

# GrowYourSideHustle-MarisaGriffin-Jan31-2023

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## SPEAKERS

Jennifer Roland Cadiente, Marisa Griffin

### Marisa Griffin

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### Jennifer Roland Cadiente

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 their full time gig. I'm your host, Jennifer Roland Cadiente.

Today, we're joined by Marissa Griffin, a married mom of two who is looking to build her business simply shopping with Marissa on the side of her day job. Hi there. And thanks for joining us today. Marissa.

### Marisa Griffin

Hello, thank you.

### Jennifer Roland Cadiente

So how did you decide that you wanted to do a side hustle.

### Marisa Griffin

Um, honestly, it just kind of happened, I wasn't really thinking about doing it started during the pandemic, as most things do anymore. And, you know, we had been so closed off from right the world, everybody else. And I just kind of wanted to have an excuse, if you say, to kind of get together with people again. And I started not even wanting to do it as a business, just like for fun, very started doing direct sales through a beauty company. And I just honestly, because I use it any way, I thought, well, I might as well sign up to be a consultant, and then I'll get the discount. And I know some of my girlfriends do use it, so I can share my discount with them. And that was all there was to it. And in that process, I created a little VIP group on Facebook, just so we would all have a place. And for me, it was so much more than makeup. I just wanted a place where we could go online and have a positive. Everything in there had to be positive. You know what I mean? Like there was gonna be tivity no hate,

because, you know, during that time, everything online was awful. And I had I had made my feed all it was was shopping and puppies, because I just couldn't, you know, I had friends and family that I didn't unfollow them, but I just couldn't see. You know, for me, we didn't have to we could agree to disagree, that's fine. But I can't do Hey, I can't I can't do that. So my group was all about, you know, just friendship and women and positivity sprinkled in with some beauty. You know, I would serve up tips here and there. And it very slowly grew. And they would invite their friends, their friends were inviting their friends. And I mean, I'm still pretty small potatoes for it. But what it taught me was, oh my gosh, I really liked this online space. I really liked doing this what else can I do? And if this was just you know, for fun, you know, and that beauty business to me is still not in my head. My moneymaker that I bet. Right? That's it's a part of it. But for me, it's the community. That's what matters to me. And so I mean, if you ever follow me on there? Yeah, of course I don't make money. But so then I was like, Well, what else Marisa Do you like to do? And I love to shop. Right? And I have always I've always been the girl that you're going to come to and be like, hey, I really need you know, go on a trip. I need a jean skirt. Where can I find one? Give me two minutes. I'll find you one. You know, just because I love shopping wherever and just as a joke. I was like, Well, can I turn it into something? But then it really kind of started to like fester in my mind like can I because you scroll through Tik Tok or you go through the beauty blogs or the fashion blogs are online. And everybody on there was a size two. Everybody on here was 20 years old. And no hate that because

### **Jennifer Roland Cadiente**

Oh no, we were all 20 And we were all smaller.

### **Marisa Griffin**

Exactly. And that sells again it but I wanted to see someone like me online. You know, I had children. So I'm definitely got a bit of a mom Bob going on. I'm not 20 You know, and there were a few boutiques that you know, their models were actually real sized or whatever. And so I just started kind of posting like reviews or hauls of videos of things I had bought, here's how they fit, here's how they don't here's where you can find this, you know, just kind of slowly and it just kind of again started to grow and grow and I ended up applying to be an affiliate for Amazon and that just kind of like okay, well Now I can really share and like show people some stuff and it just kind of grew from there. So I just started posting very slowly. Reviews of like, oh, I tried this jacket on, here's what I think about it. It's only \$20 from Walmart, or like, you know, just whatever, you know. And my friends found it really useful. And I started to gain a little bit of a following on tick tock. And when I say little, I mean, little, like 2000 followers, I'm not big potatoes. And, but it did it. I was just having fun in the online space. And I really just thought, you know, instead of wondering, is this just for other people? Why don't I just try it? Why don't I just see if this is something that I can do full time. I work full time, right now. I have an amazing job with an amazing boss. But I know that that job is ending, I probably have a good five to seven years left before he retires. So my goal is that five to seven years to get going. I hope it gets going before that. But you know, that's my safety net, if you will.

