Be Millionaires: A Woman's Guide to Earning More, Building Wealth, and Gaining Economic Power*—sold more than 100,000 copies and was named one of Audible's top books of the year.

