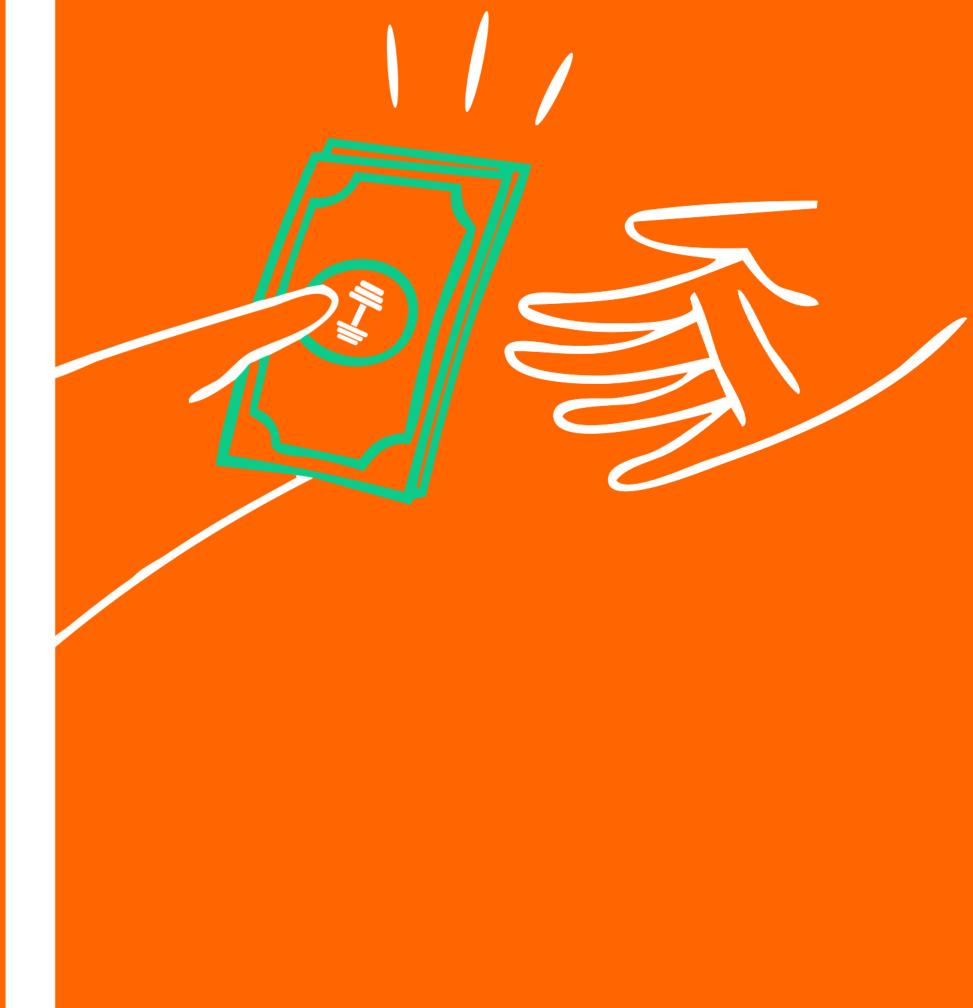




TEAMBUILDR

THE A STRENGTH COACH'S GUIDE TO
SHUSTLES



Kitchen | Tomlin | Stiles | Green | Ivey | Hodgson

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Introduction

David Kitchen

They say that necessity is the mother of invention, and that proved to be true yet again. I'm talking about the birth of the side-hustle for strength coaches. If there was one good thing that came out of the pandemic, it was strength coaches shedding the misconception that creating additional streams of income made you a "sell out". When COVID happened, we were all quickly reminded of the fragile ecosystem we choose to be a part of. Despite being a crucial part of the multi-billion dollar industry that is collegiate athletics, strength coaches across all divisions were furloughed, positions were eliminated, salaries were cut, and coaches came face to face with their own financial mortality. Being the resilient group that we are (I'd attribute it to the caffeine and adrenaline pumping through our veins), creative ways to generate a security blanket of additional revenue were born.

Since 2020, we've seen coaches build massive social followings, launch books and online products, create entirely online training programs and communities, share their expertise through consulting and keynote presentations, and even branch into completely unrelated fields such as real-estate and investing. The point here is that the conversation in strength and conditioning has changed. The stigma around discussing finances has been removed, and performance coaches are taking control of their financial futures. At TeamBuildr, we love to see these types of mentality shifts, and as always, we seek ways to support the community that has become our family. Whether you're looking to make a couple extra bucks, or start the process of replacing your current income, we wanted to put together a resource to help. This e-book will serve to answer questions, show you options, and guide you on your side-hustle journey.

*Keep in mind that we are not lawyers or financial advisors, we are giving you anecdotal advice from people who have successfully launched side-hustles and, in some cases, careers outside of their primary role. Only you can decide what is best for you and we advise you to seek the help of professionals to make legal and financial decisions.

Section 1: Before You Start Your Side Hustle

Start Building Your Brand

David Kitchen

A few weeks ago, I was talking to a young strength coach and he asked what I thought was a phenomenal question from a young coach. “What’s one thing you wish you had started to do earlier in your career?” I immediately answered “First, learn how to say no. Second, start building a brand immediately.” Yes, I’m going to talk about social media. Yes, I’m going to talk about multiple streams of income. Yes, I’m going to talk about going after what you’re worth. I know there are still coaches firmly planted in the “do what you’re told, stay out of the spotlight, and just be grateful to have a job” camp. That may have worked for a long time, but things are changing. In an industry constantly searching for a competitive advantage, embracing and learning the art of brand building should be a no-brainer. In today’s society whether we admit it or not, the first thing most people do when they hear a name they’re unfamiliar with is pull out their phone and do a search. Wouldn’t you want to do everything in your power to control what that search shows?

If you want to talk 1x20 you go to Jay Demayo. Got a question about Velocity Based Training? Go to Bryan Mann. Baseball “specific” work? Talk to Zach Dechant. Exploring movement patterns? Vernon Griffith. You can see the trend here...these coaches have controlled their narrative. They’re known for expertise in specific areas and for providing value through informative social media posts and/or other content. Again, I’m not saying this will get you a job, but it definitely does not hurt to be known for providing value to the profession.

If you look at the sports performance/fitness industry as a whole, it doesn’t take long to see the private sector has a huge jump on the branding aspect of coaching. There are good, bad, and ugly coaches flooding social media with information, tips, and “hacks”. While admittedly, some of these can be classified as circus acts, there are also plenty of men and women out there who are pushing our industry forward with informative posts, discussions, infographics, etc. Then there’s the college side...now I recognize the inherent differences between the sectors. Private sector coaches, on some level, have to sell to fill their gyms. College coaches get handed their team and the sport coaches handle recruiting. So, does that mean that because we don’t have to “sell tickets” we shouldn’t be actively building our brands on social media?

I would argue the pandemic has kicked the door down and shown everyone the importance of social media in our industry. We’ve seen some young up and coming coaches really capitalize on the ability to share information and build a brand via social media and technology during these times. There are multiple examples I can think of with coaches doing a great job executing on social media that led to speaking opportunities, podcast appearances, and as a byproduct in some cases, big time jobs. Now, it’s important to recognize that social media presence alone WILL NOT get you a job. Nobody was ever hired because they had a killer Instagram alone. People have been hired however because they have the experience, network, and utilize social media well. Maybe our industry is still too prideful to admit it, but there are strength coach “influencers”. Not in the traditional millennial sense of the word, but in the sense that there are strength coaches with great social media presence who are influencing our field whether that be through practical application such as exercise demos and explanations, opinion pieces, or even just well-designed hype videos. In fact, I’ve had sport coaches at Division 1 schools ask during an interview if I am comfortable with video editing software. Still think getting comfortable with technology and social media is a waste of time? I’m not advocating that we live our lives behind our phones or sacrifice any quality in the service of our student-athletes, but if the opportunity to build a brand is there it may be wise to take it. What follows are a few tips and tricks for coaches who are looking to start diving into some form of brand building.

