

GrowYourSideHustle-JenniferRolandCadiente-Nov29-2022

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SPEAKERS

Jennifer Roland Cadiente



Jennifer Roland Cadiente 00:00

Really look critically at the deadlines that you're setting to get into this as a full time gig? Are you setting a five year deadline because it's actually going to take you five years to build it up? Are you setting five years like the drop dead like I have to have made this happen by then because that's the that's when I have to be out of the stage job. Hello, and welcome to the Grow your side hustle Podcast, the podcast for entrepreneurs who want to grow their side business into a second stream of income, or their full time gig. I'm your host, Jennifer Roland Cadiente.



00:42

Today's podcast guest



Jennifer Roland Cadiente 00:44

is me after listening to some of our interviews with other side hustlers. And some experts, some of whom also have some side hustles I thought it was time to share my side hustle story. So I started as a side hustler in college, I worked at a movie theater. I actually started that job when I was in high school, and I worked there for five years. So all through college pretty much. And of course, that was a time back in the 90s, when you could actually put yourself through school without taking out a bunch of loans by working a job on the side. My I studied journalism in school. So my first year of college, I got a job at the daily newspaper, the Oregon daily emerald at the University of Oregon, in the ad design department. So I was designing ads. And then as you know, I worked there for four years, I think. And you know, as I as I worked there longer, I started doing pagination work. It was really kind of an exciting time, because when I first started, we were doing like manual pay stuff with exacto knives and the wax roller, and everything. And we transitioned really quickly into doing it all on the computer. So as I was

studying journalism, I was also doing, you know, a lot of design work, which is something that was starting to be really required of writers. And I think it was, you know, it was nice that, you know, I was getting paid to be learning some of the skills that I would need to be able to get a good job after I got out of school. I also did journalism, peer advising when I was in school. So you can see, it's always been, you know, a little bit of this a little bit of that fill my time. Once I got into my last year of school, I quit the theater. And I started working as an editorial assistant at the International Society for Technology in Education. I started out, you know, supporting the magazine that they did for members. And that actually grew into a full time position that I stayed at for over 12 years. So over the, in my time there, I worked on the newsletters, the research journals, and the magazine. But because journalism pay is not always that high. I also wanted to make some extra money on the side. And but I did that in the easiest way possible by doing work for ASD. So I was in the publishing department. But I also worked as a freelancer, for the books department editing some of their books, and editing the conference programs for the conferences, department. Eventually, that became something that wasn't allowed, because of the way that we were being paid. So I quit doing that. But once I left ISTE and started working at the credit union, I was actually I was able to keep freelance writing in the educational technology field. So that helped me, you know, kind of keep that part of my expertise up, and, you know, bring in a little extra money. So after I was at the credit union for a few years, I worked in the marketing department there as the staff writer and doing design work mostly for the member newsletter and, you know, promotions and things that we needed to do. I decided that, you know, once once we had our son that made that what I wanted to do was to freelance right as my full time career. So I started looking at what it would take to really, you know, make that happen. So I joined a community for freelance writers, which was really helpful and then I started doing some work for them. And you know, built up my knowledge Legend, my expertise about what it takes to really be a freelance writer. And, you know, start getting some retainer type clients, which you know, are the things that really keep your income steady. And then doing ongoing, but piecemeal work for other clients, I focused on a lot of things that would give me a byline. And that were for high profile companies. So I worked as a blogger for Samsung for quite a while, I also worked for, you know, some companies that were smaller, but that gave, you know, some good, good clips, and I wrote for some print magazines, then, you know, when it was time to really start marketing, and getting myself out there to build this into a full time business, I decided that my goal was to be earning at least half as much as my full time salary by the time that I left, and the reason you know, that I set that goal was that, you know, once I left full time work, our expenses would go down some because I'd be driving a lot less. And we wouldn't have to be paying for daycare. And that all the extra time that I would have after leaving that 40 hour a week job and not having to commute anymore, I would have the time to market and build that up. But I would still have some steady income that I knew was going to come in, so that we weren't going to take a huge cut in income. So I set myself a deadline of when Jasper started kindergarten, that was the first year that we were going to have full day kindergarten here in Oregon. So we really wouldn't need daycare. And so that, you know, that part sort of led that decision a little bit. But one of the mistakes I think I made when setting that deadline was it was kind of far into the future. And I waited until exactly then, to make it happen. I quit working the Friday before Labor Day. And school in Oregon starts today after Labor Day. So like I took it absolutely down to the wire. So my advice for you is, you know, to maybe really look critically at the deadlines that you're setting, to, to get into this as a full time gig, are you setting a five year deadline, because it's actually going to take you five years to build it up? Are you setting five years like the drop dead, like I have to have made this happen by then because that's the, that's when I have to be out of the stage job. And if it's that drop dead, maybe see if you can make it work on an earlier deadline, like give yourself a year instead of five years. Because you'd be amazed at what you can accomplish when you know you have a deadline. So now that you know now that I am a full

