



# JIM HARSHAW JR.

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## *Revealing Failure as the Path to Success*

Success Through Failure Podcast

Action Plan Episode #289

### **Cheatsheet: 17 Tactics for Starting a Successful Side Hustle in 2021**

Have you been thinking, "How can I make extra money in 2021?" or "How can I start a successful side hustle this year?"

Well, there's no other way than to just start if you want to finally realize your dream business like I did!

But how do you find the right side hustle for you? Where do you start?

Well... right here actually!

In this week's episode of Success Through Failure, we'll talk about the 17 rules for starting a successful side hustle in 2021. You'll get to learn some specific, concrete tactics that even world-class performers like Tim Ferris and Russell Brunson practice and live by, so tune in now!

#### **Top Quotes From This Episode**

*"Change the question from "Can I do this?" to "How can I do this?" When you change it from "Can I" to "How can I," there's an assumption that this is possible. And when you change that, you start getting different answers."*

*"The main thing is to keep the main thing, the main thing."*

*"Start small and reiterate."*

*"Start before you're ready."*

*"You've got to keep your priorities straight. You can't go so far out of balance that you're sacrificing the things that are most important."*

## Show Notes

### 17 Tactics for Starting a Successful Side Hustle

1. **"Miracle Day" (3:41):** Write down your "Miracle Day," or your ideal day, to determine what you want and value.
2. **Change your thinking (5:17):** Ask "How can I" instead of "Can I."
3. **10x Questions (7:21):** Ask "10X questions" to find leverage. As Peter Diamandis said on his [blog](#): "When you shoot for 10X improvement and try to do something radically hard, you approach the problem you're solving in a completely different way."

Go to <https://jimharshawjr.com/10x> to get access to the session I led on this exact topic.

4. **Know what pays the bills (10:24):** "The main thing is to keep the main thing, the main thing."
5. **Life isn't perfect (11:18):** Getting a side hustle may be transformational, but it's not always going to be perfect on the other side.
6. **Prototype (14:03):** Start small and reiterate. Learn more about this design mindset in my recent [interview with best-selling author of "Designing Your Life." Bill Burnett](#).
7. **Create belief (16:02):** In this episode of Success Through Failure, I talked about the [9 Weird Mindset Hacks That You Can Use To Break Limiting Beliefs](#). Employ the Be, Do, Have instead of the Do, Have, Be mindset. BE that entrep now!
8. **It's a NO (17:49):** Say "no" to a lot of things. You can't do it all, but;
9. **You can't say "no" to EVERYTHING (18:37):** Figure out the minimum effective dose for you. Find ways to optimize everything in your life.
10. **Just start (21:07):** Start before you're ready.
11. **Get efficient (22:38):** Use every nook and cranny of your time. Find small tasks you can do with a minute here or there.
12. **Outsource (24:04):** Create replicable and profitable systems that somebody else could do, so you can work on higher-value work. Outsource from companies like [AwesomePros.co](#) and [Upwork.com](#).

13. **Invest (26:02):** Invest in the things that will save you time and money. One great investment I'm glad I did was to have a Calendly account where clients can book a meeting with me: <https://calendly.com/jimharshaw/>
  14. **Keep your priorities straight (28:04):** You can't go so far out of balance that you're sacrificing the things that are most important.
  15. **First customers (29:47):** Your first clients or customers will come from your network.
  16. **Inform your boss (30:54):** If you can, tell your boss what you're working on.
  17. **The joy is now (31:25)** Don't wait to be happy. Be happy now. Enjoy the journey.
- **Failure (32:20):** You WILL fail. Seek ways to fail and then learn. Like Tim Ferriss said, "Short duration, low-cost experiments."

### **List of Resources Mentioned in the Episode**

Grant Cardone's ["The 10X Rule: The Only Difference Between Success and Failure"](#)

Get access to the [10x Your Goals Work Session](#)

Peter Diamandis' ["Why A Moonshot Mindset?"](#)

Bill Burnett and Dave Evans' books:

["Designing Your Life: How to Build a Well-lived, Joyful Life"](#)

["Designing Your Work Life: How to Thrive and Change and Find Happiness at Work"](#)

Michael Gerber's ["The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It"](#)

Outsource from: [AwesomePros.co](#), [Upwork.com](#), and [Fiverr.com](#)

[IWillTeachYouToBeRich.com](#)

[Calendly.com](#)

### **Want to talk to a personal performance coach?**

Want to consider executive life coaching? Claim a spot on Jim's calendar for your free one-time clarity call: [JimHarshawJr.com/APPLY](https://jimharshawjr.com/APPLY)

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### **Other Episodes Referenced**

[#246 & #247 Interview with Tim Ferriss: Secret \(or Not-So-Secret\) Routines, Experiments, and Absurd Questions from a World-Class Performer](#)

[#147 My DNA Results Are In: Learn How You Can Optimize Your Diet, Exercise, Sleep and More](#)

[#124 Dysfunctional Thinking and How to Be Happy: Using Design Thinking To Get Out Of Your Rut with Stanford Professor and Author Bill Burnett](#)

[#288 Discover What's Next in Your Career: Powerful Solutions for Designing Your Life with Author, Stanford Design Professor Bill Burnett](#)

[#259 Nine\(9\) Weird Mindset Hacks That You Can Use To Break Limiting Beliefs](#)

[#50 Russell Brunson of ClickFunnels and DotCom Secrets](#)