

Dr. Bob Clarke

**SHAX!**

**SIDE  
HUSTLE  
ACCELERATOR**



# WELCOME

Hi, I'm Dr. Bob Clarke

I built a thriving side business while working full-time as a healthcare professional. I know how to build businesses with limited time. I humbly say that I'm considered the "go to guy" when it comes to Part-Time.

## Disclaimer

Anything mentioned in this microbook is my experience and journey. It may be different for you. As they say in the marketing world, results not typical... but either are you. Some of what I promote are affiliate products and services. If you click the link and buy, I will likely make a commission. If that's not okay, you probably shouldn't click the link.

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# GO FULL TIME... FASTER

Are you ready to rid yourself of the struggle, the self-doubt, and the frustration that often comes with trying to build a side hustle with limited time?

The secret to the success of your side hustle can be found on these pages. And if your goal is to make your Side Hustle your Full-Time Jam, I'll show you how to make that happen faster. LET'S GO!!!

more focus



more action



more results



more FUN!



# 3-STEP SYSTEM

## SIDE HUSTLE ACCELERATOR

### Step 1: AWARENESS

Laying the foundation is essential before you do anything else.

Energy, time mastery, employee vs entrepreneurial mindset, it's' all here.

### Step 2: ACTION

Nothing happens without action. But there's a catch.

We'll talk about focusing on the right activities, minimizing distractions, and getting your priorities straight.

### Step 3: ACCELERATION

How do you make your results come faster? Through technology.

And through borrowing other people's audiences. I'll show you how.



Everything starts with AWARENESS...

Being aware of your energy. Your time. And most importantly, your thoughts.

ACTION follows Awareness...

What are you doing with your time? Which activities should take priority?

And how will you handle the inevitable distractions to stay focused?

ACCELERATION is the final step in the Side Hustle Success System.

When you think "one-to-many", you're on your way.

When you discover "exposure agents", you've found the secret to going faster.

And when you find that coach/mentor to guide you, you've hit paydirt!

Are you ready? LET'S GO!



# STEP ONE: AWARENESS

AWARENESS is  
the foundation for  
all good things to  
follow...

# STEP 1: AWARENESS



Everything starts with awareness. With anything you want to accomplish or anything you wish to change in your life, the first step is always to become AWARE.

In this section of the Side Hustle Accelerator, we examine awareness as a foundation for everything else that is to come.

We'll look at 3 specific areas of awareness when it comes to your side business:

- energy awareness
- time awareness
- thought awareness

Each of these areas is crucial to the success of your side hustle.

Awareness of your energy and passion will drive you on the days you don't feel like working on your business. Awareness of your time will help you find the time to devote to your side venture. And awareness of your thoughts is crucial if you are to conquer those inner demons and make progress despite of yourself.

Let's dig in!



# ENERGY AWARENESS

If you're going to build a thriving side hustle, you're gonna need lots of ENERGY!

After all, you've got a lot of other things on your plate.

But let's cut right to the chase...Nothing will sap your energy more than being in the **WRONG BUSINESS** or using a misaligned strategy. Put another way, if you're lacking **PASSION** for what you're doing, you're gonna struggle in your Side Hustle.

Here are some examples I've seen where people have a side hustle that doesn't match their personality and wants...

I've coached Network Marketers who don't want to deal with building a team.

I've coached Facebook Marketers who don't like Facebook.

I've coached Coaches who don't really enjoy coaching.

That's **STEP ONE**: Make sure you're in the right business **FOR YOU**.

Be sure the side hustle you've chosen **ENERGIZES YOU**. Make sure it's in alignment with your personality, goals, and desires.

If you're not sure, [CHECK OUT THIS RESOURCE](#)



# ENERGY AWARENESS

Let's dive deeper into PASSION. Imagine this scenario...

It's late. You've worked all day. You're dead tired. You know you need to work on your side business but quite frankly, you'd rather curl up in front of the TV and just veg out for a while. Sound familiar?

This is where PASSION comes in.