Pick Your Medium

1. Twitter

Strength coach twitter is where you go to find all the latest arguments and trash talk from keyboard warriors who wouldn't bust a grape in a fruit fight. Everyone gathers here to share their hot takes, speak in absolutes, armchair quarterback every video or post that gains traction, and condemn everyone who has opposing philosophies and beliefs. All jokes aside, there are some coaches who are sharing some great content on twitter. Alan Bishop and Pat Basil would be the prime examples here among many others. Personally, I think twitter offers a unique challenge as it forces you to be clear and concise with your thoughts because of the character limit.

2. Facebook

Strength coach Facebook groups exist and some are highly beneficial and informative especially as a place for young coaches to pick the brains of older coaches. The easiest places to start are the NSCA special interest groups as there is always a large amount of information being shared through these.

3. Instagram

Instagram seems to really be where the action is at. It offers the ability to give video examples and in-depth information via the caption. For those reasons, we will use Instagram as our framework for most of the tips and tricks.

4. LinkedIn

Although not as popular as the other social media outlets, LinkedIn is a great place to share long form articles or thoughts. It also has a much more "professional" feel to it. It's also where you'll find the majority of administrators. Remember that whole "we want a seat at the table argument"? (Hint, hint).

Quality and Quantity

Most of the things in this section should go without saying, so I'll keep it brief.

1. Make sure the picture/video is solid – if you're going to take the time to post it, take the time to proof it. Look professional and capture what you want to capture
2. Educate and engage – use captions to clarify, provide in-depth commentary, or present ideas
3. Don't make excuses – we know you're not perfect and your weight room isn't perfect. Neither is ours, don't waste time making excuses or tearing your own athletes' technique apart to save your ego. Use it as a learning moment or don't post it at all.
4. Be consistent – if you're going to have people looking to you for information, you have to deliver with some level of consistency aka more than once in a while.

The coaches who have taken full advantage of social media as a tool have done so by engaging in all 4 of these tips. They post good photos/videos from the angles that are useful to illustrate the point being made. Notice I didn't say professional photos or videos. We don't have to be Instagram models, nor do we need their editing skills. A well-executed iPhone video of an athlete or a coach doing an exercise will suffice. The winners of the social media arms race also do a great job presenting their theories and ideas in digestible formats. Don't use overly scientific wording just to sound smart, use it when applicable.

Authenticity

Your "brand" needs to represent you. Your values, your beliefs, your personality. I've seen some young strength coaches who begin to build their brand on social media and then fall into the trap of trying to be an exact

replica of another successful coach. Here's the thing, just like with training, the best programming is the one you can coach. The best "image" is the one that's real. Be who you are. Don't take yourself so seriously. The truth is, we're all figuring it out, so be you. Maybe your game is adding humor to dry training content. Maybe you're a great technician and you find a way to convey detailed coaching cues and demonstrations. Find your superpower and use it to convey your values and your message.

Engage, Engage, Engage

Social media is meant to be exactly what it says...social. Yet, so many times coaches use it as their personal manifesto or ranting space. Are there coaches who have gained a reputation solely by stirring the pot? Absolutely, but I can tell you first hand that reputation is not one you want. Instead, use social media to engage with other coaches. Have discussions, ask questions, and build relationships. I have made some great friends that started as a simple follow up message to a post or taking the time to let them know I respect and appreciate what they're sharing.

For young coaches, social media completely changes the game when it comes to networking. Coaches are literally one message away. No more digging through directories or following the 6-degrees of separation (more like 3 in college S&C) flowchart to get contact info for a coach you'd like to meet. As a young coach, if you don't feel you have something to add to the conversation (I'd argue that everyone can add something), social media can be a great place to ask questions.

Engaging on social media also gives the unique opportunity to find common ground beyond sport performance. Many coaches share personal interests as well from hiking to grilling and family. This is important for multiple reasons. First, it humanizes us as a profession to both each other and the outside world which is never a bad thing. Second, it provides a jumping off point for young coaches to connect with others. I've never heard of someone sending a mean response to a "I love golden retrievers as well!" message. Third, it allows us to connect with our athletes appropriately and on a level they relate to if we choose to. Lastly, and most importantly, the number of family photos shared by coaches serves as a much-needed reminder of why we do what we do and that we are more than coaches.



Diversify

1. Ideas

As I alluded to in the previous section, one of the biggest problems with social media is people's natural tendency to surround themselves with ideas that complement their current beliefs. For example, if I am a fan of the Conjugate system, I probably follow and/or engage with more coaches who also align with those principles. Therefore, I am now creating a "safe space" for ignorance to grow. But, wait, I thought we only did that with politics? Nope. It happens across all arenas. Social media branding should be an opportunity to engage and educate people across belief systems, industries, etc. For that to happen, you have to be willing to seek out, digest, and investigate ideas and pages that don't necessarily align with your personal beliefs. Educate yourself across the spectrum to become more well rounded and perhaps even more grounded in what you already believe, but without blinders.

2. Opportunities

Another form of diversification usually comes disguised and you have to look for it. I'm talking about opportunity. By building a brand on social media, you're establishing yourself as an expert in your field. This, combined with the resume and practical experience makes you attractive and easy to find for both people inside and outside the field. This scenario can lead to some unique opportunities. These can include things like:

- Consulting roles – usually low work/time investment with a pretty substantial financial return
- Speaking opportunities – can be keynote, workshops, podcast interviews, etc.
- Writing opportunities – blogs, e-books, etc.
- Online programming/Coaching – TeamBuildr happens to have a great support system for this (hint, hint)

Underlying this entire article is the critical understanding that social media is a tool. It's a valuable tool that can be used for growth both professionally and personally if it's utilized correctly. I've also seen plenty of coaches make career altering mistakes on social media, but that's a conversation for another day. Social media offers opportunities to build relationships, engage in professional development, and even create additional streams of revenue. The challenge is similar to the one we face in the weight room. How do we make it transfer? We have to find a way to transfer the skills and relationships from social media to the real world. Ultimately, it's not just about building a brand, but also about living that brand. That means connecting with the people we engage with on social media, utilizing those relationships to create meaningful connections and ultimately a stronger network. It means doing our research, reading, experimenting, and ultimately applying some of the concepts our colleagues are sharing to become a better strength coach. It means not being afraid to monetize opportunities we encounter through social media (within university guidelines). This is especially true if those monetization opportunities check both of the following boxes. 1) Add value to others 2) Provide a better life for you and your family.

At the beginning of this article, I said that social media wouldn't get you a job, and I stand by that. I also said that a social media brand wouldn't get you a job; I stand by that as well. What building a social media brand will do is create opportunities for you to control your narrative, be creative, build new and valuable skills, engage with other coaches and businessmen, and cultivate new relationships. Anyone care to argue that these things won't lead to opportunities? Happy posting!