### **Jennifer Roland Cadiente**

Yeah, I know, you know, when I was going? Well, when I was planning to go full time as a freelance writer, I had a date where my son was going to start kindergarten. And I said this in, you know, I recorded my story on the podcast. Last day at my job was the day before Labor Day. And our school

starts right after Labor Day. So like, you can do it when you set that hard deadline, and we'll make it happen.

### **Marisa Griffin**

Yeah, that's I just know, because what I'm discovering is like within that, because you know, all these things. Were just fun, right, that we were starting for fun that we were like, Oh, can we turn this into something? And, you know, now I'm like, Okay, well, you know what, I think a blog would be really great. But let's add that. And I, too, would like to start a podcast, you know, and let's add that I was recently going to like to talk about it not because I don't like it or whatever, but feel like everybody's talking about it. But apparently I have ADHD now. That's fine, which is fine. But I'm 40. And so to just now discover that it doesn't really do anything other than tell me okay, that's why I may write something, but it doesn't tell me how to fix that. Right? And the answer is a little pill that you're supposed to remember to take everyday. Yeah, right. You asked people with ADHD, they, they're not gonna have to take that pill, I have it on my phone to remind me, I'm like, oh, yeah, I need to do that. And by the time I think they might have forgot. So I also want to do, just like printables, if you will, like digital principles of to do lists, checklists, things that I find useful that you could, like, I'm going on a trip, here's everything that I'm going to need, you know, and with that, I might have a blog post that goes with it, here's my favorite travel items. And here's where you find them. So you know, all those things can kind of go together. And they're not really costing you the consumer, anything, maybe a couple dollars for principle. But you're getting value out of that. So how would you value and then also on the other side, you know, and I don't, I don't think we should be ashamed to say I want to make money, like we have, right? The world we live in costs money, so I don't want to get rich off you. But I do need to pay my bills. You know what I mean? I feel like it's okay. And I think that as a society, we need to be okay, saying that. So yeah, I'm just really looking into like, there's, you know, what do I use in my life, which I, you know, enjoy in my life that I can share with others, and turn that into a business where I have because my ultimate goal is calendar freedom, more so than financial. You know, what I mean? financially sound where I can pay my bills. I'm fine with that. I don't need more than that. Great. Who's gonna say no to that, but my ultimate goal is calendar freedom.

### **Jennifer Roland Cadiante**

Yeah, and I think you find a lot of that when you follow people who talk about abundance, is that for you may not be money. Right? Right. So what what do you do in your full time job?

### **Marisa Griffin**

I am an office manager at an insurance company, a very well known insurance company. I work at a just an agent's office. I've been doing that since 2011. I did take a small break. Well, before that I worked in the corporate world for ever, that I worked in insurance for a while took a small break. I was a treatment coordinator and an orthodontist office and then I went back to insurance. And I mean, I love my job. I really do. I love it. I love my clients, the girls, I work with my boss, their family, they're amazing. But it's not my passion. Right? It's not what I want to do forever, you know? So, while I'm very committed to that job, it's not my endgame. You know what I mean? I stay there for Some people there. If he were to retire early, I don't know that I could work for another insurance agent. He's just that great. You know, and I mean, he's a grandpa to me, he's like a grandpa to my kids. We really are family. And so, I mean, not blood. But the, you know, we've just gotten right. And all working together that. And it

was nice, because in the different jobs that I've had throughout life, I've been able to learn what I want and don't want out of the job. Sometimes, it's worth taking the pay cut, if you can, because not everybody can. And that right will need to remind themselves of that, but can you is it I'll take a pay cut to have the flexibility. or Now I really need to make this amount of money, and I'm worth it. Or, you know, there's so many different things of like, no, I need to be able to do XYZ, you know, I but I can't do 123. So, it taught me that too.

### **Jennifer Roland Cadiente**

Yeah, and, you know, managing an office requires so many organizational organizational skills that I'm sure have really helped you in growing, the things you're doing on the side.

