

GrowYourSideHustle-ChichiEnu-SideHustler-Dec13-2022

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SPEAKERS

Chichi Enu, Jennifer Roland Cadiente



Chichi Enu 00:00

I'm glad I launched. So for anybody who's thinking about doing a podcast, in my experience, like, again, if you're like me, I wasn't somebody that could figure it out beforehand. I had to start doing it because my podcast I've already tweaked it through your episodes in like, first it's like you know about the personal lives of pets, you know. And now it's it's more about like about the pets but also about how they make our lives better.



Jennifer Roland Cadiente 00:29

Hello, and welcome to the Grow your side hustle Podcast, the podcast for entrepreneurs who want to grow a side hustle into a second stream of income or a full time gig. I'm your host, Jennifer Roland Cadiente. Today, we're joined by GTA Noah, who runs a podcast and an online store both called teaches furry friends about pets. She does this in addition to a nine to five full time job. So she's going to talk to us about how she manages all of that together. Welcome to the podcast today. Chichi.



Chichi Enu 00:58

Thank you so much. Thank you so much, Jennifer.



Jennifer Roland Cadiente 01:03

So you are working a full time nine to five gig and doing a podcast about pets. So let's talk a little bit about how you make that work together.



Chichi Enu 01:15



Chichi Enu 01:15

Well, planning, planning, planning, because I'm not somebody that does well with like, little sleep. I you know, I've heard that, you know, people, they stay up late, and they that does not work for me if I stay up late for 30 days in a row, right? I can't say my body's like, Oh, I'm too old for this. No, stop it. Yes. So yes. So planning. So my job. I just started my job actually about a month ago. It's in person, which I wasn't looking for really. But it's a government job which I'm so on the one hand I'm like, yes. A government job. The other hand, I'm like, Ah, in person, mostly I, I work from home Fridays. Yeah. But what I mean, it's a long commute. So it's so interesting. So I got this long commute. And I'm like, Oh, my God, I won't be able to work on my podcast, like, oh my god, I'm gonna be exhausted. But actually, what happens is that I've been editing during the commute, it's a train commute. Yeah. And so I edit on my iPad. So I download my because my podcast chichi is very friendship is a video and audio podcast. And so I download the the video, the materials onto my iPad. So it's sitting on my iPod pad, and I don't need internet and then my editing software, I use video leap. And I edit on my iPad. And that's what I'm doing for a lot of the times during my commute, or I'll post on social media and stuff like that. So it's actually because I get up early, I get up before 45, just so I can get to the train and but it actually helps me because I'm like, it helps me to have external accountability. I'm just that kind of person. And I'm not gonna get up at 445 to work on my podcasts. Like, even though I white, like I'm just not gonna lie, and I'm not the one. But to get on a train, like to make sure I'm doing what I need to do to get on the train. I'm good. I'm going to do it. So it's, it's been working out really nicely, even though it's like, quite intense, but it's been working out. So I'm up to episode three of my podcast because I didn't want you know, I launched it September 15. And, and yeah, the commute is helping me the commute helps me and the structure of the nine to five. And actually how I came into this was I, you know, was trying to do a full time business thing. And I will talk more about that. That's my consulting business. But what happened was, I learned about myself, when I have too much time, I will waste it. I will wasted. That's just how I am like, it's kind of, I wouldn't say embarrassing. It's kind of like, oh, like, I wish I was that person who was like, I get up at 4am and I work from four to this. Bla bla bla. Yeah, I'm not the one I'm not the one. So I'm somebody that needs the external accountability and structure and actually less time. So the less time I have, the more efficient I will be with my time.



Jennifer Roland Cadiente 04:22

Yeah, that can be one of the hardest lessons that people learn once they grow their side hustle into their full time thing because then they don't have that 40 hour week job to really force them to be precise. I know I struggled with that when I first started freelancing. Mm Hmm No, I think it's good that you know that about yourself.



Chichi Enu 04:42

Yeah, it was it was a huge gift you know, I you know, the way I because I got laid off from my regular job two years my job two years ago, so it's not like I quit to start the business but right, you know, I but I, but I learned I was like, oh, not only do I love a steady paycheck. The structure is really helpful. So I've told myself if like, my side hustle actually grows, I probably would still need to work part time because I just need somebody to say be here.





