



## Side Hustle to Seven Figures!

SHYGIRLSGUIDE NEWSLETTER

### PREVIEW

In previous newsletters, I was providing my stats, wins, financial gains monthly. What I have learned is...

Joy Horsley

# Side Hustle to Seven Figures!



## My Weekly Stats!

In previous newsletters, I was providing my stats, wins, financial gains monthly. What I have learned is the more you track, the more you have ways to win!

If you can see yourself improving even just 1% (for instance – you jogged 20 seconds longer!) it's a motivating factor that you're moving in the right direction. For me - it will show me sooner the places I need to improve.

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

- Audience growth – **up 11%**
- Web Traffic – **down 13%** - (thanks to a Pin that got very popular on Pinterest!)
- Financial growth – **up 8%**
- Total Pieces of Content – **56** (posts, blog, newsletter, etc. see #1 below)

This is what the Metrics are supposed to do: It shows the growth and the places where we tested something - like a blog title - and then we reviewed the result. The week before was better than this past week on that one item, so now we tweak to see if it improves.

(If you have a practical recommendation – send it to me at [joy@shygirlsguide.com](mailto:joy@shygirlsguide.com))

**Seven Figure Hack: When starting something new, measure your growth in percentages, not numbers. It is WAY more encouraging to say, "I grew 85%!" when you are starting from zero.**

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

1. **10X the Content.** I honestly felt like I was doing a lot with blogging, Instagram posts/reels and Pinterest but it has been *recommended* to count and track *all* versions of content which would include: YouTube Shorts, Instagram Posts, TikTok, LinkedIn (where is my LinkedIn password??), Reels, Twitter/Thread, Podcasts and Facebook Ads. “More output equals more input.” They say.
2. **Adding “Calls to Action” or CTAs more often to my posts.**
3. **Updating the Opt-In feature on one website and Linktree feature on social media.** This is that feature that lets others sign up for your free products or has all action links in one place. Adding these technologies is old for some but has not been required for me until recently. Both were free.
4. **Mastermind!** I have joined up with a lot of folks who have *much* larger businesses. I am learning a lot like the recommendation in #1. It is scary and intimidating but that means this is where I need to be.
5. **More marketing for services and free resources.** Email campaigns are more frequent...

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!



***Plan Your Side-to-Seven Success!!***

I have been *investing* in businesses that have small to ZERO growth. (I mean that – **Investing** – I am not selling anything). I am working with some awesome business owners that are getting ready to launch! How did we start?

- **Listed Key Targets** – All specific monetary targets and personal achievements.
- **Create Vision Board** – A personalized, graphic visual for business/life.
- **Outline Business components**: Mission; The Market; Target Audience; Pain Points; and Ways to monetize.
- **The set up the sale**: The offer; the sale components (how you get paid) and three items for sale.

Check out the latest blog this week: [No More Procrastinating – Time to Make 7 Figures!](#)



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.)

~ Joy  
[joy@Shygirlsguide.com](mailto:joy@Shygirlsguide.com)

- Instagram & Threads: @shygirlsguidetothegalaxy
  - X – @joybizandstuff
  - YouTube: shygirlsguidetothegalaxy
  - Pinterest/shygirlsguidetothegalaxy