### **Marisa Griffin**

Yes, and no, because I don't know what I'm doing on this act. I'm a learn-as-I-go girl. Because, you know, in the work world, you know, like, I'm a very, and I'm learning this, I think, as part of my ADHD, I'm a very compartmentalized person. Okay. So for example, if I'm at home, I'm never going to work out at home, because there's so many things to do at home. But if I go to the gym, all there is to do is go to the gym, and workout, right? So at work, my whole life has always been very organized, very successful, very like, at home. I mean, you can see, like, in the background, all the like gifting that I need to put together for clients. But so I have the organizational skills, but they don't apply the same way. Yeah. And so where I struggle is like, Okay, how do we make that apply? And then because they're completely different worlds? And I'm learning as I go, because there's no manual? No, you know what I mean? I mean, I'm sure there is, but they're all different, you know, right, like applying your makeup, there's 400 different girls that can tell you the right way to apply your makeup. Or any of them really, right, you know, it's what works for you. Yep. So, you know, it does, it helps a little, because I know what I need is the organization, you know, but it's a different world. So it's definitely a way to learn to adapt.

### **Jennifer Roland Cadiente**

Yeah. But I know, you know, one of the things that the office managers I always worked with, did a lot of was managing the inventory, and things like that, that can be really challenging to learn, if you haven't done that sort of thing. I mean, I know that. You know, I've always worked in an office setting as well, where, you know, the, it wasn't inventory that we were selling, right? You know, it's the paper, it's the pens, it's the, you know, Joe needs, the purple pen, Jennifer needs, the turquoise pen, all of these, all of those just little things that the right person can make so easy for everyone who works with them.

### **Marisa Griffin**

Right? And I'll be honest with you that our admin does all that. So for me, watching, I'm managing the people. And so it's scheduling. So, you know, it's all that kind of thing. But it's also, I do a lot with our marketing a lot with our associate relationships. You know, anything that's fun for the team, like any activities, like all that is me. And then you know, if they want time off, they have to ask me, and I never told them. No. But yeah, so. But those are good, you know, that does help in this world, too. Because working with different personalities and different people if it keeps you conscience of there's different people out there.

**Jennifer Roland Cadiente**

Right. Yeah. And when you grow to the point where you need to hire people and manage them, then that's really going to benefit you.

**Marisa Griffin**

Yes, yes.

**Jennifer Roland Cadiente**

Yeah. And the marketing, I'm sure has helped.

**Marisa Griffin**

Yes, yeah. Insurance marketing is different. It is the same, right? They are and I've actually used a lot of what I'm learning on this side, to help in my job, you know what I mean? So it's, it's nice to kind of lead them together. And I try to be very respectful and conscience of my office time and time away. Like I really do try to keep them separate. Because I don't want to ever take advantage you know, I'm getting paid. So I'm getting paid to do a job. I need to do that job and I need to do it well. But it makes it hard because one of the things that I think no one really prepares you for when you start to do things for yourself or on your own is yeah, you might work nine to five that's that's what I was Really, we're open nine to five, right? But I'm also working seven to nine, and five to midnight. You know what I mean? And it's, I'm creating graphics or searches, deals, scheduling posts, because you know, things will post while I'm at work by scheduled all those, or, you know, replying to emails or reaching out to different brands, you know, there's all these things to do. And then at the same time, you're like, Oh, but I also have to show my face, I have to create content, oh, but I have this going on. So you know, there's days like, like today, for example, I took the day off today to focus on this, on my side hustle, and it's also my husband birthday, but he's working. So I figured, okay, what is working, I can work on my side business. And I've got the rest of the day with my family. Right. So it's, you know, it's prioritizing that way, because I want to be very respectful of somebody else's time and dollar. But I still know that in order, one thing that I've learned, is, and through the better way, and all that is that you have to take it seriously. And you have to treat it like a business. So if you're only going to put a little bit of effort into it, you're only going to get a little bit out of it. Right. And I have noticed, the more I nurture the side business, the more it gives back to me, but it does, it can get very overwhelming. Burnout comes fast. And it's a lot of discipline to keep going when you feel like I'm really not that big anyway. anyone noticed? Like, you know, we've got to work, right?

**Jennifer Roland Cadiente**

Yeah. So what do you do to keep the burnout at bay?