Jennifer Roland Cadiente 05:09

This time,



Chichi Enu 05:11

that's just how I am, you know, so.



Jennifer Roland Cadiente 05:15

Yeah, yeah. So, um, you mentioned that you were laid off. That's what caused you to start that other side hustle. So tell us a little bit about how that came about?




Chichi Enu 05:25

Oh, of course. So I, so yeah, I got laid off in November 2020, unexpectedly. And I always wanted to start a business. My family's very entrepreneurial. Like, even though my brothers have day jobs, they have businesses. My parents, you know, my dad is a doctor, but he still has, he owns his own practice. My mom runs his practice. They also have a hotel in Nigeria. Like, it's like, it's like business business business, you know, so I've always wanted to do something in that vein. So when I got laid off, I had the, you know, the happy circumstance of, you know, the severance, and then I was able to get unemployment. And then it was a pandemic. So I because I called the DC unemployed man, I was like, I am not looking for another job, like, you know, and they're like, yeah, yeah, you're not supposed to like, it's, there's no job search requirement because of the pandemic. And I was like, oh, so um, so that worked out. And then also my wife was, was able to support me and as well, so she was like, go for it. Let's see. So I was in this happy place. And I you know, I love pets. We have two dogs to Yorkshire Terriers named Rex and Roxy. And Rex features heavily on my podcast. He's a little bit more finicky, but. But anyways, so we have two dogs, and that, you know, I love pets. And I've always wanted to think I've started thinking about or what what it would be like to be a dog walker is something that I had thought about before to be a pet. And so I decided to explore it and to start this business. And I, you know, I so I went for it. And I learned some more about myself. You know, in addition to the lessons I told, told you, I learned that I love I love being with the animals, which is I kind of already knew, but I also learned that I did not have the tolerance for unpredictability, that pet sitting. Yeah, yes. You know, like pet sitters are amazing. But it's pretty unpredictable. At least it was during the pandemic, maybe it's less predictable now that people are back into the office. But it was pretty unpredictable, because a lot of people were working from home. So there was a lot of ad hoc requests. And then so I didn't have structure back to the structure. I didn't have structure in my schedule. I didn't always know what I was doing from week to week, which some people love. It's like spontaneity, you know, for me, no, no, I want to be cool and spontaneous.



Jennifer Roland Cadiente 07:57


Use me. That's okay. You just got excited that yeah,

 Chichi Enu 08:06


I get excited. I just stir a lot. I want to be cool and spontaneous. But no, that is not. That doesn't work for me. So I didn't have the tolerance for the unpredictability and the stamina required to really do petsitting. Like, it takes a lot of stamina to make real money, you know, at least, and I did not have the stamina, I would have a couple of clients, you know, and then I'm like, try it. Like, you know, it's a physical job. I'm used to Yeah, you having brain stem that like using my mind, but my body? It's like, after about an hour or two? I'm done. Yeah, using my body. So another lesson so. So I took I did it for about a year, and I just started. Yeah, this is not what I want to be doing. I love to my clients, I've met some great people. I loved my pet clients or be with them. But yeah, the whole making money part and all the stuff I talked about, it just wasn't for me wasn't a good fit. And then my own dog started getting mad, like particularly Roxy, she would bark every time. I would, I would she would she would be like stop barking every time I pick up my you know, my petsitting gear my jacket, and I didn't wasn't able to funding pay as much attention to them. So I didn't either. Yeah, yeah. Missing family holidays because I'm working holidays. Right.

 Jennifer Roland Cadiente 09:36


Yeah, I mean that that's really one of the things about a service business like that is that you're helping people on holidays, vacations, you know, weekends, all the times that you typically would be home with your family.

 Chichi Enu 09:50

Exactly, exactly. And which is why I think people who do those types of businesses jobs are amazing, you know, that is a huge service that they You, including a lot of medical professionals, a lot of them also. Yeah. Oh, yeah, definitely. Yeah. But it wasn't for me, you know, right. Yeah. Yeah.

 Jennifer Roland Cadiente 10:10

So how did you start to ramp it down?