If you have a genuine passion for your side hustle, you'll get off the couch and get to work, eager to put your plans into action. If you lack passion, you're likely to spend yet another night regretting what you've failed to do for your business.

Passion is that important. Make sure you choose a side hustle you're excited about. Make sure you're passionate about sharing the products or services. Make sure you're excited to see how your side business will help others. If you're there, congratulations, you're ready.

If not, it may be time to re-evaluate your side hustle before you proceed.

# TIME AWARENESS

If you're going to build a successful Side Hustle, it's important that you have an acute awareness of your TIME.

Everyone has the same 24 hours in a day. The difference is in how we fill those hours.

Some are non-negotiable in our lives: sleep, eating, personal care, your job, children, taking care of your elderly parents, etc.

What's left is "potential time" for your side hustle.



Most people have at least 1-2 extra hours in their day to devote to a side business. You might not feel that way, but I'll bet there is.

The easiest way to do this is to perform something called a TIME AUDIT, which I teach in detail in my [Part-Time Profits Machine](#) course. Briefly, you do a strict accounting of your time during a typical week.

You keep track of how you spend your time and more importantly, the time you don't spend productively. It's in these moments that you can find time for your side hustle.

# TIME AWARENESS



One more thing before we leave this topic: The relationship between TIME and FOCUS.

I've worked with hundreds of Part-Time Entrepreneurs over the years and I can say with certainty that, while most feel like they don't have enough time for their side business, everyone has the time. It's there.

Most people don't lack time... they lack FOCUS.

We'll go deeper into focus in a future section of this book, but for now, let's just say that focusing on the right things, the high-impact activities of your business is crucial for its success.

And focusing on the wrong activities will have just as powerful an effect in the opposite direction.

# THOUGHT AWARENESS

Very little will influence the success of your side business more than your THOUGHTS.

And the thoughts and beliefs of someone with a traditional job (employee) are very different than those of a business owner (entrepreneur).

The best example is thoughts about getting paid.



Employees are used to getting paid by the hour or for their efforts. And they expect that money to show up at regular intervals (weekly, bi-weekly, or monthly).

Entrepreneurs quickly find out this isn't the case. Business owners get paid for their effectiveness and results. And this can take a while to materialize, especially in the beginning.

This can be a difficult shift for many side business owners.

# THOUGHT AWARENESS

Here's another example of the difference between an employee and entrepreneurial thinking...

Employees avoid mistakes. Mistakes are discouraged by their bosses and in extreme examples can result in their firing.

Entrepreneurs understand that mistakes mean the growth of their businesses. They know the only way to avoid mistakes is to take no action. While they don't look forward to mistakes, they know it's part of the growth process. Entrepreneurs see mistakes as progress.



This constant shifting back and forth between a job and business is what makes building a successful side hustle so challenging, in my opinion.

Changing mindsets from employee to entrepreneur and back again, sometimes several times a day is a skill that must be mastered if you're building a side business and have a full-time job.

And it all starts with awareness of your thoughts.



# STEP TWO: ACTION

Nothing in your business happens without ACTION. But not all actions are created equal. We'll explore the difference and how to be sure you're doing what matters most in your side business.



# STEP 2: ACTION

Step 2 in your Side Hustle Accelerator Formula is all about ACTION.

Awareness is the beginning and an essential step in the process, but unless it is followed by action, awareness will only go so far in your success journey.

So action is essential. We all get that.

But not just ANY action. WHAT you do matters just as much as taking action in the first place. We'll dive deeper into High Priority Activities in a moment.

And then there's the PRIORITY of your business in your life... how important is your business in the grand scheme of things? Is it a top priority? Is it even in the top 3?

Finally, we'll look at the DISTRACTIONS that take your focus away from taking the actions necessary to accelerate your side business. There are many. Some are super powerful.

We'll show you ways to counter these distractions and get you hyper-focused on those important activities in your business.

Let's dive in...

# HIGH IMPACT ACTIVITIES

Here's a fact...

Nothing will grow your side business FASTER than doing those activities that matter most to your results.

That may seem like an obvious statement, but in my experience it's one of the least understood (or most ignored) statements in home business.