**Marisa Griffin**

Well, it definitely happens. And I, sometimes I just push through, I remind myself that it's not just a goal, it's a dream. And it's achievable. You know, but I don't know what to what level and I'm never going to know, if I don't try. If I quit, then then I quit. And that's all there was to it. And that's not what I want. Sometimes I just take a day off from it, you know what I mean? And maybe that day, I don't post as much or the you know, the deals are not as heavy on you know, because they're different. Everything's so, you know, maybe the beauty group only gets like a, you know, it's self care Sunday kind of post,

you know, maybe the deal, you know, the deals page only gets a few deals versus a lot of deals, you know, maybe there's, maybe there's no real that day of me trying something on maybe it's just a jacket that I like, you know, so you know, for lack of a better term, maybe I just kind of half work at there. But then I take the day to just kind of recoup and be with my family and I had a weekend where my daughter, she's in college, so my son and my husband went down to Dad's weekend for her sorority, and in my head was going to do this, this, this and this. And I had reached some major burnout. So when I left, I scheduled a bunch of stuff to be posted. And I'm pretty sure I just laid in my bed and binge watch Netflix for like an entire day. Yeah, sometimes you just have to, because the next day, I was revitalized. I was I had no ideas. Sometimes you just need a break. And I think people need to be okay with that too. Like it's okay to take that break. But intentional break of like, Okay, we're gonna take a break, we're not stopping. Right, we're gonna take this break, and then we're gonna get back up. And we're gonna give it our all.

### **Jennifer Roland Cadiente**

Yep. So as you you know, think about your five to seven years. How will you know that you're ready to be full time when your your insurance agent retires?

### **Marisa Griffin**

I think for me, it's going to be \$1 amount of I'm bringing in enough to replace my income. Oh, that's when I can stop working for somebody else. And so, oh, oh, I'm just gonna say so I don't know. How that you know, does. I don't does it come from one does it come from all of them combined, in my mind comes from them combined. But yeah, that's, that's for me. I think the because there's the dreamer side of it. But then you got to have the responsible and the realistic side of it. And realistically, I mean, I've got a daughter in college kid, that's a guy, you know, he'll drive in a few years and then he's gonna go to college. Like, the way our finances work is we live off one income and then we enjoy off the other income. All the extras like, you know, come from mine. So with I can replenish mine. It doesn't affect my family. So I don't want it to be. I've affected my family negatively. Right, where we can't do things now. because we're still trying to do this. And so for me, it's that's my responsible adult hat right there. It's like, No, you, it's a hard line, I gotta make a certain amount to be able to not work for somebody else.

### **Jennifer Roland Cadiente**

Yeah, so that actually leads into what I was gonna ask was, what are you doing with the money that you earn from this side hustle at this point?

### **Marisa Griffin**

Right now? I'm just putting it back into it to be honest with you. I'm not. I mean, I've been doing this a year, if I mean, okay, so the beauty business, maybe a year and a half. But again, that was never meant to be an income for me. So right, I don't kind of count that, you know what I mean. But the online stuff, the influencing? I've been doing that less than a year. So, I've not, I mean, I've made a little bit of money, but not enough to like, brag about I'm proud of it, because I never thought I'd happen. Right? I just put it back in business coaching, learning about different programs, learning about the online space and how to utilize it best, you know. You know, and I have to be smart about okay, what can I afford? What can't I afford? You know, because I'm trying very hard to not use any personal dollars. For the

online or for the side business? Yeah, that makes a lot of sense. Yeah. So so I can I don't where I have, then my goal is, like I have, I'm keeping track of it. And my goal is, you know, if you, if you get big enough that you actually are in the green, then I'm gonna pay myself back at that point. But yeah, you know,

**Jennifer Roland Cadiente**

yeah, and, you know, maybe you'll get to the point where you can start saving that money, as you know, like, your, your rainy day business fund.

**Marisa Griffin**

Yeah. Yeah, cuz my, my goal is to, as, as I start to make some money with it, because, again, I'm, I think one thing that, at least in this space that I've learned, it looks very easy. It's extremely technical, and growth is incredibly slow. And so for me, my goal is to just reinvest any money I make into the business to where it's just a breakeven point, and then touch the rest. I don't want to touch it, I just want to have it to the side. And then when my boss does retire, at that point, I can say, okay, you've saved up this much can live on that, and then you're bringing in the rest to sustain. So that's, that's my ultimate goal. Right?

**Jennifer Roland Cadiente**

So what, you know, we're, we're recording this at the end of the year, what are you looking forward to in 2023?