 Chichi Enu 10:13

Oh, that is a very good question. Um, so I basically like once I had the awareness about, you know, I really got clear that no, this is not what I wanted to be doing. You know, luckily for me, I didn't have like, I had a lot of like, a decent amount of clients. But again, because of the pandemic, I didn't have all these, like constant requests, you know, so I think I had, I was on one, like, long ish job. So I finished that job. And it was really a wonderful job. And I finished that like long term, where it was like, several visits, like over I think was over 20 was pretty cool. For this dog named Bo. I love that. She was so cute. And, and then I just, I think I started just informing my clients. Like, once I was clear, I started informing my clients of what the situation was. Now, like I said, because I didn't have any, like, long standing like, every Tuesday, every Wednesday, it was easier. Now, if I had had those times, that would have been

tricky, you know, I would have had to transition, you know, I would have felt that I needed to maybe find somebody else for them. And I did point out like general like I, you know, I told them about general places they could find pet sitters. And but I didn't have a specific person I pointed them to I wanted to, I wish I had had a specific person. But I did point them to, you know, places where they were reputable. And it wasn't like it was where they could find independent pet sitters. So because there's just like, for example, the National Capital pet sitters like Association, and it's on Barkley. So there's some places where you could find pet sitters, and they could vet them. And those pet sitters already vetted anyway to be part of the group. So right, so yeah, so yeah, so I just, you know, slowly started informing them and I did get a few more jobs still, you know, there was some clients were like, Well, can you and I was like, okay, you know, okay, yeah. And even after I shut down the business, and I actually have probably another job coming up in December from like, a client who was like, a friend of mine has become a friend of mine, and was my first client who didn't like know me already. So I was like, I'll help her out and her dog. So, so yeah, so that's how I started ramping down first, you know, I got clear myself, and then I started letting people know, but I finished any jobs that I had, you know, um, yeah. And actually, there was somebody who had like, a long standing job, but it was like, long standing, but ad hoc, like, he'd prepaid me. And, you know, he prepaid me and it's the kind of like, whenever, so that was hard. You know, he was like, Yeah, and I really loved his dog. And so of course, I gave him his money back, I fully refunded him. And so so that was hard. He was he was sad about it. And you know, his dog is sweet, sweet girl. So,



Jennifer Roland Cadiente 13:10

yeah. So how did you decide that a podcast was the way that you wanted to continue with your love of pets?



Chichi Enu 13:19

You know, it's a very interesting the way it happened. It wasn't some profound realization. I'm not somebody who was like, you know, some of the the books and the gurus, they're like, you know, really think about it and really write and, you know, when I do that, I'm like, I don't know, just how I am. I'm not like, I wish I was more like, if I really think about it, you know, I'm a sternal processor. So I talk, I think, as I talk, which is not always a good thing, but I think as I taught, and I'm an experiential learner, you know, so I doing stuff and I'm like, oh, no, oh, no. Oh, god, Oh, no. So but anyway, the way it came up to answer your question, I was talking to somebody because so during the time I had my pet sitting business, I had also started an online store. And it originally started as a way to just have some merch for my pet sitting business. But then I that was the idea but then I was like, No, I converted to be like its own online store. I got on Shopify, and I use it to became a print on demand store. So I made some sales. And so I was doing the online store. And then I was talking to someone I was feeling like, I need something I'm not just I can't just do an online store and like make money like I need to have something, you know, something else, something creative. And I was talking to somebody and he in a coaching group that I was a part of, and he you know, he just mentioned pretty casually Why don't you have customers, you know, write something about their pets and put it on your website. And it was it was just a short call. And I was like, Oh, okay. And then after the call, I was like, why don't I just go one better and like, interview people about their pets, you know, and then it was like this bond into this whole thing. And I was like, how am I not a podcaster? I love to talk. Obviously, so. Yeah, yeah. So that's how it happened. You know, somebody made a

suggestion. And I just was like, I went with like, a version, a different version of the suggestion and, and it's really perfect. And podcasting. It's, it's, I do it in a remote way. So I don't have to like, go from here to there and do all that stuff. I don't have to leave my house. Yeah, I do for my day job. But at least for my podcasts, I can stay. I do remote podcasting. So yeah,



Jennifer Roland Cadiente 15:55

yeah. And after, you know, work, taking the train and working in an office, you get home. I don't want to go out again.