Create an LLC

David Kitchen

After 8 years in strength and conditioning, I branched out in 2020 to create Edge Leadership Academy. Prior to actually delivering any services, I consulted with an attorney, a financial advisor, and the almighty Youtube University. The consensus was simple. As a bare minimum, I needed to register as a Limited Liability Company (aka an LLC) to make my business legitimate in the eyes of clients and the IRS as well as to protect me personally. At first, the ins and outs of business can be overwhelming, but if this meathead turned entrepreneur can figure it out, I promise you can too.

Why LLC?

Why an LLC and not a corporation? To be honest, it was out of simplicity. I didn't have business partners, and my structure wasn't overly complex. In my case, an LLC did the job. Put simply, an LLC combines the benefits of a corporation and a partnership, offering flexibility, liability protection, and tax advantages.

What's Covered?

Before walking you through the basic process of starting an LLC, let's understand what it entails. A Limited Liability Company is a legal business structure that provides personal liability protection to its owners (known as members) while offering flexibility in management and some wiggle room come tax season.

Basically, once the LLC is formed, the personal assets of the members (you) are generally shielded from any debts or liabilities incurred by the company, safeguarding their individual finances. So say you get sued or you run up a massive credit card debt you can't pay (I don't advise this), the business is held responsible as opposed to you losing your house. As an added bonus, an LLC can be formed by a single individual or a group of partners, meaning you can structure your management and add partners as you see fit.

Naming Your Company

Now comes the fun part, choosing a name for your business. I'm not going to go into a ton of detail here, but make sure you choose something that makes sense to you and your clients. Think about branding, logos, website, apparel, etc. when choosing your name. Think about things as simple as, is it easy to do a google search on? Can I relay it over the phone to a client who's driving and trust they'll be able to understand and spell it from memory. There are a million resources out there for help choosing a business name, but I do urge you to think it through before you submit your paperwork. If you're really unsure, you can always use your own name then submit a Doing Business As (DBA) Addendum to your LLC paperwork and all financial records. I don't recommend this as it's an extra step and can get messy if you forget it or with insurance paperwork.

Before finalizing your name, check out your state's business registry and make sure it fits any requirements they might have. There's also a place you can search the name you want and make sure it's not already in use. Again, be smart about this. If you want to be XYZ Sport Performance, and it's already taken, technically you could claim XYZ Sport Performance, LLC. The problem here is that when people search your name, they could end up on your competitor's website.

Registering Your LLC

Once you've checked, double checked, and settled on a name, you'll need to register it with the appropriate state agency. Usually, you can do this online and it only requires a few easy documents which you can find templates for on Google. There are two main documents you'll need. First, an Articles of Organization or Incorporation, which names your business, your business address, and your founding partners names.

Managing Your Money

Take it from me, you don't want to try and fly the plane and build it at the same time when it comes to managing your business money. This will cause headaches and hours of work when tax season comes. I learned this the hard way, and trust me, you don't want to be combing through all your bank statements at 2 a.m. trying to make sense of it. Instead, I'd suggest opening multiple bank accounts from the beginning. You can do this however you see fit, but here's what has worked for me.

1. Personal Account

This is where my paychecks from my main employer get deposited. I use this account for any expenses unrelated to the business. Think groceries, clothes, christmas gifts, etc.

2. Personal Savings

This is my personal rainy day savings account. Nothing flashy here and it never gets touched.

3. Business Checking 1

My primary business checking account is linked to my business debit card and I use this for everyday expenses that are business related. Gas, meals, travel, hotels, etc. all come from this account.

4. Business Checking 2

My 2nd business account is used for large expenses and subscriptions. I put aside a large percentage of my revenue into this account so that if I need to hire an outside contractor, buy new software, or some other large expense comes up I can pull the money from here. Think of this as your "growth" account. I also link subscriptions to this (don't ask me why, it's just how I did it and it works for me).

5. Business Savings

This is the important one. I take all my taxes out as soon as I get paid and put the necessary funds into this account. The worst feeling is walking into your accountants office or finishing filing and getting hit with a huge tax bill. You can check your tax rates in your state, but I would suggest taking it off the top as soon as you get the check so you're not tempted to spend it.

6. Business Credit Card

I'd suggest opening a credit card strictly for business right away. The perks of business credit usually pay for themselves. Especially if you travel or make frequent business purchases such as supplies. Do your homework and find the credit card with the best rewards program for your specific business. I travel a lot to speak, so I opted for a card with good travel rewards and it's paid for itself already. It's also important to build your business credit so that if you need additional capital to build your business or you decide to make the jump and pursue your business full-time you have established business credit and can access the funds you'll need to invest. Also, don't be an idiot. Pay your credit card off.

Does 6 accounts seem like overkill? Maybe, but separation ensures clear financial tracking and simplifies tax season. Trust me, mess this up once and you'll be drinking the kool-aid too. It's also important to remember you're a business now. Which means you can be subject to all types of audits, investigations, etc. Now, is it likely that your side hustle will catch the eye of the SEC or IRS? Probably not, but I'd rather avoid the panic by keeping my records in order now. I can't stress this enough; keep track of all business-related transactions, contracts, invoices, and receipts. Depending on your business's complexity, you may want to invest in accounting

software (Quickbooks is what I use) or consult a professional to ensure proper record-keeping and compliance with tax regulations.

I know this seemed like a lot of information, but starting an LLC is like GPP training. It's the foundation that everything else is built on. Schedule a day, and you can knock all this out at once and be on your way to building your business.

Get Properly Insured

Hewitt Tomlin

Perhaps you have spoken to an entrepreneur or business owner who talked about the challenges of doing things outside of one's comfort zone. Well, I have some other bad news: You also have to do things that are also profoundly boring - and insurance is one of those things. However, having insurance as an enterprising coach or trainer is highly important for several reasons:

1. Liability Protection

This is the most important reason. As a personal trainer or coach, you will interact closely with clients or customers, and there is always a risk of accidents, injuries, or property damage occurring during training sessions or within your business premises. Insurance provides liability protection, which covers legal expenses, medical costs, and potential settlements in case you are held responsible for such incidents. It helps safeguard your personal assets and provides financial security.

Jeff Musselman has been our insurance agent here at TeamBuildr for over 5 years. This is what he has to say:

“Anyone in professional services whether it be in person or online, has inherent liability exposure simply because you’re working with other humans. Today’s litigious environment accommodates lawsuits for any and all reasons. Liability insurance does not just pay in the case of your fault, it also pays for the process by which you defend yourself in the case of a frivolous lawsuit. And it’s relatively cheap. A \$1 million liability insurance coverage, for example, is 10-15x cheaper than the same coverage on, say, real estate.”

2. Professional Indemnity

Professional indemnity insurance, also known as errors and omissions insurance, is crucial for personal trainers and business owners who provide advice, recommendations, or professional services. If a client claims that your guidance or instruction caused them harm or financial loss, professional indemnity insurance can cover legal fees and compensation costs.

3. Employee Coverage

If you have employees working for you, whether full-time or part-time, it is essential to have workers' compensation insurance. This coverage ensures that your employees receive medical care and wage replacement in case they are injured or fall ill while on the job. It also helps protect you from potential lawsuits related to workplace injuries. The good news is that many benefits providers help with workers' comp and are not very expensive.

4. Professional Image and Credibility

Having insurance coverage demonstrates professionalism, responsibility, and a commitment to your clients' well-being. It can enhance your credibility in the eyes of potential clients and business partners, as they see that you have taken steps to mitigate risks and protect their interests.



How does a coach get professional liability insurance?

Consider consulting with a commercial insurance agent such as [Jeff Musselman](#). Insurance agents have intricate knowledge of the available plan providers and can act as a matchmaker for your needs by finding the right insurance provider for you and your business.