**Marisa Griffin**

I'm really just looking forward to opportunities and recognizing them, you know, I something that I've struggled with a lot is self doubt. And what feels like impostor syndrome and stuff, you know, because for so long, it's, it's great for other people, but why me? When I'm learning this, but why not me? Exactly, yes. Because if it was you, I would not question that. I would be like, Oh, my gosh, that's amazing. Yeah, you. But why can't we do that for ourselves? And so I know, for this oncoming year, and I've kind of started it now is I'm trying to just be open versus scared for different opportunities. And sometimes the fear is not a bad thing. Right? Let it rule, right. You can let it talk to you, you can let it push you, but you can't always let it stop you. And sometimes you can, but you got to, you know, when that's probably a podcast, but yeah, you know, there's so yeah, for all for next year, I am just looking forward to growth and opportunities, you know, whether I create them for myself, whether they come to me, but just you know, to continuously work hard and have you know, put myself in a position to be available and open to and to have people want to collaborate or work with me or, you know, give other people an opportunity as well.

**Jennifer Roland Cadiente**

So, you know, as you're, as you're planning the you know, for growth, what are the biggest questions that have come up for you?

**Marisa Griffin**

I mean, honestly, the biggest question I've had is just, is it worth it? Because, you know, you have those moments again, we're, you know, in the, in the influencing world, if you will, some people are very

much okay with it, and some people think it's just a very shy Follow like, whatever. And I had to let go of that and be like, what you're doing this for you, them. And for the people that do like it, hopefully you're providing something for them hope, like my ideal person is someone like me, not someone who hates influencing? Like, because when I see an influencer, I don't begrudge them. I'm like, Oh my gosh, yes, thank you. I do love those pair of shoes. I will go buy them now, like, you know. So that was one there. And then the biggest Yeah, is it worth it? Because it does. You know, for example, you have to have a certain amount of followers, or certain amount of engagement for different companies to want to work with. So they tell you online, it's very easy to get Amazon affiliate links. It's not, I applied several times, it was denied several times. And I finally got them. And then I was able to keep them. I was like, Oh, my gosh, what I've applied and the denied several times to have my own Amazon storefront, I finally have grown that enough to like, they let me have one. One of the biggest successes for me, which might sound small to other people is I have there's another small business who reached out to me, she makes earrings. And she's like, Would you like to be an ambassador for my earrings? I like her product. And I was already buying product. Absolutely. I would love to. Yeah, so the biggest question, I think for me was, is it worth it? Am I doing what I'm supposed to be doing? And at the end of the day, I think yes, because I truly enjoy it. And I can I can see it. Does that make sense? Like I can see it. I don't exactly know how I'm gonna get there. I don't know what the road looks like. But I can see it. And my goal is to get there.

### **Jennifer Roland Cadiente**

Yeah. And you know, so much of what you see on the outside is just that straight line, you know, from point A to point B. But if you go inside and ask anyone who's done that, it is it's not a straight line. It's curly Q it curves back, you know, you go back to point a seven times before you even think about point B.

### **Marisa Griffin**

Oh, for sure. And I think there are a few that. They just, you know, went viral and all the things and I'll be honest with you, scares me like I don't, I don't it's like a catch 22 Because me personally, I really don't need to go viral. And I don't need to be famous or any of those things. But I do want an engaged online community, right? Like I really, really do. But it's because I want to give something of value. And I want to know, like, if you're following me, I want to know that you and I, we can DM anytime and just chat. You know, like if you ordered something be like, Oh my gosh, you posted the other day. And it were these shoes, and they were really great. And be like, Oh my gosh, I have those too. And like you know, I will tell you there's been there's another business online that we connected through Instagram, I had posted. Because at first I wasn't doing any of this, it was just my beauty side. And I created the rape an Instagram page for my beauty stuff for a couple of the girls that didn't have Facebook. So I thought, well, I'll just post the same thing there that I post there, because then they'll see it. And it just happened. She just happened to see it. It was like a motivational post or like, whatever. And she was like, Oh my gosh, I needed to see this today or something like that. And we just started chatting and communicating. And I will tell you, she's my biggest cheerleader. I've never met her. She lives in a couple of state, but to each other. We are each other's biggest cheerleader. And our goal is to meet one day, and to grow enough that it'd be a business expense. Yes, we want to write it off. No, no, right. But because we've grown enough and we've been with each other enough, and helped each other grow, that we can be like you're getting content and you're getting content. And this is a trip where we



get to meet and you know, so it's amazing the people that you're that you meet, and you know you're I was terrified the people in my real world what do they think of me? And that took a long time to let it go. But my gosh, the people that you'll meet that will be your biggest fans that want nothing for you.