Checking email, surfing YouTube and TikTok videos, and scrolling on social media may be fun and may even "feel" like you're working on your business, but you're not.

What you ARE doing is wasting valuable time.





# HIGH IMPACT ACTIVITIES

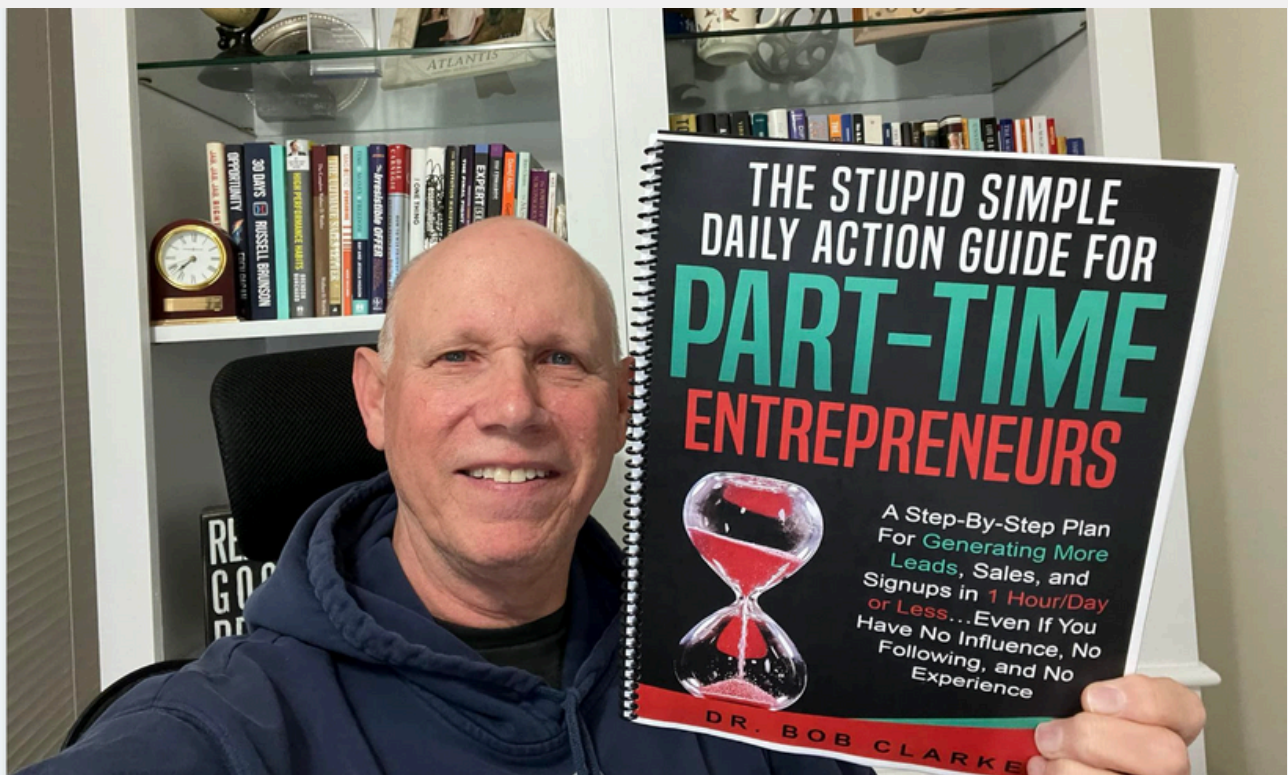
But here's the thing about so-called "High Impact Activities" -- they're usually not fun. Or at least not as fun as say... watching cute cat videos on TikTok.

If you want to have any chance of building a profitable, thriving Side Hustle, you must identify the 1-3 High Impact Activities for your business.

And then you've got to do them... first.

To help you identify the most impactful activities in your business, I've put together a Simple Daily Action Guide for Part-Time Entrepreneurs.

[You can access it here.](#)





# YOUR DAILY ACTION PLAN

## Developing Your Plan

- What is the big GOAL you're working towards this week?
- Which activities will help you reach that goal
- Rank these activities, putting the most impactful first

What are my 3 most Impactful Activities for today?