Chichi Enu 16:04

Me too. Yes, exactly. Me too. I don't want to go anywhere. So yes, I started getting my groceries delivered all through the pandemic. I did know that.



Jennifer Roland Cadiente 16:18

I know, well, with a long commute, you know, here on the West Coast, most of us are commuting in our cars because our public transportation is not not as reliable, effective and useful as it is on the east coast. So it's easy, you know, you you drive from work, you stop at the store, you're then you come home and that's that's easy, but with the train, you would have to drive out again. So I feel you on that. Yeah,



Chichi Enu 16:47

make a separate trip. And honestly, yeah. We moved from, like downtown DC, not downtown, but like DC like city to like Maryland, more suburbs, and we lived in the same building as a whole foods. Oh, wow. And now the whole foods is like 2030 minutes, which Oh, yeah. Your West Coast or you're like, whatever. But for me, I have to drive 20 minutes. No, that's too far. Oh, yeah.



Jennifer Roland Cadiente 17:21

So do you still have the online store?



Chichi Enu 17:23

I do. It's called Chichi's Furry Friends store. I converted it to a merch store for the podcast. So now, you know, so I'm wearing one of my shirts. It says pet store people too. And so I have you know, I have t shirts. I sell hoodies and also baby clothes and youth clothes. So cute. So cute. I'm hoping to eventually have dog and cat clothing but I haven't been able to find like a good print on demand provider for that. I may just end up doing bandanas just to have the pets, you know, because I want to have something for them. Yeah, yeah.



Jennifer Roland Cadiente 17:58

Yeah. And as someone with very large dogs, minor 120 pounds a piece. Most of the mass produced dog clothing wouldn't fit them anyway. But a bandana? Usually we can make it work.



Chichi Enu 18:13

Okay. Okay. See, good to know. Yeah. What are you? What are your dog's names?



Jennifer Roland Cadiente 18:18

Thor and Nova. I love it is. He's he'll be four in March. And Nova will be three in May of next year.



Chichi Enu 18:28

I love it. What kind of dogs? Are they?



Jennifer Roland Cadiente 18:30

Greater Swiss Mountain Dogs. So they're the black and red and white. I thought maybe Nova would join but she just is laying down on the couch by me.



Chichi Enu 18:41

So. Yeah, mountain dogs are big. You know I don't know a particular breed the greater Swiss but like I know mountain dogs are big dogs



Jennifer Roland Cadiente 18:51

If you know the Bernese Mountain Dog, it's just a short hair version of them. But not like a dog that you can just pick up and take somewhere with you.



Chichi Enu 19:06

No, no. Yes. Yes. I was dancing with my with with Rex yesterday. You can't do that. I mean, I'm holding and dancing with him. You don't want



Jennifer Roland Cadiente 19:16

no, no, no. My back is too old for that. Yes. So yes, yes, yes. Yeah. So yeah. Oh, I was gonna say

you know that I, I just I love that. You take really a ready fire aim approach to what you're doing. Because a lot of people do get stuck in the writing. And like, is this going to be perfect? And you never will know if you don't take action? Until you I love you take action.

C

Chichi Enu 19:49

Yeah, yeah, no, it's I'm glad I did because I can definitely fall into analysis paralysis, you know, even now I can still do that. With my podcast. Ask, but I was like, I'm gonna launch like, you know, I recorded some episodes and had wanted to have all of them edited by the time I launched and it wasn't happening. I was like, launch. Yes, yeah. So I get that I get that. And I'm glad I launched. So for anybody who's thinking about doing a podcast, in my experience, like, again, if you're like me, I wasn't somebody that could figure it out beforehand, I had to start doing it because my podcast, I've already tweaked it through your episodes in like, first, it's like, you know, about the personal lives of pets, you know, and now it's, it's more about, like, about the pets, but also about how they make our lives better. Like if, you know, it's like, so it's already tweaked a little bit. So, you know, and I, I only know that from doing it and being like, learning as I go, you know?



Jennifer Roland Cadiente 20:48

Yeah, yeah. And messy action is better than no action at all. Amen. Amen. Amen. Because I think, you know, even, you know, the people who have been doing it for, you know, 510 years, they probably go back to those first few episodes. And I'm like, you know, I wasn't where I really wish I had been when I started. But that's okay. Because I started, and now they're in into it for years and doing it.