### **Jennifer Roland Cadiente**

It's amazing. Yep. And you know you're right that a lot of people do sort of judge the influencer world. But you know if you if you think about it, none of us feel like we have enough time to do any of the you know, things we have to do. And if someone can help you find that new pair of shoes that you need, you know that are comfortable and will work for what you need them to do, then that's a valuable thing. Because that saved you how many hours of

### **Marisa Griffin**

shopping right and thank you for saying that. Yeah, and that is one of my goals. My actually my influencing I call it simply shopping with an eraser, because my goal is to make your life Simple and most of what I post is not super high dollar items. There's a few here and there because you can't get around that. And there's some people that want the high dollar items. So I'm not going to elite, you know, but in general, I mean, if you look through my stuff, I'm pretty sure I bring up a \$10 pair of shoes from Walmart, and a \$20 jacket from Walmart 100 times because I love them so much. But I also hear of Adidas shoes that are not cheap, that are my absolute favorite shoes in the whole world. They're the Adidas. I have, like I always, it doesn't matter if they're on sale, you buy them. But yeah, and that's my goal and my beauty. That group is simply beautiful. You know, like, my, I would love to start a chat podcast one day, it'll have simply in it, my goal is, can I make your life simple? To the point where like, you don't have to think about it. But not only is it simple, but we're friends now. You know, right? You're gonna be the best of friends. We're not, we're not gonna go have Thanksgiving together. But that's impossible. So I do want to be there for you. And I do want to connect with you. And I know the bigger people get the harder that is. But yeah, my goal is just, you know, keep it simple. I just, you know, you're looking for a shirt. I mean, I had the same girl that I was talking about that is like my biggest cheerleader online. She had an event, her husband had an event, they were going to New York City, and she had this big event to go to and she was like, This is what I need. And I sent her some links. She sent me some things and we put outfits together. I mean, she did most the work because she knows what she's going to wear. Right? Yeah. But But yeah, and it was just like, oh my gosh, this is my dream. I had another girl who was like, I'm going to Nashville, I need a jean skirt. I was like, I got you. And I found her three or four skirts to wear. And she's like, Oh my gosh. And then I had a girl who I went down for mom's weekend at my daughter's sorority and one of the moms like, oh, my gosh, I had a trip and I saw one of your dresses. And I bought it it was perfect. I have no clue until that moment. And that. Right? There was the biggest success to me in the world. And I probably made 32 cents off, right? Her buying that jean skirt, or her buying that dress Amazon isn't paying out. And that's fine. That was the biggest success to me, I helped you and you were happy. That meant the most to me.

### **Jennifer Roland Cadiente**

Yeah, I love that. And it is important, especially as you're growing to know what success looks like for you. Because, you know, for some people, it is a specific dollar amount. You know, for some people, it's it's the number of followers, the number of reshares or whatever. But you just have to find the the thing that matters to you.

**Marisa Griffin**

Right, exactly. And for me that I think the success is the relationships, you know, the dollar amount, that's the business side of it. That is the that is what we need to do to be able to do this full time. Right. But true success for me is, you know, that I'm going to be helping people and I've built a relationship with them. Or that they feel that they know me enough, you know, not in a creepy way. Like, you know, but you know, but that they know me enough that they trust me to reach out to ask and be like, hey, you know, I even had one girl sent me some outfits. And she was like, do these go together? Absolutely. They do. That's great. What shoes would you wear? Here's some options. You know, I didn't go to school for styling, you know, so I hate to call myself a stylist because that's not who I am. Right? But also, you know, I live in Kansas City, I am smack dab in the Midwest. So for us going out to dinner is so different. That for people who probably live in a bigger city or who live on the west coast or the East Coast, or you know, like, also, I'm 40 I'm coming home after that I'm not staying. So Right. You know, for us, it's just, it's different. And so for me, my my target audience, and I hate to say that too, because I don't want to alienate anybody. I just mean that appeal to certain people who have a different style. Right? Right. And so for me, my target audience is like, can I just show you some outfits that you can put together crazy quickly and easy. Even though I'm not a stylist, it's just what works for me. In my work, maybe it will work for you in your world.