Section 2: Launching Your Side Hustle

Landing Leads

Grace Stiles

Now you've got your brand, your business, your insurance, and your money squared away. It's time to launch this thing. This section will give you some tips and tools on how to market your business and get sales.

When it comes to marketing, there are many different strategies and tactics that can aid in business success. However, it can be overwhelming attempting to navigate the various components of promoting your products and services. In this chapter, I outline three steps to help you advance your side hustle and gain an edge through marketing.

1. Articulate Your Why, Vision, & Mission

The first step is to determine your “why.” In other words, state your purpose. Why do you do what you do? Why do you get out of bed in the morning? If your side hustle is providing educational content for other coaches, your “why” is probably something along the lines of inspiring coaches to be the best versions of themselves so they can have the greatest impact on the athletes or clients they work with. With this in mind, you will spend your effort, time, and money towards things that support this. Your “why” is the foundation for everything that you do. All business objectives and decisions should be made with your purpose in mind.

If everything were to go as planned and you are able to live out your “why,” looking ahead years from now, how would it have impacted the world? That is vision. In the previous example, the vision may be to live in a world where coaches are more motivated, inspired, and able to make more informed training decisions on the spot. Your vision should be clear and concise.

The business’ mission involves the things you will do to help advance your vision. Using the same example again, the mission may be to commit all energy and skills to things that will build towards the vision. This could be activities such as teaching coaches through video content, writing educational blogs, or creating informative social media posts.

Articulating a clear why, vision, and mission statement will guide you in your business and marketing decisions. If you are focusing on inspiring coaches to be the best that they can be, does it make sense to pursue a partnership with an organization that primarily targets athletes? Probably not. Does it make sense for you to spend time writing a blog post that provides 5 ways that coaches can motivate their athletes? Probably. Having an understanding of your why is critical not only in marketing, but other areas of business.



2. Know Your Audience

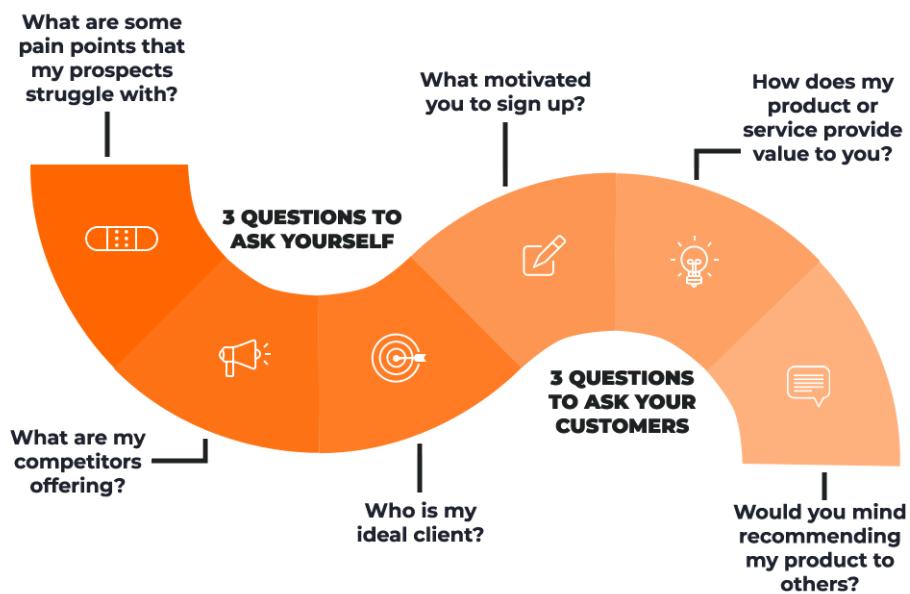
Who is your ideal customer? If you are organizing a speed camp in the summer for college athletes, then your ideal client would be college athletes who are home for the summer. To attract these customers, you have to begin by identifying relatable pain points. Try and put yourself in their shoes. To get some exact answers, you can survey leads (potential customers) who show interest in your products or services. If you are offering a free speed session, you can ask those in attendance “what motivated you to come today?” You may hear answers like “I want to get faster so I can get more playing time” or “I want to improve my sprinting form to beat last year’s

times.” Statements like these can help you frame the language you will use in your future marketing efforts.

Now, you can highlight the solution to these pain points as you promote your service. Additionally, rather than emphasizing the “what,” you need to emphasize the “why.” For example, if a college athlete were to come across a post on social media promoting a speed camp, do you think they would be more attracted to a header that says “Speed Camp” or “Improve Your Top Speed?” You have to remember that we are marketing to other humans, so there is an emotional component to consider.

You also need to determine the areas in which you provide value. When customers evaluate a product or service, they consider its value compared to the price. Does your product or service help save time, improve practical skills, or increase knowledge? You can learn a lot from surveying current customers on how they think your product or service provides value to them. This will give you some fuel for the copy (written language used to educate your audience and motivate them to eventually buy) you use in your marketing.

Paying extra attention to your copy is critical. This is the first thing customers will see as they are assessing your product or service. Don’t be afraid to get creative and share what separates you from your competitors. This may take doing some market research on what competitors are offering and at what price. Additionally, it is important to not over promise anything and to stay away from “click-bait” phrases. For example, you don’t want to say things like “get faster in minutes” because we know that is not possible.



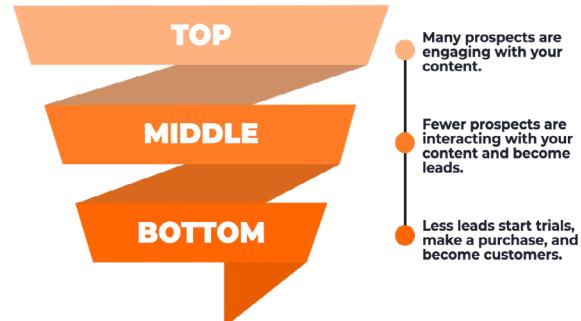
3. Execute

The third step is to execute. Be thinking of ways you can build a database of contacts. To do this, you have to create lead magnets. This can be done through offering free resources in exchange for contact information. If your side hustle is online personal training, you can create a resource that appeals to the personal training clients you aspire to work with. For example, creating a downloadable pdf that lists 5 tips for weight loss could be a useful tool for your clients. Have the client fill out a contact information form on your website in order to receive this pdf. This way, you can start compiling a list of your ideal clients. The goal is to use relevant and helpful content to attract prospects and customers.

Now that you have a contact list, you can start sending emails promoting your product or service. If possible, it is important to pay attention to analytics like open rate (the percentage of people who opened the email out of people who were delivered the email), click rate (the percentage of people who clicked a link in your email

out of the people who were delivered your email), and the unsubscribe rate (the percentage of people who unsubscribed from that email). Each email should be centered around a call to action (CTA). A CTA is a prompt designed to inspire the audience to take a desired action. If you are selling online programs, a CTA within a marketing email might be “Join now” or “Start your free trial.”

Another way to get the word out about your business is to use social media. Creating graphics and videos can be a free easy way to promote your business. Using software such as Photoshop can be costly, but useful when creating professional graphics. Canva is another graphic design tool that is very easy to learn and offers a basic plan at no cost. Unsplash.com is a useful option for finding high-resolution, royalty free stock images that are not too cheesy. It is imperative to make the content relatable to your audience. Each post should also be geared towards a CTA to promote action.



