

DAY 22: Frame Your First Dollar

Take time to celebrate your initial achievements. There's more work to be done, but small victories can be disproportionately satisfying.

On the Side Hustle School story intake form, we always ask people about their first sale, and it's really common to hear things like: "I couldn't believe it," "I shouted out loud," "I felt like I was walking on air," "I looked at myself as a different person," etc.—and this is usually for small amounts of money! That's because a side hustle is *empowering*.

I called this chapter of the book, and this audio module, "Frame your first dollar" because in a lot of parts of the world, if you go to a pizza parlor or any other number of retail establishments, you can see the store's first dollar (or whatever currency) framed on the wall.

I've seen this in different countries and cultures, so it seems like taking pride in an initial victory is important for lots of people.

Honor your victories—no matter how small they may be.

Call to Action: When you get that first sale, celebrate it!

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