**Jennifer Roland Cadiente**

So is that something that you do for free? Or is it something that you charge for?

**Marisa Griffin**

Right now I just do it for free for people just it's just because at this point, it's my opinion. And if I were to ever charge something for something like that, I think I just would want more under my belt before I took somebody's dollar for it. I was able to you know, because in my mind if I'm going to charge you for something like already have it worked out, like I could do a closet clean out with you virtually. I can send you a capsule wardrobe with links of like, here's the things that you want to buy, here's some you know, it's it's with links, and then let's set up some zooms a few times a week or as many as Do you want and we can space it out however you want. And it's just a flat rate. And it's I will. But before I take your money and do that for you, let me spend some more time in that world. We have a little bit more under my belt, because I want to make sure that you're competent in what you're spending. And I want to make sure that I'm providing the best value to you. Because we can always do things better. But I want to make sure I'm at least doing it right.

**Jennifer Roland Cadiente**

Yeah.

**Marisa Griffin**

Yeah. I think it's coming, but not yet. Yeah.

**Jennifer Roland Cadiente**

Yeah. I think that does sound very fun. And so valuable, because I don't know if you remember the show What Not to Wear.

**Marisa Griffin**

I know it, but I never watched it. Yeah.

**Jennifer Roland Cadiente**

So there was a British version, and then an American version. And they would go through people's clothes, and throw away the things that weren't working. So one of the things I didn't love about it was that it was people who were nominated by like, their family or their friends, because yeah, maybe they didn't think they were dressing well. Yeah. But they did end up happy and more confident by the end of the episode. And you know, the people doing the work, were not mean about it. I just I feel like it had some some negativity at the very beginning of each episode. But I learned a ton about what to wear for my body type.

**Marisa Griffin**

The other thing too, is like, if your style is like beauty, it is in the eye of the beholder, right? Yeah. And so I'm a true millennial, I've got my side part, I wear my skinny jeans, you know, my daughter is 20. So she's, you know, they're wearing what I wore in high school, and then telling me you know what I mean? But style is confidence. And whatever makes you confident what you enjoy is what is stylish for you. Because I'm going to tell you, you're going to look 10 times better, and something you enjoy wearing, versus something you think you should wear. Oh, absolutely. And so for me, it's, you know, in my vision of when we get to that point for that portion of it, if you tell me, I love this skirt, or this shirt, or these pants, or whatever, we're gonna work around that. We're gonna work around that we're gonna work that in because you have what you love, and that's who you are. And your style is an expression of yourself, right? Why would you dim someone's life, um, you know what I mean, it's close, it's not a big deal. And like, it's okay, at work, we have to dress a certain way, right? To be appropriate for certain things. That's fair. But if you're close, it's our style, it's our expression. It's not to let people know that they want to wear if they wanting a little guidance, you know, you got to, with what you see on me, you have to be like, okay, that works, or else what I asked, you may not work for you, and you're like, well, that's dumb. You know, what I mean? You know, it's just such a subjective matter. So I just, you know, I hope that people realize, like, you know, when you see it with your kids, like, even now, like, and I can see it because it's how I was to, when they have like, a big event or something. They're so stressed about what they're going to wear. And it's adults, you know, we have a whole different vision. And we're like, yeah, they're no way looking at what you're wearing.

**Jennifer Roland Cadiente**

Like, everyone's so worried about what they're doing.

**Marisa Griffin**

Yeah, I was like, where you're going, they're not there for you. They're there for this. So yeah, that you get it right. And so it's just one of those things. That's how can how can we help someone feel the most competent self whether it be through makeup application, their outfit, you know, whatever it may be? Let's help you feel the most confident with the least amount of effort.

**Jennifer Roland Cadiente**

Yep. Yep. And I the least amount of effort I think is is really, really key. Because again, none of us have time to you know to spend 20 hours planning our outfit for an event.