Your customers can be your biggest advocates so sharing reviews in their own words demonstrates credibility and validity. If we look at the path a prospect takes to become a customer, we see that it forms the shape of a funnel. The customers at the bottom of the funnel can fuel the top of the funnel. Customer referrals are very influential and have a lot of pull on potential buyers. All you have to do is ask for them. Ask your current customers to share their experience with others, and be sure to thank them! This is the most powerful marketing tool.

Ultimately, it is essential for your “why” to show through your marketing. Make it clear that you are providing solutions for the challenges that prospects face. Provide helpful content and experiences that display your knowledge, build trust, and improve prospect experience. Lastly, encourage customer referrals to build credibility.

Sales

Luke Green

Sales can often get a negative connotation, but in the end, it is your job to sell your services! If you’ve gone through the process of finding your ideal customers and leads, the next step is to sign them up for your service! Whether you are cold calling, emailing, connecting on social media, or meeting in person, it’s important to determine what sets you apart from others.

Managing Your Pipeline

Not everyone will be ready to buy your product on the spot, so it’s important to manage your pipeline and establish a process for following up with leads. Whether you do this manually or through a CRM, it’s important to keep things simple and efficient.

Many pipelines will be dependent on the product you’re selling, but a standard way to think about a pipeline is how do I get someone who has never heard of my service (cold lead), to learn about my service with interest (warm lead), to become a customer?

As discussed in the previous section, your marketing outreach will help build your brand for “cold leads.” Once they’ve interacted with you or your website, they can be considered a “warm lead.”

You got your leads...Now what?

Your elevator pitch should contain a few sentences on who you are, and how your business can benefit prospective customers. The most important part of a sales pitch is to be AUTHENTIC! Customers must trust the service they're buying, so it is your responsibility to be genuine and deliver on promises.

After delivering your pitch, it is your turn to listen. When speaking with leads, listening can play a huge factor in building trust. Prospects will let you know pretty quickly if they're interested in your service. Allow your prospects to ask questions. This will help build trust between you and your future customers. It will also help you weed out the leads who may not be a good fit.

Continue the conversation with questions of your own. Learn more about your prospect and if you believe your services can benefit them. Are they looking for your services? Have they tried a similar service before? What's their plan if your service isn't for them?

Closing 101

Now that you've discussed your product, listened to your prospect's questions and even asked some of your own, it's time to see if they're interested in signing up! Though this may seem scary, you've already done all of the hard work.

At this point, the prospect should know plenty about you and your service. They should know your pricing. Finally, they should know if your service is a good fit for them. So it's time to ask if they're ready to sign up.

It all comes back to being authentic. If you've asked the right questions and identified this prospect as someone who can benefit from your service, it's simple to just ask if they're ready to sign up.

From there, there are really only 3 options:



Selling isn't about saying the perfect thing, or even having the perfect timing. It's about identifying a problem, and providing the solution. It can be scary at first, but with plenty of practice and belief in your product, you'll be closing in no time!

Section 3: Successful Side Hustles

Speaking

David Kitchen

Did you know that the number one fear among Americans isn't spiders or heights or even death...it's public speaking. Resources such as the Wall St. Journal and the National Social Anxiety Center have reported that up to 40% of Americans place public speaking as their number one fear. Guess what that means? Most people won't ever do it which means there is a huge gap in the market for those who will. Who is uniquely qualified to fill that gap? Maybe someone who speaks to groups on a daily basis, provides motivation, understands group dynamics, and can explain complex ideas in simple terms. Sound like anyone you know?

Strength coaches are almost ready-made public speakers. Most of us have already put in our 10,000 hours in front of groups, which means we can focus on the content without having to deal with all the other anxieties that are associated with public speaking. As an added bonus, we operate in a world (athletics) that most people are interested in hearing more about. It's no secret that corporate America loves to hear from people in the arenas and in the trenches.

Getting Started in Speaking

I'm going to be honest with you and tell you that I've been able to consistently generate more income doing public speaking in 3-6 months than I do in a full year as a strength coach. That being said, if you're looking for a predictable, recurring, side-hustle, public speaking is not for you. If you are looking for a high income, flexible side hustle, then read on. And no, contrary to popular belief, you don't have to wear a shirt and tie or have a huge social media following to get booked to speak. There are, however, some things you should know before you dive in.

1. What Type of Speaker Are You?

When I tell people I'm a public speaker, they automatically assume I'm a motivational speaker delivering rah-rah pregame speeches to sales teams in convention centers. What people don't know is that there are multiple ways to get involved in public speaking beyond motivational speeches. Here are some of the most common:

Keynote Speaker

This is your traditional "public speaking" and involves you being hired by an organization to deliver a 45-90 minute presentation designed to deliver a specific message. Usually these are high-ticket items and can net you at least \$1k with some part-time keynote speakers getting \$25k+ per engagement.

Teacher/Adjunct Professor

Most colleges bring in outside professionals to teach classes and with the rise of virtual classes, these opportunities are becoming more and more available. Typically these will require more of a time commitment as you'll have to design a curriculum, grade assignments, and create and deliver lectures. Compensation will vary depending on the level of class, number of sections you teach, and frequency. This can however be a long-term side hustle if you score well on reviews and the university decides to make your class recurring. You also have the option of teaching an existing class within your area of expertise (Strength Training 101, Basic Nutrition, etc.) or you can create your own and pitch it as an elective class (Leadership 101, Entrepreneurship, Coaching).

Online Courses

If you don't want to be on stage or in person, developing an online course is an "evergreen" stream of income. Meaning you invest your time once and get recurring income forever. E-learning is a massive industry and continues to grow as people are constantly searching for courses and tools. Plenty of strength coaches have made a sustainable and long-term side hustle out of releasing online courses.

You have options when it comes to the execution of your online course. You can go the budget friendly option and record yourself narrating a powerpoint and then chop it into modules and call it a day. Or, you can get as in-depth as having a freelance editor and production team put together a full course with videos, quizzes, graphics, etc. Most people fall somewhere in the middle, but you can make that decision for yourself.

When it comes to pricing your course, you'll have to do some research and find out what similar courses cost. You'll also need to consider any overhead costs such as a hosting platform, a payment processing system, and marketing expenses. Again, the nice thing with online courses is that you can create once and earn forever. You can even get creative, add some new information, and release the course as an updated version.

Podcasting

Everyone and their brother has a podcast, but not everyone looks at their podcast the same. Most podcast hosts do it as a way to connect with new people, build a community, and give back to the industry. All of these are noble causes, but you can also monetize these conversations if you look at your podcast as a business. I should preface this by saying that you will need to demonstrate commitment and consistency before people will invest monetarily in your podcast.

The easiest way to monetize your podcast is by selling sponsorships or ad reads. Simply reach out to companies who would want to reach your audience, and offer them the opportunity to market via your platform. These can be 30 second ad reads, long term sponsorships, or collaborations. Again, be reasonable in your ask and make it reflective of your audience size. Calm down killer, you can always renegotiate when you become the next Joe Rogan. You'll want to put together a sponsorship package outlining what they'll get in return for their investment. I'd suggest doing it in levels - silver, gold, platinum, etc. Again, this only works if you plan to be in it for the long haul. You don't want to get caught in a situation where a sponsor paid for a year of advertising and you decide 4 months into it that you're not going to drop an episode for 8 weeks. That's just bad business.

There are additional ways to monetize your podcast such as putting it behind a paywall such as Patreon. Customers can pay to access exclusive content, additional resources, or have direct contact with you. Again, this only works if you have the community to support it. If you're really in it for the long haul, you can look to sell your show to a network or media service. This goes beyond a side-hustle, so I'm not going to go into detail on this, but it is an option.