C

Chichi Enu 21:17

So Agreed. Agreed. Yeah, a messy action. Have you ever heard the phrase? Anything worth doing is worth doing poorly?



Jennifer Roland Cadiente 21:27

I have. I cannot remember who said it. Yeah. Yeah. I

C

Chichi Enu 21:31

love it. I love it. I love it. I love it. I love it. I love that phrase. Because it gets to the perfectionist person, part of



Jennifer Roland Cadiente 21:41

my of me. Yeah, I know. And I mean that that perfectionism will hold you back. So much thinner than anything else, I think.

 Chichi Enu 21:51

Exactly. Oh, isness. Everything. Yes. Yeah.



Jennifer Roland Cadiente 21:55

So we've talked a little bit about just how you manage the scheduling around your day job? What lessons from your day job that you have now? Or the one you had before? Are you using in your podcasting?

 Chichi Enu 22:06

That's a very good question. I think like, you know, with working, you know, and I don't know, where I discovered this, but, you know, I'm trying to think because I what I was wanting to say was that I use a Pomodoro timer at work. I was like, 25 minutes on five minutes off. And I'm trying to think like, do I do that with podcasting? Sometimes I think like, I might just show up and like time myself just to like, get sit down and do some work, you know. So I think I do do that sometimes. Because sometimes it's just hard to like, sit there and do some work. And you know, but I think even more important than that, actually, is the idea of like, again, is back to the external accountability. And I don't know that I learned this from work, but work is built in external accountability, you know, and it helps me to have somebody on the other end. So I actually started a podcast, co working group with other people to, you know, just to, you know, schedule something, and to have somebody on the other end, you know, and work, you know, is built in. So, you know, I'm more efficient at work, because this is very built in external, you know, your boss, yep. All of that, you know, you'll get fired if you don't. So it's all these things that helped me. And so, finding ways to do that as a podcast. So it's really important for me, and like I said, I don't I really learned this more, not even not from work, but really more from Gretchen Rubin. Rubin's book, the four tendencies. I love that book, you know, so she talks about their four tendencies that people are and one is, it's obliher, upholder, rebel and questioner, I am an obliher. And I do I meet external commitments pretty well, because of external accountability, but internal commitments like my podcast, I don't do them so well, unless I create systems of external accountability. So that is not really something I learned from work. It's something that was built in to work because I tended to doing care work and school, you know, I did work it's particularly school. But then it's like doing my own thing. It's like, I can't get it together. And now that I've learned that about myself, that is one of the most valuable lessons I learned. That has helped me on this side Hertzler entrepreneurial journey, like



Jennifer Roland Cadiente 24:45

Yeah, I'm the same way. You know, if I'm only doing it for me, it's probably not gonna happen. I've told someone else I'm gonna do it. Yeah, much more likely.

 Chichi Enu 24:58

CHICH ENU 25:00

Exactly. Me too. Me too. I you know, I have accountability buddies. I think I have three, you know, how many accountability? You know, I'll probably end up becoming an accountability coach just so I can have people help me.



Jennifer Roland Cadiente 25:13

Right. Right, right. So, yeah, yeah. So as you think about, you know, what you're doing and how you're incorporating what you love, into your side hustle. What advice would you give someone who wants to figure out what is the right thing for me to do?



