

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

- Intro/Outro: [00:05](#) Welcome to The Passionpreneur Experience where I examined the thoughts, energy and strategy, a side hustler needs to grow their entrepreneurial dreams all while they work their corporate nine to five day job. I'm your host Bridget Cobb. Now let's get started.
- Bridget: [00:29](#) Hello. Hello. Welcome back to The Passionpreneur Experience. Another exciting week. Thank you for joining me for this second episode. Uh, today I want to talk about the side hustle identity. And uh, if you're just tuning in again, this podcast really focusing on uh, what I call the passionpreneur. So the person that's out there working a full time, nine to five potentially corporate job as well as building their own entrepreneurial business on the side. And that brings me to this term, the side hustler. Now you may hear that term, you may know, uh, be familiar with that term. Maybe not, uh, but it is often used to reference or refer to someone that has a job on the side. So you're working your full time, nine to five, and then you have this side project or business that you work whenever you can. Uh, weekends, nights, lunches, uh, in the morning, uh, however you can swing it.
- Bridget: [01:34](#) So a lot of times are referred to as a side hustler. And I was at this conference a few weeks back and had a really interesting conversation around this particular word. Uh, the gal that I was talking to was a passionpreneur. She had her full time job and she was launching her business on the side. She said, you know, predict that term. It hits me a little bit awkwardly. I'm not quite sure. I like that term, side hustler. And I'd never really thought of it before. So I said, okay, tell me more about that. What, why do you say that? She said that when she hears the term side hustle, it brings up a bit of negative emotion. Some negative thoughts come up when she hears the term. And so I really started to give it some thought and then I was like, I could totally see that.
- Bridget: [02:23](#) I understand. So when we think about it, when you say something's on the side, and I'm sure you've heard terms, side chick side hustle, side gig, uh, there's lots of sides, the sides that you've got your main meal and sides, um, what comes up and you start to think, right, of course, uh, something on the side is not as important as the main thing. Let's think about side dishes. So when you're going for Thanksgiving, the side decisions are very important, but you're there for the Turkey, right? And the side dishes, the plate, when you've got a plate of food, the main portion is, is the entree and then the sides are

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

smaller portions around it. So when I think of on this side, I can see that on the side means not as important. It might mean optional. It's something that is either contributing to or supporting the main thing.

Bridget: [03:23](#)

And I thought that was a really interesting journey to take because I started to get curious and think, okay, if someone's thinking that if someone's using the term side hustle or I'm a side hustler East, that impacting subconsciously how they think and feel about their business, uh, because maybe that even just the term is enough to throw us off our game a little bit without realizing it. So I want to take you through a little bit of an exercise in, in doing an inventory of your own and challenging how is, how do you identify yourself for one, uh, what do you call yourself? Do you call yourself an entrepreneur? Do you call yourself a side hustler? Do you call yourself a passionpreneur? If you've heard the term, what is it? And, and, and how does that impact how you feel? So let's look at how this could affect someone.

Bridget: [04:27](#)

Uh, that negative you negatively views the word side. Hustler yet refers to themselves as a side hustler. So the first thing you want to take a look at is how does that, uh, word impact your feelings about your business? And sometimes it's not so obvious. Sometimes you really have to dig down a little bit, uh, and start pulling those feelings out. Uh, it could take you consciously sitting down, dedicating time to say, when I think of the word side hustler, how does it make me feel? And get really honest with yourself. So some of the words that as I was at that conference and kind of exploring this, I found, uh, some of these boards coming up, uh, frustrated. So it's on the side, but I care about it so much and that makes me frustrated because I don't feel like I can give as much as I want to, to my entrepreneurial business because it's on the side causes a lot of frustration and that frustration just builds and builds because that nine to five is sitting there and it's not going away.

Bridget: [05:40](#)

It's really important emotion to be aware of and to be cognizant of because as we'll explore, we go through a little bit more. It really can have some roll on effects. Another one that I thought was very interesting was guilt. And that goes back to that feeling of I love and I care for this project, this, this business, this concept or idea or product that I'm selling. Uh, but, and it takes time away. It absorbs time, uh, that I can't give to my loved ones. My, my husband, my fiance, my wife, my kids, my dog. Um, whatever it is, my group of friends, my community,

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

because I'm working a full time job and then I am working my job as a passionpreneur when I can. And guess what, that's going to be all around the nine to five. So that might be part of your dying to five, Monday through Friday in the mornings, in the evenings.

