

DAY 16: Spend 10 Percent More Time on the Most Important Tasks

Many new hustlers get caught up in mundane details. Avoid that trap from the beginning, and keep your focus on just two things.

Let's talk about focus. The ability to do focused work is so important.

I've mentioned a couple of times that my market for Side Hustle School is busy people with a lot of responsibilities who want to invest in themselves by creating the security of a second or third income, but don't have a lot of time.

I actually think these people—perhaps you—are at an advantage in this world over someone who has unlimited time or at least a ton of time.

However, what's true is that you *really have to make your work count*. Identify what's essential.

You may already know where to spend your time building your side hustle. If so, do that. But here are two broad areas of focus that are almost always worth considering when you're thinking, okay, what's next.

FOCUS AREA #1: Change Your Customer's Life

The first area of focus is about improving the experience for your customer. Methods for doing this could include:

- Underpromise, overdeliver.** Manage expectations but go above and beyond whenever possible.
- Respond to unspoken needs.** Sure, they hired you to complete a certain task—but is there something else they need that you could easily provide as well?
- Highlight positive results.** If you report back to customers in some way, show them how your service has benefited them.

FOCUS AREA #2: Make More Money

The second area of focus relates to you. There are lots of great reasons to have a side hustle, but never forget that money is one of them. Your hustle must be profitable! Ways to make more money could include:

- Commit to a schedule of regular price increases.** People understand that most businesses increase their price over time.

- ❑ **Pursue incremental revenue.** Once you're making money, it's not usually that difficult to make more.
- ❑ **Start a side hustle to your hustle!** Guess what's better than two streams of income? It starts with the number three.

Call to Action: Get in the habit of identifying your side hustle tasks before you sit down to work. // Identify 2 things you can do that fit in this category of focused work.

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