

## DAY 14: Set Up a Way to Get Paid

*You've got a lot more than just an idea now—you're well under way to a real-life side hustle. Before proceeding, make sure you've also got a real-life way to get paid for it.*

### **Make decisions about payments.**

A few options --

**PAYPAL.** Tried and true and extremely simple, PayPal is used in nearly every country in the world and by more than 200 million customers. If you don't yet have a PayPal account, first pinch yourself to make sure you haven't been sleeping through the past twenty years. Then, head to [PayPal.com](https://www.paypal.com) and sign up for free. You can add a button or link to your website to accept funds through PayPal, or you can bill customers directly through the system.

**SHOPIFY.** If you sell products with a fixed quantity (as opposed to a service or a product with unlimited quantity, like an e-book or app), the benefits of this system are the easy-to-use shopping cart and inventory management tool. Additionally, you can create a basic website right from the interface. Hundreds of thousands of people use Shopify, and the service focuses on serving individual sellers instead of big businesses. To get a free trial and see if it works for you, visit [Shopify.com/sidehustle](https://www.shopify.com/sidehustle).

**STRIPE.** This is a payment system that works with many other systems to take payments directly on your website. It's cheaper than PayPal and more customizable than Shopify, but it also requires more setup. Use this if you know what you're doing, or if your hustle is going well and you want to take things to the next level.

- Settle on a simple payment system (e.g. - PayPal, Shopify, Stripe, etc.)
- Decide on the payment options you will accept (e.g. - credit card, check, bank transfer, etc.)
- Decide on how you'll prepare and submit invoices if you're planning on invoicing (Freshbooks)
- If invoicing, decide on a time frame and process for clients who don't pay promptly (for example: plan to send a follow-up email on the second day of their being late, then make a phone call if you still haven't been paid by the fifth day)
- Decide on a payment schedule (e.g. - Payment in full prior to beginning work, partial payment prior to beginning work—the rest at completion, or payment in full when the work is completed)

### **Create simple contracts.**

A very basic contract should specify what you'll do, how much you'll be paid, and when you'll get paid. When in doubt, write it out like this:

- What will you do?

Answer: \_\_\_\_\_  
\_\_\_\_\_.

- How much will you be paid?

Answer: \_\_\_\_\_  
\_\_\_\_\_.

- When will you get paid?

Answer: \_\_\_\_\_  
\_\_\_\_\_.

**Call to Action: Make sure you have a way to get paid! (And if you need a simple contract, be ready with something for that too.)**

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