Workshops

Delivering workshops is a low-stress, free-flowing way of public speaking. Generally, you choose a topic, deliver a short presentation on it, then give tools and guide group or individual exercises and discussion on the implementation of the information. I've done a lot of these with my company, Edge Leadership Academy, (shameless plug) and I really enjoy them. There are 2 main ways to deliver workshops; private events, or organizational events.

For private events, you would be the organizer of the event. For example, my company would rent out a venue and market our event to our audience. The workshop could last anywhere from a few hours to multiple days depending on the goals. Generally, the length will determine the price point, but do your homework before throwing a \$2,000 price tag on your first workshop. To decrease overhead costs, you can be creative with where you host events. For example, I like to partner with gyms, schools, and other organizations I have contacts with where my target market already visits and offer a revenue share in exchange for co-branding and marketing. They get part of the revenue and I get access to their audience. Really, the only limit here is your creativity.

With organizational events, you are hired by a company, team, or organization to deliver a workshop on a specific topic. The company is responsible for logistics, venue, etc. and all you have to do is show up with your materials and run the workshop. These can be extremely lucrative if you can find a way to get into corporate management retreats, senior team meetings, etc. There are also opportunities with school districts to be part of teacher in-service workshops, professional development days, and other programs.

Trainer

Lastly, you can be super specific and become a trainer. Maybe you're an expert in a certain technology or implementation of systems or data management. People will pay to have you come in and teach their employees how you do what you do. I've even been paid to come to local high schools and teach coaches how to structure team conditioning sessions.

2. Finding Your Niche

Once you've figured out what kind of speaker you want to be, it's time to find your clients. Figure out exactly who you want to sell to, and what they're willing to pay. What services are they looking for, what problem do they have, and how can you help them? Spend time on this as it will guide you when you're developing your services and your pricing strategy.

3. Booking Gigs

Getting paid to speak can happen in a few ways; organic opportunities, lead conversion, and open opportunities.

Organic opportunities generally come from word of mouth, a friend of a friend, or an existing contact who asks you to come deliver a message. When I first started, these were my most common types of engagements.

Lead conversion means you marketed yourself to the client, sought them out, and closed. This means making phone calls to decision makers, social media marketing, or email marketing. Essentially, this is you selling you.

Open opportunities are things like government bids, where an entity is looking for a speaker for a specific reason and is accepting proposals from multiple speakers. These can be easy to find, but hard to secure.

When you do book your gig, make sure you send out a simple contract that just states what you're going to be doing, where you'll be doing it at, for how long, and for what price. It doesn't have to be overly complicated, but make sure you have something in writing to be signed by whomever's hiring you.

4. Developing Your Message

Figure out what you want to speak about. Keep the process simple, pick some experiences or information that you know, pick a few lessons you want to teach, and identify ways the audience can use them. Think; what, so what, now what.

5. Price Accordingly

Know who you're dealing with and what you bring to the table. If you're dealing with a small high school, it probably doesn't make sense to charge them thousands of dollars up front knowing their budget constraints. On the flip side, don't undervalue yourself and give your services away for too cheap. Your knowledge is valuable, it took you years to build it, and it deserves to be paid for. That being said, I did my first speaking engagement for \$250 and a t-shirt.

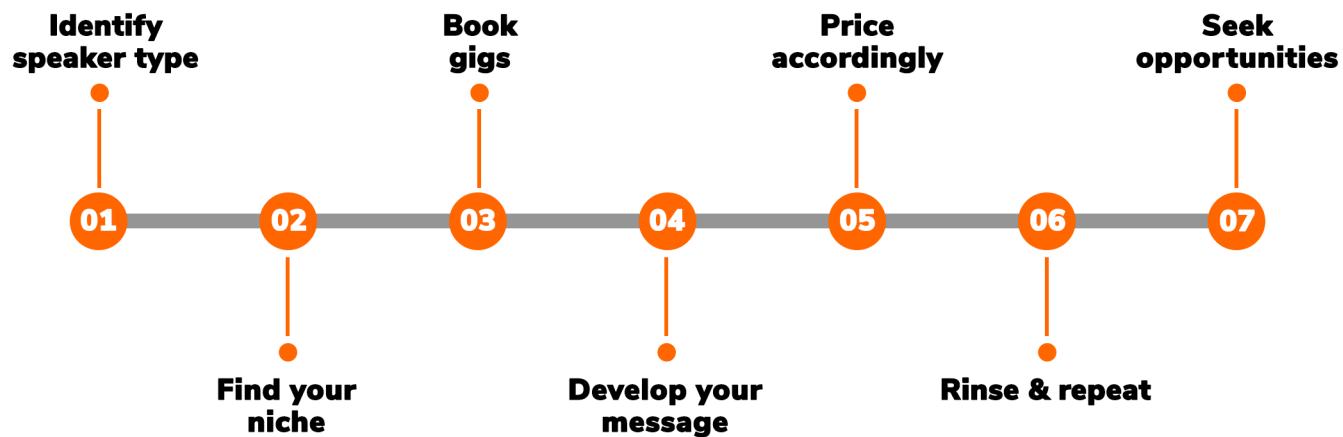
6. Rinse and Repeat

Develop a system for creating repeat customers. Maybe you can film your online webinar and sell it as a course. Or is there an opportunity to teach the same group a more advanced method in a few months? Be creative and look to create recurring revenue streams.

7. Opportunities Beyond

Speaking opens up the doors to a world outside athletics. Leverage the contacts you make while speaking in the community and look for opportunities for other investments, revenue streams, etc. Maybe you speak to a group of teachers and one mentions they want to be a principal one day. That makes them a perfect candidate for you to mentor them and share your leadership experience. Boom. Recurring revenue.

Ultimately, speaking is probably the most diverse side hustle for coaches. The opportunities are endless, and, if done correctly, the business can have multiple layers without consuming more time. It takes a little hustle, you'll probably get told no, and it may mean some travel. The start up phase can be slow, but if you put in some time on social media and building a brand, it can pay off in ways you didn't anticipate. Remember, you're already a better public speaker than the majority of the population. Come up with a unique message, and you'll be off to the races.



Consulting

Pat Ivey

While working as a strength and conditioning coach can be fulfilling, it may not always provide the financial stability that you desire. In this case, taking up consulting as a side hustle source of income can be a great way to supplement your income. It's taking what you already know and leveraging it to help drive additional income.

What is Consulting?

Consulting is the act of providing expert advice or guidance to individuals or organizations. A consultant is someone who is hired to provide such advice or guidance. In the context of strength and conditioning coaching, consulting could involve providing advice on training programs, nutrition plans, injury prevention, and rehabilitation; as well as running each of those respective departments.

Your creativity is the limit here - do you have extensive experience on implementing a functional movement screen and can help other departments do so? You're now a movement screening consultant. Do you have expertise on the administrative aspects of running a department - hiring, firing, mission statement, staff handbook, etc. protocols? You're now an athletic performance administration consultant. People will pay you for the experience you've gained.

Why Consider Consulting as a Side Hustle?

The most obvious reason why a strength and conditioning coach should consider consulting as a side hustle is that it provides an additional source of income. But a less obvious - but just as important reason - is that you can leverage the knowledge, expertise and skills you already have, meaning it's not adding to your proverbial plate. People will pay you to share your experience so they don't have to wait years and decades to accumulate that knowledge, expertise and skill set. Consulting is, again, essentially getting paid for your past experience.

Another benefit of consulting is that it provides you with an opportunity to expand your network and gain new clients. By providing valuable advice and guidance to clients, a consultant can build a strong reputation and attract new business. This can ultimately lead to more opportunities for you to work with athletes, coaches, and other professionals.