time freelance writer, I've been doing this for six and a half years. And I decided that even though freelance writing gives you a little bit of that controlled chaos, because you're not working for just one client, I needed to do something different I needed, I needed a new side hustle. And so that's where the podcast came from. Over the years, I have found that one of my favorite parts of freelance writing, is doing interviews. And that's what a podcast is, it's just me talking to people for 30 minutes to an hour. And that is super fun for me. And I thought you know that this grow your side hustle idea is something that could really help a lot of people. You know, I hear from a lot of people who want to do what I did, who want to grow their business into a full time thing instead of just a side business. So this podcast is my way of helping people, you know, figure out how to do that. So I'm sharing, you know, that's why I'm sharing other people's stories. And I'm doing it in a way that I just really enjoy by doing those those interviews. So another thing that I think is really important is to figure out what you need to know what do you need to learn about business? What do you need to learn about yourself to be able to make this work? So I love a quiz. Love, love, love it. I've spent way too much time taking Busbee quizzes. I grew up taking you know, Cosmo and 17 magazine quizzes in the printed magazines. And I couldn't I just can't resist a quiz. But they can be a big time waster. So instead of just taking a quiz, I like to take a quiz that will teach me something about myself that can help me be better in business. So when I was at the credit union, we did the DISC assessment, and the Clifton Strengths Finder. And I learned that in so disc, you know, it measures measures your your dominance, your influence, your stability and your compliance. And I found that in both my natural and my business side, I am high S and high C, mid range D, in my natural life, at the time, I was in a position where dominance was not needed for my role. So that was pretty low, but the eyes low across the board. So I'm not you know, I'm not an influencer type. The Clifton Strengths that I think really plays, you know, is really similar to that is the Wu. Mei Woo is very, very low. That's 33 out of 34. And so, you know, one of the things that I've learned, you know, is compliance in particular, you know, is about following rules. And so I do like to know what the rules are, and you know, how I can follow them. But I do have that, you know, if I think the rules are stupid, I'm just going to ignore them. But in general, I want to know what the rules are, I want to follow him to the letter and on the Clifton Strengths. My top strengths are intellection ideation, learner strategic and empathy. And that I can definitely see, you know, that I like to think strategically I like to look to the future and see, you know, how, what the effects of what I do now are going to have, you know, 510 years down the line. And I do like to spend a lot of time thinking, which is, you know, that intellection another tool that I found really helpful as a business person is the money archetypes. So that is part of the trainings that Denise Duffield, Thomas of money bootcamp offers, so I'll put a link to the money archetypes quiz that you can take and find out you know, what, what your archetypes are and what that means. So, I am a an accumulator, ruler, and nurturer. So, the as an accumulator, you know, I want to, I want to make more money, and I want to hold on to it. And as a ruler, I have a lot of ideas of ways to do that. Sometimes too many ideas. But I still, you know, I have have enough ideas to keep me going and finding ways to accumulate. And that nurturer, you know, is that is wanting to take care of people. And that's, I think one of the biggest reasons that I wanted to start this podcast is, you know, that I can talk to people one on one, but with a podcast, I can reach a lot more people a lot, you know, more frequently than I could if I was just answering you know, your question here and that person's question there. As I said, also, one of the things I like to do is find the training on the things that I like to that I need to do. So I took you know, Becca Symes, right, Better, Faster course. And we used the DISC profile and our Clifton Strengths quite a bit in that, we also use Myers Briggs, which I've taken so many times, and I, you know, I took it in college when we were doing peer advising, because it you know, it's considered a way to help you not only understand yourself, but also understand the people that you're advising and working with. And so I am a strong eye and a strong F, my es, and my P are really kind of close to the, to the boundaries there. So I am an is