Chichi Enu 25:32

Well, you know, for me, I am just going to share my experience because I am no guru. But my experience is like, it helped me to just start, you know, I had an idea. And yes, do some research. I, you know, I did definitely, you know, did some research, I found, like, with petsitting, I kind of modeled my pet sitting business, after like, another pet sitting business, that's pretty successful. Actually, in the West Coast. I think they're in the LA I mean, the California area. And, you know, so doing some research, that helps me, but really, it's like, you know, getting started. And for somebody like me, now, some people are the opposite. They are like, right, they start and they're just like, ah, you know, they don't do any research. And you know, so it's like, knowing who you are. So I think ultimately, it's like, knowing who you are learning about yourself, you know. And, you know, there are lots of one of the gifts of living in this country, or, you know, is the, there's just so many, there's so many books, and there's so many, you know, there's so much information, and I think it's helpful to ask if you know, somebody that does this kind of work, or know, somebody that knows somebody, ask them what it's really like, or even Google what is it really like to be a XYZ? You know, you know, because I think I didn't pay enough attention to the whole stemming apart and what is really needed, you know, maybe wouldn't have deterred me, I probably would have, I would probably would need it to have to do it anyway. But maybe that would have given me something. Pause. Yeah, yeah. So you know, so yeah, like, just doing some research, yes. And see if you can talk to people in that field, just like you would for a job. And but I think if you're like me, that can get stuck in analysis, paralysis, and perfectionism, just getting started. Now, side hustles are great, because I think I actually started my pet sitting business, not as a side hustle, because of just my circumstance. But I think starting as a side, hustle is the best way to start, honestly, you know, starting a business as a side hustle, because then it's like, safer, you have your nine to five or whatever, you know, your school or whatever, that's giving you your income. And I think it's just it's one of the best ways to start, you know. So I would, I would recommend it even if for some reason you're independently wealthy, you know, like, I still saying, going whole hog is like, you might not know until you know,



Jennifer Roland Cadiente 28:06

so Right. Yep. So I know that you talked a lot about, you know, the things you learned about yourself from doing your pet sitting business. What else did you learn that you're using to focus yourself better this time around? Hmm. That's a very good question. Hmm.

C

Chichi Enu 28:34

So think about that. I think that, you know, I think it's some of the stuff I've really talked to, I've already talked about, like how much I need structure, how much I need external accountability. I did get before I got some coaching, you know, I got I got I had a coach, like group coaching, when I had a pet sitting business. And I think like, I was like, coaching is really having a coach or a mentor is really important. I think that's really important. But I think this time around, I can get bogged down in the coaching mentoring information part. And I'm seeing that, like, it's really about taking action for me, you know what I mean? And because I have such limited time, better about taking action, I didn't, I wasted a lot of time, I wasted a lot of that, like, you know, 2020 to 2022, you know, because I had the time, you know, quote unquote. So I think using my time more wisely, is a good lesson, but it's already built in because I have to use my time wisely. Because I only have like, the weekend now, you know? Yeah, yeah. So I am more focused this time around because I have less time, you know. So yeah, and I think like, pot I'm seeing that podcasting is a natural fit for me. I think like with petsitting, I, I kind of like was like not really. I kind of lived in lala land about who I am versus what petsitting is. And I was like, Well, I love pets, but loving pets and wanting to care for them as a job too different than Yeah, you know, different things. So I think I wasn't Yeah, I wasn't some denial about like who I am, you know, some people are nurturers, whether it's pets or children. And I'm still centered, like, you know, I'm not gonna lie, and I'm not trying to talk about it. Yeah, yeah. Yeah. So it's knowing and accepting who I am. You know, and what is a good fit for me?



Jennifer Roland Cadiente 30:47

Again? Yeah. Yeah. So one of the things that I hear a lot from people is that they were afraid of ruining the thing they love by attaching money to it. And so, you know, I wonder if that might have been a little bit of what was going on with the petsitting? Is that maybe that you tried too hard to attach money to? Maybe? Maybe your first go round?

C

Chichi Enu 31:20

And that's a really good point. I'm sorry to interrupt you. Okay. Um, I started looking, and I say dogs, because that's who I saw out in the street. And I started looking at dogs as like, kind of like dollar signs a little bit, just kind of like, you know, oh, maybe I can, you know, ways I can get them as clients. And I just weighed the pets, you know, right away. You know, it's different with the podcast, but like, as a pet sitter, it was like, Oh, I make money from these from these tasks. And so yeah, that that wasn't in made me uncomfortable. Me in particular, this is nothing. It's not. I have nothing against pet sitters, you know. I love pet sitters. Oh, thank goodness, but it just made me uncomfortable. So after a while, it was kind of weird. So yeah, yeah, I love just loving my pets. And you know, because my podcast, I really feel it's more like getting to know other people's pets. You know? If money comes, it would be more from the human eye like advertising, right? Like, you know, people supporting me it was it wouldn't be for caring from caring for the pet. Yeah,



Jennifer Roland Cadiente 32:27

yeah. Yeah. And now you can just visit pets. Yeah, when you want to? Not, you know, on a strict schedule.