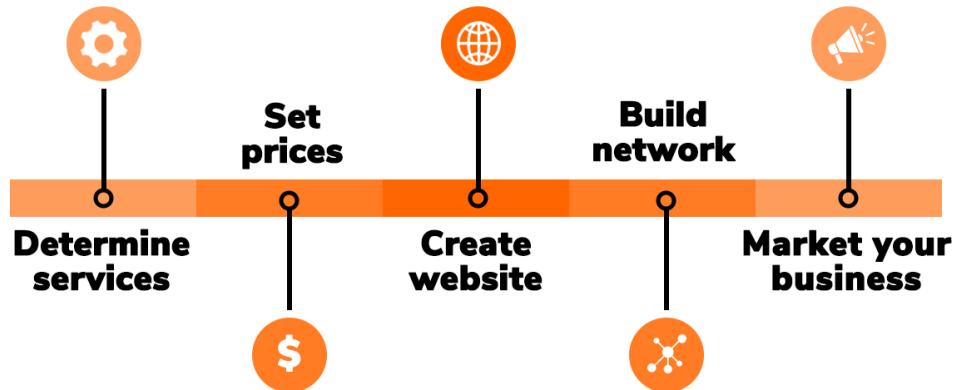
How to Get Started with Consulting

Getting started with consulting as a side hustle requires some preparation and planning. Here are some steps that you may take to start your consulting business:

1. Determine the services you will offer: Before launching a consulting business, it's important to determine the services you will offer. As previously mentioned, your creativity is the limit on determining your services.
2. Set your prices: Once you have determined the services you will offer, you can set your prices. You should research the market to see what other consultants are charging for similar services. And keep in mind that people are paying you to save them time, which is arguably the most valuable asset we all have.
3. Create a website: While a website isn't essential for any consultant, it does serve as the first point of contact for potential clients and should include information about your services, prices, and contact information.

4. Build your network: Building a network is critical for success as a consultant. You can reach out to other coaches, trainers, and athletes in your community and existing network to let them know about your services.

5. Market your business: Marketing is essential for any business. You can use social media, email marketing, and other online marketing techniques to reach potential clients; in addition to other non-traditional methods like word of mouth. Don't underestimate the power of relationships.



Tips for Success

Here are some tips that can help a strength and conditioning coach succeed as a consultant:

1. Focus on providing value: The key to success as a consultant is to focus on providing value to your clients. This means providing expert advice and guidance that helps them achieve their goals and saves them time.
2. Build strong relationships: Building strong relationships with clients allows for more success as a consultant. You should take the time to get to know your clients and understand their needs and goals.
3. Stay up-to-date with industry trends: It's important to stay up-to-date with industry trends and new developments in the field of strength and conditioning coaching. This will help you provide the most relevant and effective advice to your clients.
4. Communicate effectively: Effective communication is key to success as a consultant. You should be able to clearly and concisely explain complex concepts to your clients in a way that they can understand.

Name, Image, and Likeness (NIL) is not only for your athletes. You have value inside and outside of the weight room. You will have to manage perceptions of the people you work with but that should not stop you from growing. I have had to navigate the same perceptions. The reality is, I don't do any of this by myself. I have some great people around me who make sure everything is going right. And providing you with this information is another opportunity to tell all of them once again, "thank you".

Writing

David Kitchen

Similar to Dr. Ivey's take on consulting, writing is another way to leverage the experience and skills you already have. The difference here is that you'll have to be able to make it digestible for the masses. People will pay you for your knowledge and the more you share, the more valuable your name becomes, meaning you can charge more for contributions and articles.

I've been writing blogs, contributing to e-books, and publishing my own books for the majority of my career and in total I've created over \$50k of additional income from strictly writing. Obviously, \$50k spread over a 10 year career isn't going to send me jet setting around the world or retire my mom, but it does add a financial cushion and help with eliminating some debt. What would you do with an extra \$10k a year?

Getting Started in Writing

There are a few things to keep in mind when getting started in writing that will make it less stressful and more enjoyable.

1. You Have Value

Now that I oversee TeamBuildr's content, I have the opportunity to invite new authors, read and review all our blog posts, and identify who we may want to hear from in the future. The number one thing that holds coaches back from writing is the self-imposed belief that you don't have anything to add. That couldn't be further from the truth. Maybe your niche isn't writing technical articles about programming or the X's and O's, but maybe you have unique experiences in leadership, motivation, or nutrition. Everyone has something to add, figure out what you're positioned to write about, and start writing. Also keep in mind that your expertise will grow as you grow as a professional. The number of topics you feel comfortable writing about will grow and you will be able to create more income because you're more well versed. Just like training, don't rush the process. Learn and grow at your own pace, and when you're ready, share what you've learned.

2. Know yourself

I can't carry a tune in a bucket. I'm talking zero musical talent whatsoever. I know this about myself, and as a result, you won't see me on a karaoke stage any time soon. Take the same approach to your writing. If you read any of my blogs, you'll see that I write in a very conversational style. I know who I am, and I'm consistent in that. Find your style and what works for you. If you write with some humor or sarcasm, roll with it. If you're more analytical and you enjoy writing technical pieces, opt for those. People will grow to embrace your style and your brand of writing, and your employers will thank you for your consistency.

3. Know your audience

Why are Beats by Dre so expensive? Yes, it's his name, but also because they're quality headphones that are designed to give the listener the exact experience the artist intended. They know their audience. When you're writing, keep in mind who is going to be consuming it. If you're writing for a blog like TeamBuildr, you know the audience will be practitioners, so you can be more technical and use industry specific language. If you're writing an e-book on general fitness for the busy professional, it probably makes sense to take a different tone and use less technical jargon. The truth is that the average American reads at between a 7th and 8th grade level. That means you're not impressing anyone with your big words, you're just losing readers. Don't use an SAT word when a simple phrase will work. Keep that in mind when you're writing, and you'll find success.

4. Get Over It

Writing can be a somewhat difficult task for most people because it requires putting your thoughts into words and then letting the world judge them (and you). This fear shouldn't hold you back from going after an opportunity to write. Leave the judgements to the people in the stands, you keep living in the arena.

5. Avoid the Money Grab

If you're not well-versed in a topic, don't write on it. Sounds simple right? Because it is. I've turned down more articles than I've taken on because they just weren't a fit for my skill set. I'm not an expert on force plates, so I don't pretend to be. There is no faster way to find yourself out of a writing gig than writing trash articles because you want the money. Come up with 3-5 areas that you know beyond a shadow of a doubt that you can deliver value in and focus on them.

6. Create a Process

Most blog sites will give you a deadline for your writing. If you're not careful, this can be just like college where you end up staying up the night before it's due trying to crank out 1000 words. Instead, I'd suggest building a writing process by reverse engineering from your due date. Again, you have to find a process that works for you, but here's how I tend to structure my writing process. Keep in mind the process will change depending on the project, the timeline, etc.



Blogs

Opportunities to write blogs and share knowledge are the low-hanging fruit of the side-hustle business. If you want to make a few extra bucks, this can be a great avenue. Usually all it takes is a quick e-mail or DM to someone asking if they're looking for authors. I'd suggest having a few sample articles you can submit with it just to make the process go faster. Generally these pay either by word count or a flat fee. Again, this can be negotiated as you build your reputation and your brand as an author and a coach.

E-Books

If you're more ambitious or have a topic you really want to dive deep into, there's always the e-book route. E-books can be extremely profitable, but they take more work. That shouldn't discourage you as digital reading platforms (Kindle, Amazon, etc) and self-publishing sites have made the process a lot easier than it used to be. The process of publishing an e-book typically involves a few key steps.

