



## Get Ready to Build Your Empire!

SHYGIRLSGUIDE NEWSLETTER

### PREVIEW

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Joy Horsley

# Get Ready to Build Your Empire!



***“How do you find time to do all the things you are doing to build, market and scale your business?”***

I get this question a lot. I would list out all the work and family obligations that I have but the truth is we ALL have them! My list is not more important than yours, but it is also not less than yours. What I mean by that is – we are all busy and if I can do it, anyone can! If you want to have something different, you have to do something different.

Rachel Rodgers, one of my favorite gurus on building business, recommends spending 20 hours a week on your side hustle. **20!** That is a lot and if you already have a full-time job, that may sound impossible. Without committing yourself to 20, I would say commit as much as you can. Studies show that adults spend an average of 16 hours on household chores, eight hours on social media (not creating content – scrolling) and even more with leisure activities such as binge-reading/ binge-watching (my personal favorites).

I hate giving up things too but just remember - it is temporary. You are giving up something today for something bigger you want for tomorrow. In other words, there are ways to carve out time to start a side hustle, a second venture, a big project.

Here is how I did it when I worked full time and how I am doing it again as I run a company and am creating other streams of revenue.



1. **I got up early.** I am not a morning person. I love sleep. However, getting up 2 hours earlier than I “need to” allows me time to get my workout in and get going on at least 1-3 activities before my work day starts.
2. **I gave up some chores:** This one is hard because it is hard to justify giving up chores for activities that are not making big money yet. I mean, if someone were paying you \$35/hour for social media work, it makes sense to pay someone \$20 an hour to do chores that eat into your time. Until you are making money though it means you have to ask someone for help and that can be humbling. In my case, I have a spouse that supported what I was doing so he took over the groceries and cooking. We also hired service providers who took over the weekend chores that ate into most of my “business” time. Most recently, I use delivery services for other shopping errands. If you don’t have a supportive partner, you may have to ask other adults in your life who can help until you can outsource some of that. That sounds indulgent, but I guarantee you that CEOs of multi-million dollar companies are focusing on the tasks that bring the most money in and outsourcing things that don’t. You should too.
3. **I used my commute:** I would hold off on any client calls or reading (audible.com)/learning until I was on my way home from work. Number one – I would not do those calls during my work day (lunch hour maybe) and number two – it is an excellent way to use that time! I no longer have a work commute to an office but I have work travel. I still do this.
4. **I worked nights and weekends:** Don’t worry – I still keep this flexible for events, trips and quality time with my family. However, I made those the exception and my usual routine

included 2 hours of work each night and about 4 hours on Saturday and Sunday. Is it fun to do this? NO!! I would much rather be on my couch re-watching Bridgerton or flipping through magazines by the pool, but I have a bigger goals. Delayed gratification is required to have anything major. You have to give up comfort to earn a degree, write a book, lose weight or build a business. **You know this.**

Bottom line: with a few adjustments, we can all carve out a few hours a week to start picking a service, marketing the service, completing the work and growing. Even one hour a day can add up!

As you grow your net worth, you can build a team to help with either your business or your day-to-day life. Its not easy but it is worth it!

## My Weekly Stats!

Each week, I provide my stats, wins, financial gains monthly. To I hit my targets each week? Of course not. However, there is ALWAYS something that improved each time. This is because the weekly tracking has me hyper-focused on doing even the smallest steps so I can see that tiny bit of improvement.

**Trying something that did not work doesn't discourage me nearly as much as wasted time. Doing nothing gets me nothing.**

With that said, here is this week's "weekly metrics":

- Audience growth – **up 22%**
- Web Traffic – **up 41%** -
- Financial growth – **up 5%**
- Total Pieces of Content – **111** (posts, blog, newsletter, etc.)

There were specific strategies and tactics we used this week. They are as follows:

1. **New Client Work:** I am finally doing marketing work for small businesses that want to grow. This includes a lot of tasks and these early clients are helping me build my business model and SOPs that will save time later OR be the basis of teaching others.
2. **Portfolio and posting services to freelance sites.**
3. **Productivity:** daily habits, time blocks, scheduling priorities first are on the calendar. "Show me your calendar and I will see what is important"
4. **Make use of every HARD thing!** Get into the habit of recognizing that if it is difficult and you had to find a solution, you may have identified a business! This past week, I got my family to enroll in the Global Entry program so we can skip lines when we travel. I had to research, type up steps and go through the process so I could add screenshots or other notes to the guide. I am not saying that is a business but it could add value to a travel blog. Get into the habit of looking at every problem to solve as an opportunity!

Taking any action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. If you track your progress – share what is working for you!

**Check out the latest blog this week: ["Words that make lots of dollars!"](#)**



If you are new here: I am Joy. I am an introvert. I am extremely shy and I am a LATE bloomer. All of these things should work against me but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses (everything from book writing, YouTube, Amazon, Shopify, AirBnB, Etsy, etc.)

**Why am I doing this?** There is so much “Insanely easy ways to earn 10K a week ...” out there! It took **work** to hit my first seven figure goals but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

[joy@shygirlsguide.com](mailto:joy@shygirlsguide.com)

*“Don’t shine so others can see you. Shine so that through you, others can shine!”*

Joy – Seven Figure Builder, Investor, Marketing Agency owner and Habit Cheerleader!

Contact: [joy@shygirlsguide.com](mailto:joy@shygirlsguide.com)

- Instagram & Threads: [@shygirlsguidetothegalaxy](https://www.instagram.com/shygirlsguidetothegalaxy)
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