 Chichi Enu 32:37


That was the other thing, I would spend more time than I really should have, which was each pet, you know, because you're supposed to be on a schedule. And, you know, I want to hang out them. And, you know, I'm like, Oh, it's 30 minutes, you know, and so, yeah. And it was a lot I gave a lot of myself, so I Yeah, it was it's best that I had not to be a pet sitter.

 Jennifer Roland Cadiente 32:57


Yeah. Yeah, it does seem like a real volume business. Like, you know, you have to give this amount of time and this amount of time and that amount of time, or else, you're not going to earn a living.

 Chichi Enu 33:08

Exactly, exactly. And then the other thing me personally, I didn't want to walk dogs from a household together, I wanted to, you know, I really believe believed and believe in individual walks, like, if you're from the same household, that's fine. But again, that's my experience with my dogs, like they, you know, they do well with themselves, you know, some people like group walks because of the socialization aspect. But my dogs a little divas, you know, like, you know, and I think so I really, like I believe in individual walks, especially in the city, I think it's different if it's a walk, where you take them and they run around, that's different. But this was in the city. So I was like, you know, I don't I see the dogs in the group. And they're, like, five of them, or three of them going to and I was like, No, that's not going to work for me. And I don't feel like I could handle all those dogs, you know, Shall I read? So, but that doesn't help your volume. Yeah, so, yeah. And so yeah, I learned I learned, you know, and I think another thing I would say to anybody listening is, um, I wasn't very good at looking at the numbers. You know, I'm looking at the numbers I did some what but I, you know, I again, I kind of, like, money attitude to have been, which is right, I'm a side Hustler, again, I can be like, because I have my paycheck. If, you know, as a full time business, like it's not like money has to be like, you know, right there in front of, you know, like looking really important. So, yeah.

 Jennifer Roland Cadiente 34:53

So it sounds like you really want to be a long term side hustler. Like You want a full time job? And you know, and do the fun stuff on the side?

 Chichi Enu 35:04

Yeah, I might well be like I said, like, I might take it have to take it down to a half time job because of just time. And you know, exhaustion and getting old. But I really think like, I'm somebody that needs that external thing. And that steady paycheck, you know what I mean? Like, it just, it just makes sense to me. And I don't think there's anything wrong with that, you know, and the thing about Yeah, and I want to do what I want to do, it's not what it's advice.

They're like, look at the market and look at your target audience look at, but because I'm in my target audience, I am a pet. And you know, I want to sell the kind of T shirts, I want to sell. I want to talk about what I want to talk about. Again, this is not business advice for the ages, obviously. But I'm like, I want it to have shirts to say pets are people too. And I want to have the shirts that look the way they look. And you know, show Yes, I'll tweak things. Like if my audience wants me to tweak things, I'm happily going to tweak things for my audience. Right. But I'm not going to tweak stuff for like the random market, you know, right. You know, so. So that means I need to have my steady paycheck. So



Jennifer Roland Cadiente 36:19

yeah, yeah. Yeah. And, you know, doing print on demand, really does minimize a lot of the financial risk for selling products. Exactly, exactly. So because you don't want to buy you know, too many smalls and not enough larges. And then you've got all these smells that come in your garage, maybe sold.



Chichi Enu 36:39

Exactly, exactly. Then that's print on demand is great. Like, if only I can get the dog stuff. But yeah, I'll look into bandanas at least. Because I don't think cats are bandanas. And that's the other thing because they say niche down, you should niche down and you know, so I should only focus on dogs, but I just really feel like I refuse to exclude cats. I refuse. I refuse. I like cats. I refuse. I have dogs. My wife is allergic. So you don't have cats. But I like cats. I refuse to exclude cats. So, again, is it the best thing to do for the market? I will not exclude cats. That's all I know. So



Jennifer Roland Cadiente 37:20

yeah, well, you have to also do the right thing for you.




Chichi Enu 37:23

Exactly. Exactly. And you know, hopefully a few people will come along. I don't need to be viral. You know? Yeah. Oh, yeah. Yeah. And again, people have different goals for their life, you know, and success means different things to different people. And the other thing I would suggest to people, like, you know, what does success look like for you? You know, for some people is having a really thriving million dollar business, you know, for me, yeah, that sounds like a lot of



Jennifer Roland Cadiente 37:50

work. Yep. Yeah. I love that. And I think that is, you know, some of the most important advice that someone could get.