FP, but you know, I, I'm pretty in and pretty J sometimes. And, you know, one of the things, you know, the eyes is so strong, the introversion and that does mean, you know, that I do I need to spend that time thinking I need to spend that time by myself, you know, figuring out, you know, what I need to be doing, but it also one of the things that an introvert enjoys, is talking to, you know, people one on one, and so that's where, you know, the interviewing, I think has come into into play is that I get that one on one connection with people. And I mentioned earlier that I joined a freelance writing community to help me learn, you know how to market myself as a freelancer. So you know, as you're thinking about what skills Do you have, think about what skills you might need that you could take a course on? Like, if you need to learn marketing, you know, where can you find some marketing training? If you need to understand the technology that you'll be using? Where can you learn that? And or if you need, you know, general business, or accounting classes, you know, you can always look at your local community college and their small business assistance programs. There are tons of, you know, low cost or online training options that can help you get the skills that you need to really build your business up. And finally, you know, now that you've taken some time to listen to this, and, you know, learn what I've done, I'd love to address some of your specific questions. You know, about what, what you need to do to grow your side hustle. So you can use the voice messaging option that shows up on Apple podcasts and Spotify or anchor if you're using the web link. Or you can shoot me an email at Jennifer at Jennifer hyphen, rollin.com. And I'll put that email address in the show notes so you don't have to try to remember it. I'm really looking forward to doing a q&a episode with all of you in the future. Thanks so much for joining us today. Don't forget to subscribe so you won't miss any of our future episodes with other side hustlers and some experts to help you deal with some of those small and large issues that come up when you're running a side hustle. I'd also love it if you could share this episode with any of your friends that you think would be interested and leave a review and a rating in your podcast app. See you next week. One of the things that I've done over these six years is look into, you know, different training programs, different ways of understanding myself so that I can see how to help my business grow even more than it has already. And one of the things that I came across is money archetypes. So there's a quiz, which I'll put a link to in the show notes that Denise Duffield Thomas has where you can figure out what your money archetypes are and mine are accumulator ruler and nurturer so as an accumulator, that means I want to make more money. And hold on to it. And as a ruler, I have a ton of ideas. And in the nurturer, you know, that's that's kind of my role as a caretaker, which is part of why I wanted to start this podcast is to help take care of people out there in the community, who want to grow their side hustles. And I think, you know, learning things like that about yourself, can really help you figure out, you know, where you where you want to go. As a ruler, who has too many ideas, sometimes it's really challenging to figure out which of those ideas to follow, and which of those need to either just wait for the future or just fall by the wayside. Another thing that I have done, when I was at the credit union, we did the DISC assessment. And, you know, I learned a lot about how I relate in my personal life and in my business life, whether I need to follow the rules, which I do, unless I think the rules are stupid, in which case, I just ignore them. But I, I'm the type of mindset I'm a high C, high compliance, so that means that I do like to high compliance. So that means I do like to know what the rules are before I break them. We're going back outside girl, we're going back outside. You just made it so hard to. Another assessment that I've done that I think is really valuable is the Myers Briggs. I've done it like, I feel like so many times I did it in peer advising school. Did it a few times on my own. But more recently, I did it as part of Becca Symes, right, Better, Faster course. And I am hard I super introverted. But I tend to be on the borderline for some of the others. So I'm an AI es F p. But I'm pretty close to the, to the end, pretty close to the J. I feel like my TI is pretty strong, but not as strong as the AI. So you know what I what I learned from that is that I need to do things where I can be alone where I can recharge my batteries in that way. But one of the things that people don't really think about with introverts is it's sometimes we do

gain our energy from really deep conversations with one or one or two people. And that's where I think the interviewing, that I'm doing on the podcast, and that I do it as a writer is really, you know, really exciting for me. So as you go through, you know, thinking about what you want your business to be, you know, maybe do some of these assessments to see where your strengths are, and where you can really build on those strengths. And where you might need to hire some people to help you whether that's you know, a virtual assistant type position or you know, someone to be project managing for you, things like that to help fill in the things that are not your strengths. And of course, speaking of strength, another thing that we did in Becca's course is the strengths finder, the Gallup strength your Clifton Strengths I guess the Gallup Strengths Finder, which we had also done at the credit union and my top strengths are strategic learner intellection empathy can I remember when it is oh my god. Okay, so my top strengths are intellection strategic learner input and empathy. Ideation is also right there. So, you know, you can see that a lot of these things really come through in, you know, some of the other things like, you know, I'm an introvert, which is someone who tends to be thinking a lot like intellection someone who wants to learn new things like a learner. And the empathy fits in with that nurturer money archetype. So, I mean, part of me just just like, I just love to take a quiz that tells me about myself, I don't know if it's like, you know, growing up taking all those 17 quizzes, in magazines, or just or oh my gosh, buzzfeed quizzes when buzzfeed quizzes first came out, like that would be the best way to derail me from doing any work. Just show me a quiz, like, you know, which Gilmore Girls character are you or something like that, and I have to take it, I can't not take it. But some of these business focused assessments can really help you see how the things that you're doing are going to help you be successful. And again, like I said, it helps you find the parts that you might need more help with, you know, once as as you're just starting as a solopreneur. You know, maybe you're not in a position where you can hire people to help you. But as your business grows, and your income grows, you can decide whether it's time to bring someone on to help fill in some of the things that you're not that strong at. So one of the other things that I want to do with this podcast is, you know, really help answer some of your questions and bring together real community of people. So what I'm hoping is after you listen to this episode, if you might, you know, send me some questions, you can use the voice messaging option that I think shows up on pod, Apple podcasts and on Anchor. It might also be on Spotify, since anchor is a Spotify product. Or you can just shoot me an email at Jennifer at Jennifer hyphen rollin.com. And I will put that email address in the shownotes so you don't have to try to remember it. And I'm really looking forward to doing a q&a episode with all of you in the future.