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Print out this page and place it in your workspace where you can't miss it.

# PRIORITIES

Let me ask you a question.

What priority is your business?

In your life, how important is it that you build a successful, profitable business?

What comes before it?

The honest and truthful answers to these questions can be quite revealing if you're having trouble growing your business.

For most, Family and Faith come first. That's as it should be. But what's next? Health? Relationships? Your career?

From my experience, if your side business isn't in the top 3 of your life priorities, you will struggle to find the time to make it work.



# PRIORITIES

Priorities can change depending on what's going on in your life.

It's neither good nor bad... it just "is".

For example, when I was younger, my healthcare career was very important to me. I started my side business for "later", to give me choices when I was ready to retire from my career.

So my priorities at that time were:

Family and Friends  
Health and Spiritual  
Career/Job  
Side business



Predictably, my side business grew slowly.

But as I got closer to leaving my career, those priorities flipped:

Family and Friends  
Health and Spiritual  
Side business  
Career/Job

Different times in my life, different priorities. And that's okay. That worked for me.

Simply understand this...

The higher priority your side business has in your life, the more time you will devote to it, and the faster it will grow.

# FOCUS AND DISTRACTIONS

Focus and distractions are two sides of the same coin.

The fewer distractions you have, the more focused you will become.

So I've found that minimizing distractions is one of the best and immediate ways you can improve your focus.

And if you're easily distracted like me, it's even more important.



The first step in minimizing or even eliminating distractions altogether is...

**AWARENESS** (sound familiar?)

You can not rid yourself of a distraction you don't realize exists.

Awareness of your biggest distractions starts with looking inwards and knowing yourself...

**WHAT DISTRACTS YOU MOST?**

# FOCUS AND DISTRACTIONS

Here's a list of some of my biggest distractions. My guess is that your list will be similar.

- phone
- surrounding noise
- traffic outside my window
- interruptions
- email
- social media



Once you know your biggest distractions, the rest is straightforward... put the phone on silent or better yet, move it to a different room entirely.

Close the door, pull the drapes, eliminate audio and visual environmental distractions.

Keep only the site you're working on open on your computer. Close all other tabs and windows. Don't tempt yourself by having email and social media open.

Distractions are way easier to handle when you're aware of them.



# STEP THREE: ACCELERATE

Step 3 of The Side Hustle Success System is Acceleration.

This is where the real fun begins!



# STEP 3: ACCELERATE

When you start thinking in terms of how to make your business go faster, the key concept to embrace is LEVERAGE.

Leverage is defined as "the power to act effectively" and in terms of your side business, it means being more efficient and effective with each action you take.

In Step 3: Accelerate, I'll introduce you to leverage in 3 distinct ways:

- 1 - The concept of "one-to-many" and how to optimize your communications.
- 2 - Exposure Agents and how you can legally "borrow" other people's audiences.
- 3 - The best shortcut I've ever found when it comes to going faster in a side business.

Using one or more of these concepts will likely move your side business faster if you are consistent and persistent in your efforts.



# ONE-TO-MANY

Communicating with your audience, prospects, and team can take time, especially if you do it one person at a time. That's why I look for ways to talk to MANY PEOPLE at the SAME TIME.

This is easily accomplished with technology.

No longer do you need to sit on the phone for hours on end talking to people individually. Emailing people individually? Not necessary.

It's time to bring your business into the new Millenium and let technology drive your communications.

Here are 3 of my favorite One-To-Many communication tools:



1.-- Email Autoresponder

An email autoresponder is software that allows you to create an email list and email people all at one time. It's a huge time saver and makes email communication a highly leveraged activity.

My favorite email autoresponder for beginners is Active Aweber, for its ease of use, stellar support, and low price point. [Give it a try here.](#)

# ONE-TO-MANY

## 2.-- Zoom

Zoom is a web conferencing platform that is used for audio and/or video conferencing. It came into its own following the Covid pandemic since most people needed to work from home and have a way to communicate with their office or clients.