 Chichi Enu 38:03

Agreed. Agreed, you know, what makes sense for you and your family? And you might not know until you try, you know, yes.



Jennifer Roland Cadiente 38:10

Okay. Yep. Because the path to success is never a straight line.

 Chichi Enu 38:15

Oh, my goodness. It's not it's not it's not you know, yeah.



Jennifer Roland Cadiente 38:19

I don't know if you watch the show the good place.


 Chichi Enu 38:22

But I used to



Jennifer Roland Cadiente 38:24

me, you know, I'm seeing that, you know, the time is, is not a straight line. It's a Jeremy Bearimy so things come back around and overlap with each other. That's also mm,


 Chichi Enu 38:38

that's a really good way of putting it you know, it's not linear at all. And I feel like I learned so much about myself, you know? In this process,



Jennifer Roland Cadiente 38:50

yeah.

 Chichi Enu 38:52

It's a great okay. Yeah. Yeah.



Jennifer Roland Cadiente 38:54

So your podcast is called Chichi's Furry Friends. Sorry, Chichi's Furry Friend Show. The store is Chichi's Furry Friends Store. So where do we find you online?


 Chichi Enu 39:10

So you can I will also give you my email because I really love direct contact with people. And I'm old proudly saying I'm old. I'm 43. But you know, yeah. So I was, you know, I was one of the people when I was young, like when email was a thing, you know, it getting an email was awesome. So yes, I claim that so you can email me at chichi, at Chi Chi Chi Chi is free friends.com So Chi Chi at Chi Chi is very friends.com and you can also find me on social media on Instagram and Facebook. At Cheech teats furry friends. Maybe one day I'll get on Tik Tok. Like I have a tick tock account that I don't use but find me on Instagram and Facebook at Chucky Cheese furry friends and you To email sometimes when



Jennifer Roland Cadiente 40:01

we're old, tick tock seems weird and hard to do.

 Chichi Enu 40:05

I know I know. I do have a friend though who is older than me. He has 2.2 million million followers on tick. Wow. At some people got it together. Like I'm like, How did you do that? I'm still figuring out Instagram. Right? So yeah, so yeah, email me at MTG safari friends.com. And, and also, I will say, if anybody's interested in merch, enter the code code, pet friend, and to get 10% off.



Jennifer Roland Cadiente 40:36

Nice. We always love a discount.

 Chichi Enu 40:40

Yes, pet friend, P E T, F r i e n d. Pet friend.



Jennifer Roland Cadiente 40:45

All right. And your podcast is on Apple, Spotify and YouTube.

 Chichi Enu 40:51

Yes, yes. Yes. All right. I'm going to also put it on Google podcasts and Stitcher probably. But for now those are those are where they are. Yeah, yeah. So you can see my face. See the pets if you watch it on YouTube, and you can hear



Jennifer Roland Cadiente 41:03

it. Yeah. Yeah, you can listen in the car. You can listen in the car, too. Don't want that car, please. Yes, do



Chichi Enu 41:11

do not going to the car, please.



Jennifer Roland Cadiente 41:16

All right. Well, thanks so much for joining us today. I had fun learning from you. And I am excited about your podcast because it sounds like a lot of fun to listen to.



Chichi Enu 41:26

Yes. And thank you so much for asking me to come on here. I had a great time as well. Yeah. Yeah, it was awesome.



Jennifer Roland Cadiente 41:35

Chichi has offered us a special deal. For all the listeners of this episode. If you go to cheese, furry friends.com and use the code pet friend, pe te F r i e, n d, you can get 10% off anything you purchase and know what the market really wants. You know, TT started her online store, mainly as merch for her pet sitting business. But then she grew it to give more people more things that they want and need for their pets. And finally, just start. Finally, if you liked this episode, please share it with your friends rate and review it in your podcasting app. I'm also looking to put together a q&a episode in the future so I can really address the questions that you have about growing your side hustle. So shoot me a voice message using the voice messaging option. Or send me an email at Jennifer at Jennifer hyphen roland.com. And I'll put that email address in the show notes so you don't have to try to remember it. Thanks again for joining us. See you next week. Our top takeaway