Bridget: [06:42](#) It could be part of your weekend, such a precious time that you want to potentially spend with loved ones. So a lot of guilt could come up around the term side, hustler, uh, also indifferent. When I think about something in this on the side, and this was an interesting one from time to time, when I think about myself as a side hustler or my business as a side hustle, I can suddenly become indifferent or indignant of it to it. Not sure which one is right to say there maybe to it, uh, you know, because it is on the side, Hey, it's not my main thing. It's not my main experience. It's something I do on the side. So I'm going to shelve a little bit or I'm not going to worry about that. I'm gonna try a little less. I'm going to push myself a little less.

Bridget: [07:34](#) It is on the side after all. And then we get back to rolling through frustration and guilt because that's not really what you want to do. So just the term alone, sitting down and consciously exploring what kind of feelings come up for you. If they are positive, encouraging, empowering words, awesome. You are on the right track and I would stick with that term and I would hold it closely to you. All right. But let's keep exploring what happens if in your discovery here you feel some not so great emotions coming up. When you think about the term, uh, how do those emotions cause you to act? And what I'm working through here guys is a very simple thought model. Now you may have heard, uh, this call different things and different podcasts. It's all essentially the same. It's, it's a mindset and mind work thought work.

Bridget: [08:36](#) Uh, really paying attention to the thought that I have, which I create because every single thought we have, we create ourselves and rolling it all the way through to how it makes you act to the results, the types of results that you're getting and how you can make really strong ties between those two things. So when we keep ruling through on this exercise, how does the feeling of frustration, guilt, or indifference cause me to act when it comes to my business? And this is a whole host of, uh, manifestations. And so we see things like poor planning habits. When we are, uh, indifferent to a project or even when we're harboring guilt around that project, we're less likely to really attend to it, to sit down and properly plan, uh, look at our time

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

and see how we can use it effectively. We start to, um, potentially either rush through projects or go all out avoidance.

Bridget: [09:41](#) I'm not even gonna touch that right now cause it's feeling really gross in my mind. I'm not quite sure how to balance all this and I know that I can't let this other thing drop. And that's my day job. That's my daily pain. That's my paycheck. That's what pays the bills. I know I can't let that go. And it becomes very easy to prioritize at that point for yourself because the emotion sitting over with that side business or with your entrepreneurial efforts is so gross to you or icky or unsettling. All right. So how does a feeling of a frustration or anger, guilt and difference, however, that, that feeling that drums up to that's negative, what kind of actions are you taking off of that feeling? And then at the end of the day, you can finally come along to the result. All right, so when I, uh, exhibit poor planning habits or when I avoid my business, what kind of results do I get?

Bridget: [10:44](#) And while the answer might be obvious, then it might not. If you don't go through that exercise because you're saying how good all of this come from a single thought, well the mind is very powerful, very, very powerful and it can create that subconsciously without you realizing it. So the funny thing is we can often feel like we struggle so hard in that side business, in our, in our entrepreneurial efforts, but we're not getting the result. And you know, we might be scratching our heads saying, Oh geez, is it my product? Is my product bad? Um, do I not have a strong offer? Um, maybe I need a new tool or a new strategy to automate my social media strategy or structure. It is well worth it. Well, those things are fantastic and we need to get our minds wrapped around tools that will help us manage our time and maximize our time.

Bridget: [11:42](#) It is well worth it to take a look at what's going on inside of your brain, in your mind, and how that's framing up for you. So I encourage you to do a full inventory. Take a really good look at what's going on inside of there. First really nailed down. How do you identify yourself? And guys, this could be different to how you introduce yourself. You might introduce yourself one way, but inside your mind, in your, to yourself, you identify differently. So I encourage you, write it down. This could be, you know, if you journal, get it in there. If you don't, you know, it's as a, you could call it a thought download, you could call it a brain dump. You could call it a, uh, whatever you want. But you're going to try to get that identification however you

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

identify yourself down on paper and then be really open to the feelings that come up for you after that.