I use Zoom almost every day in my home business. I use it to communicate with my team. I use it to mentor my coaching clients. And I use it when teaching and training in my niche.

Zoom is one software I could not do without.



## 3.-- Videos

Nothing draws your potential customers closer to you and accelerates your business like video. The fact is, if you're not making videos for your business, you're missing out.

Whether it's longer videos on YouTube and Facebook Lives or shorter videos on TikTok and Instagram, videos WORK! People get to see your face and hear your voice and that's a HUGE part of getting people to trust you.

Videos give you a chance to get your message out to hundreds or even thousands of potential clients and customers. One recorded video uploaded to YouTube or another searchable platform can get eyeballs on your business for months or even years. Make sure you're using videos as part of your business strategy.

# EXPOSURE AGENTS

Let me introduce you to one of my secret weapons. This one strategy often propelled me past competitors who had way more time than me. It's simple and not difficult, yet I see hardly anyone using it.

An exposure agent is any person or platform that already has a large audience, many of whom are part of YOUR target market. They've already done all the work to build this audience. Now you can LEVERAGE their work and tap into their audience.



There are many potential exposure agents out there just waiting for you. Here are a few examples:

- Leaders in your niche
- Companies selling similar products
- Course creators
- Social media groups

# EXPOSURE AGENTS

Social media groups on Facebook are great potential exposure agents if you work this strategy correctly. As with anything else, there's a right way and not-so-right way to leverage Facebook groups and bring them into your world. Let's get specific.

Most Facebook groups are either Public or Private. Anyone can join public groups, whereas membership in private groups is by approval only. Most public groups have turned into spam fests and thus aren't terribly useful as exposure agents.



Private Facebook Groups, on the other hand, are perfect exposure agents, provided your target market is likely members of the group. But you need to be careful: if you try to push things too fast, you may end up getting booted from the group.

Here are some best practices:

- Don't try to "get people" in the group. Rather, be helpful and supportive.
- Visit groups often and comment, support, and answer questions if you can.
- Post helpful information in the group with no strings attached -- give pure value.
- If you do this consistently, you will see others in the group take notice and visit your profile page. They may send you a friend request. It's then you know the strategy is working.

Facebook groups are a great strategy for building your audience organically. It's highly leveraged and can be fantastic exposure agents.

# COACHING & MENTORSHIP

People often ask me what shortcuts will get them results in their business FASTER. At the top of my list is always Coaching & Mentoring.

Truthfully, the coaches and mentors I've had along my business journey have single-handedly led to my biggest jumps in success. They are amazing business accelerants.



I did a lot of things wrong in my business journey, but I got one thing right -- I hired coaches very early on, even when I wasn't getting results. In fact, I hired my very first coach for one reason -- to help me make my first sales online.

So the myth that you need to wait until you get results to hire a coach is totally untrue.

Yes, you can hire a coach to help you get to the next level in your business, but you should also hire someone to help you get over an obstacle or block you're currently experiencing.

# COACHING & MENTORSHIP

The big question after "should I hire a coach" is usually...

"How do I find the best coach for me?"

There are a few criteria I recommend:

- find someone who has already accomplished what you're trying to accomplish (not just theoretically, but they've actually done it).
- make sure that person can TEACH YOU. Not all leaders can teach. Watch some of their training videos and be sure you resonate with their style. It's important.
- be sure they fit your budget. Leaders often offer group coaching to start, which is far less expensive than individual coaching.



Investing in a coach or mentor is not something to be taken lightly.

But it can be incredibly rewarding and is one of the best ways I know to accelerate the results in your business.

# YOUR NEXT STEP

If you're struggling to make money online and haven't yet made your first \$1000, I've put together this workshop just for you. These recordings are GOLD.



**GO HERE**

For this special offer



# CONGRATULATIONS

You made it!

The key to succeeding in your Side Hustle will be your ability to stay focused and consistent using the information provided in this micro-book.

Check out the next page to further connect with us!

## DR. BOB CLARKE

AUTHOR. SPEAKER. COACH



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# NOTES

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