**Marisa Griffin**

No, you should see my closet right now. thrown everywhere

**Jennifer Roland Cadiente**

Well, maybe you need to do an end of the year closet clean really? So I've got you know, and actually that would be great content, I bet.

**Marisa Griffin**

Yeah, it is actually I'm thinking about starting I just don't know that I have the time to manage but like a group called like clean my closet closet clean out or something where people can go in and how many of us have missed return windows have brand new clothes that we've never worn? Or we just tried it on and then never wore it? I donate most of that but oh my gosh, what if we could sell it for five or \$10? Yeah, somebody else to get a brand new item for let you know so I haven't thought again time, right? Because I thought these huge, huge bins just full Clothes that they're separated into, has to be donated could potentially be sold. You know? Yeah, I need to do something with it. And I have thought about doing a series of like, missed my return window keeper leave like keep or donate, keep or sell. But again, time.

**Jennifer Roland Cadiente**

Right. I know we all do love though, when we go to that secondhand store and you find the thing that still has the original tags on it. You're like, ah, total score.

**Marisa Griffin**

Yes. Yes, absolutely.

**Jennifer Roland Cadiente**

Okay, so, um, you know, if people are looking to learn more about you, where would they find you online?

**Marisa Griffin**

Well, depending on what social media platform they have, I have most I'm on Instagram. It's simply dot shopping dot with dot Marissa because it wouldn't let me do anything all in one, right? Facebook is simply shopping with Larissa, Facebook, they're going to find more of just links, a lot of links, because what I'm learning about the different platforms is they work differently. Yes, Facebook is more transactional, if you will, for lack of a better term people are going on, I want to know what I find. And that's all there is to it. So there's links posted every day, Instagram. I don't post posts every day, but I put in my stories every day and in my highlights, I you know, your story highlights, all my favorite links are shared in there. You're gonna find some tutorials in there. Things like that. They go to tick tock, I'm simply dot dot Marisa. And they're going to find a myriad of things there. That is just my playground. There's probably a hair tutorial in there. There's probably beauty tutorials, there's reviews, there's a picture, just play videos with my dogs. I'm a big Swifty so there's you know, during the whole you know

eras tour fiasco, there's lots of posts about that. You know, if you are looking for, you know, a community of women and a beauty group, simply beautiful binary. So I have a link tree. Oh, perfect. And it's all there. I think it's link tree, MX M, marry X ray marry, and it has all my links there. Every single great blog, they can find me. They can find it all through the link tree. there but yeah, I can

**Jennifer Roland Cadiente**

I know link tree is such a nice easy tool.

**Marisa Griffin**

I love it. It really it's I'll send it to you. And you can. Okay, post it.

**Jennifer Roland Cadiente**

I'll put it in the in the show notes.

**Marisa Griffin**

Yeah. And then the, the blog is it's I'm just now kind of getting, you know, putting some stuff in there. But my plan is to have you know, like I'm the one I'm working on right now is like my favorite travel items. And I'll have all the links to it. And then then I'll have a printable checklist and it's all free. When you travel, you could just print off your checklist of the things you need before you pack for your trip.

**Jennifer Roland Cadiente**

All right, I love it. Well, thank you again for being with us today. It has been a ton of fun.

**Marisa Griffin**

Yes, this has been lovely getting to know you and chatting with you. And thank you.

**Jennifer Roland Cadiente**

Here are key takeaways from today's episode. First off, ask why not me? You know, a lot of times we see other people being successful. And we think, oh, yeah, that that worked for them because you know, they did this thing or they had this skill. But just because you may not be exactly like them doesn't mean that you can't be successful in what you want to do. And find what motivates you. For Marisa, it's making people's lives simple. For you, that might be something completely different. But keeping the focus on what motivates you can help you when you feel like things are slow, or you feel like you're having setbacks so that you keep moving forward, even if it doesn't feel like that straight line that we all want. Have a plan for the future for new things that you can offer. Part of the fun of having a side hustle and growing it into your main hustle is that you can start doing different things you know, once you become a successful success in the main thing that you're doing at something different, like the styling appointments that Marisa is hoping to add. Getting your money under control can make your life feel better and help everything else feel less stressful as you're working to grow.

**Jennifer Roland Cadiente**

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