Bridget: [12:44](#) All right, listen hard. Kind of let your mind open. Look at the words on the paper and capture those feelings. Okay? From there, you can start to kind of drill down and say, okay, wow, I did not see that feeling lurking in there, uh, causing havoc. So now that I'm aware of it, we can start to do something about it. All right. So what did you think of when you did the exercise? Um, and how do you think about you and your business? Are you calling it inside your, inside your heart, inside your brain? Are you calling it a hobby? Are you calling it a second job? Are you calling it a project, a passion project? Uh, are you calling it a full time entrepreneurial job? Or maybe not full time, but an entrepreneurial effort. All right, so what does that feeling evoke for you?

Bridget: [13:36](#) What comes up for you when you think about how you internally reference yourself and your business? The really big question here as you're exploring all of this is, is it serving you? Is it leading you to the results that you want? Do you feel inspired? Do you feel encouraged? Do you feel focus or drive coming out of those thoughts that, that type of identity? And if you aren't feeling that, then it's time to start really drilling down and maybe tackling some of those thoughts. And this is absolutely doable, guys, to start really challenging straight, you know, head on and saying, I'm going to change the way I think about that. I'm going to purposely put effort behind rephrasing in my brain and restructuring how I see myself. And when you get into that type of work, it's amazing the type of results that you can see and it's going to impact how you carry yourself, how you view that business, how you view yourself, uh, and, and how you measure that up against your full time day job.

Bridget: [14:49](#) All right? So get with that. I can't encourage you enough to really identify how you are identifying yourself, your business and what that looks like to you, how you feel about that when you put it up alongside your nine to five. All right? Get conscious is what I'm encouraging you to do and acknowledge. All right? And if you do find some feelings popping up for you or or words that you're not comfortable with, thoughts that you're not comfortable with, it's time to get out there and start working through that. Now, I've mentioned this before but I have a community for you to do that. If you do not have a community and you are doing this on your own and let's say you are a solopreneur, so you're working your nine to five and in your

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

entrepreneurial efforts, your a solopreneur, which means you're the only one working that business.

Bridget: [15:45](#) You're a one man or one lady show, then I highly encourage you to create community or get into a community. Now that might be with full time entrepreneurs, which is great because you can get a lot of energy and passion and focus from them, but also seek out others that are like yourself that are working that as a side hustle or a side business or a project. Again, I like to say passionpreneur, so to that end, please feel free to join my online community. It's called the passionpreneur experience. It's on Facebook. You can get there by searching for The Passionpreneur Experience. You can also look up my company page, which is Bridget cup coaching, right? And you'll see a big old blue button there on the page, uh, where you can request to join the private online community. It is private because I want to make sure that you have a safe space where you can meet other passionpreneurs and, uh, you don't need to be advertising if you don't want to out to your corporate companies, entities, uh, if you want to keep those spaces quite separate.

Bridget: [16:55](#) This is an opportunity for you to really blend with other passionate printers, uh, in a safe space. So if you went through that exercise and you found some weird stuff coming up for you that you want to challenge, jump into the community and start putting it out there. See if anybody else was challenged with that feeling or thought and uh, and start getting some community wrapped around you so that you can build in the support mechanisms that you need to succeed. That's all I have for you this week. Uh, so we continue the journey. Uh, next week we will be talking about, uh, networking for the side hustler. And I have to say I'm very excited to get to this topic next week because I love networking. It's a big passion of mine. I absolutely enjoy it. I'm one of those weirdos and I'm so, I wanna kind of delve into that space about how we approach networking when it comes to our side hustle. So thank you very much and I will see you here next time on The Passionpreneur Experience.

Intro/Outro: [18:11](#) are you building your side hustle business all on your own? Well, you don't have to engaging with them. Being accountable to a supportive community will increase your productivity and keep you on track. Join my private Facebook community, The Passionpreneur Experience and connect with like-minded side

The Passionpreneur Experience Podcast

Episode 1

Host: Bridget Cobb

hustlers, just like you. Head to the show notes now for a link to the group and start building the business of your dreams.