First, you'll need to write and edit your book content (surprise). I'd suggest having multiple people read and review your work before you publish it. These people are not editors, they are reviewing the content itself. This goes without saying, but you should be utilizing a platform like Grammarly to spell check and grammar proof your writing. The people you choose to review your book should reflect who you want your audience to be. For example, when I released my book (shameless plug... [here's the link](#)), I knew it was meant to be a leadership

development guide for coaches, so I chose coaches I respected as leaders to review it. Prior to sending it out, make a list of the key takeaways you want people to get from your book (think 5 key points). Then, ask your people reviewing it to tell you their key takeaways and see how it matches up. This should give you an idea of how well you conveyed your message and will give you some guidance on where or what you need to clarify. Make sure people are getting the key takeaways that you want them to get.

Once your content is ready, you can format it specifically for e-book platforms. A quick google search will give you specifications to make sure it shows up correctly on e-readers, Kindles, laptops, etc. Don't overlook this step as you already put the work in and the last thing you want is for formatting to keep you from getting great reviews and selling a ton of copies.

Next, you'll need to create a cover design that makes sense for your book. I'd suggest spending a few bucks on a freelance platform like Fiverr and hiring a professional. It's a \$20 - \$50 investment that will make your e-book stand out from the rest. If you're really strapped for cash, you can use a free service like Canva and just grab a template and edit to your liking.

Finally, choose a platform to self-publish your e-book, such as Amazon Kindle Direct Publishing (KDP), Smashwords, GumRoad, or Barnes & Noble Press. These platforms provide a step-by-step guide for uploading your content, cover, and additional necessary information. You can also choose your own pricing, profit margins, etc. using these platforms.

Physical Books

If writing is your cup of tea, physical books can be a great option for additional income. The steps to writing a physical book are the same as the e-book, with one additional step. You'll have to decide whether you want to go through the process of finding a publisher or self-publish. Generally, self-publishing is much easier and can be done through Amazon or Barnes and Noble. Both are paid on a royalty basis, so you'll have to decide what your long term goals are for the book both financially and career wise.

Online Training

Rachel Hodgson

Online training is not new to the fitness or strength and conditioning industry, but it became a popular, and necessary, option during the COVID-19 pandemic. Post-pandemic, it continues to be a viable and efficient choice for training professionals and clients alike, whether in a hybrid in-person and remote format or entirely remote. Many businesses, trainers, and coaches have utilized online training successfully within their models, including myself in my time as a college strength coach and small business owner. By eliminating geographical limitations and the expenses associated with maintaining a physical space, it enables you to connect with a wider audience. Here are a few things to keep in mind if you are looking to utilize the online format for your business:

1. Establish clear communication channels: If you market yourself as a "trainer in your pocket," ensure that clients have accessible ways to connect and reach out to you. Messaging apps and video conferencing platforms are excellent options for addressing their questions and concerns, and to help the client/athlete feel more connected to you. While we are in a digital age, keep in mind your audience to understand what works best for them. I would avoid relying on text messages and Facetime for business purposes. From my experience, mixing personal and professional communication channels can become overwhelming, especially with a larger number of clients. Consider using platforms like GroupMe for messaging and Zoom for video conferencing and client interactions.

2. Create a sense of community: Many clients are drawn to fitness due to the sense of community it offers - you can still offer this value to them in the online format! Consider conducting online Zoom classes with themed sessions, or utilizing group chats and Facebook pages to encourage client interaction. These platforms provide opportunities for clients to share milestones, goals, and have a bit of fun with their program. If you work with athletes, it can also serve as a way to foster accountability within a team. I have used a GroupMe chat where a team will post their meals to the group, and share PRs or their training progress - I just had to create the channel and they ran with it.

3. Conduct thorough assessments: Similar to in-person training, it's crucial to understand your clients' current fitness levels, goals, limitations, and equipment and space they have access to. This information allows you to tailor their program and ensures you're providing a safe training plan (see Hewitt's section on getting insured). For example, I have run into situations where a client does not have access to crash guards, they just had a Home Depot bucket and wooden post squat rack - they didn't see back squat in their programming at all. I would have rather chosen an alternative than learn that they ended up in a gym fail video.

4. Use video demonstrations: Provide video demonstrations of exercises and techniques. I have worked with a lot of visual learners, so offering clear demonstrations reduced their reliance on YouTube or Google searching for what I wanted them to do. Include different angles, multiple reps, and demonstrations using the implements you want them to use. You can also add cues and explain where clients should feel the exercise, as if you were on the floor coaching them.

5. Provide detailed instructions: Tying in with #4, don't assume that clients know exactly what to do, regardless of their experience and time on the program. We've all had that moment when an athlete/client asks what an exercise is even though they've done it 100 times before. When creating personalized training programs, be explicit about sets, reps, rest periods, regression and progression strategies, and alternative options if necessary. Providing detailed instructions adds time on the front end, but saves you and the client lots of questions in the future and the amount of "remixing" the client will do.

6. Provide support and feedback: Regularly check in with your clients, offer guidance, and provide feedback. This will look different for everyone - I have worked with people who wanted to talk every single day, and I have worked with some who only needed a "Hey, how are you?" every other week. Remote trainees, just like their in-person counterparts are paying you for results. Use online workout apps and video feedback to encourage communication, address concerns, review progress, and hold clients accountable. I would recommend weekly workout audits, as well. Whether or not you share this information with the client, it will help make sure you understand how they need to progress or regress, and will help you identify how far away they are from their goals. You can schedule live sessions for technique correction and feedback, or allow clients to send you videos. You can also consider this in the structure and cost of your training package, below is an outline of how I structured different packages:

Starter Membership	Athlete Membership	Group Training Package
Free 1 hour consultation 4-week personalized training program Two 1-hour virtual coaching sessions/week Progress tracking & feedback Unlimited coach support	Free 1 hour consultation 6-week personalized training program Three 1-hour virtual coaching sessions/week Weekly check-ins and progress tracking Unlimited coach support	Weekly class sign-ups 1-hr workout led by trainer Access to private group forum

Maintaining regular communication with clients significantly impacts their progress and boosts their confidence, but keep in mind how much “admin” time and “coaching” time each membership takes as you perform the valuation of your membership options. You are running a side-hustle, after all.

I understand that a lot of these seem self explanatory, and you may already be implementing these things into your practice in the setting you are in, but it is always helpful to do a “self-audit” of the product you are delivering to your clients and athletes. Just like you have KPIs and metrics for a client reaching their goals, you need to have check marks for your own performance as a coach and whether or not the time you are spending on a product is worth the revenue you’re bringing in - in fancy business school speak, this is evaluating your contribution margin. Evaluating your contribution margin, which measures the profitability of each product or service, is a common business practice that can be applied to assess the value and revenue generated by your coaching efforts. For myself, I ended up eliminating the Group Training Package as listed in #6. For my target audience and customers, it was not worth my time to put together and it allowed me to spend more energy on delivering an even better product through other packages.

Conclusion

Whether you choose to scale your side hustle into a full-time business or just use it to supplement your current income, it is crucial to have a plan and execute. Just as in training, there is more than one way to build and scale a successful side hustle. The skills and knowledge you’ve built throughout your career are valuable and people will pay for them in a variety of ways. Evaluate your strengths, how much time you’re willing to commit, and what your desired outcome is. With a little homework and some hustle, you’ll be on your way to earning extra income in no time.