



How to Run a Successful Side Hustle Jewelry Business with Susie Moore

THRIVE BY DESIGN WITH TRACY MATTHEWS

When you think about it you need very little resources in order to just get one paying client, and one client takes from a hobby to a hustle. One, one dollar.

You're listening to Thrive-By-Design business marketing and lifestyle strategies for your jewelry brand to flourish and thrive. Let's get started.

Tracy: Welcome to the Thrive-By-Design Podcast, Episode 109. This is Tracy Matthews, your host today, and the Chief Visionary Officer over at Flourish and Thrive Academy. I love you bringing you this podcast every single week because it's just a pleasure not only to jam about jewelry business stuff and stepping into the role of visionary for your company, but to also bring on really amazing guests.

Today's guest is someone really special. In fact I only met her a couple months ago, but I feel like I've been friends with her for a long time. She is awesome at what she does. She's a fireball of energy, and you're going to love what we're talking about today. For all of you side hustlers out there we're going to be diving in deep with Suzie Moore, because she is the expert on how to run a side hustle jewelry business. The reason why I'm excited about having Suzie today is because she started her own side hustle, quit her job where she was making over \$500,000 a year—can you imagine—at the mere age of 30, the girl is a youngin, and was just rocking it out.

I'm excited to have her on the show to talk about how you can put a lot of energy into maybe potentially turning your side hustle into a full time business, or if that's not your goal, no big deal. We love you guys who just want to do this on the side as well. How to make your side hustle just a little bit more easy for you to run and more profitable for you so that you're actually making money, if that's something you want to do, on the side with your jewelry business. Here's a little bit about Suzie.





Suzie is a life coach author based in New York City. She's the creator of Side Hustle Academy: The Side Hustle Made Simple, as well as an advisor to tech startups. Her work has been featured on the Today's Show, Forbes, Marie Claire and more. This is going to be a great episode today. You guys are going to love it. Before I dive in though, I want to take a word from our sponsor.

For those of you who are doing your side hustle business, you might also be having an Etsy shop, and I've heard a lot of you guys over and over and over again saying, hey, I'm not getting traffic to my Etsy shop, or Etsy changed the algorithm and I don't know why people aren't buying and I used to have so many sales. Etsy, Etsy, Etsy, things are changing, changing. I know a lot of you side hustlers out there on the side have this Etsy shop and you're trying to grow your business by selling on Etsy. Well, today's sponsor is Whatify.

Whatify is an amazing tool for all you Etsy sellers that basically provides automated photo testing for Etsy sellers. It's A/B split testing where you can test your photos against each other. **[3:00]** This is technology that Google and companies like Amazon and Netflix have been using for years. It's super awesome, and it's something that we actually use here over at Flourish and Thrive Academy. It's an important thing for you to be taking advantage of too. Here's how it works.

Whatify offers automated photo testing for Etsy sellers. It's proven to increase your traffic by 10 percent for the average Etsy seller and even for some a lot more than that. It's automated and easy. The entire process of getting set up, getting results and implementing them just takes a few minutes of your time. The coolest part is that Whatify was started by a professor, a designer and an MBA, all driven by the idea that data analytics should be used not only for big companies, but to also help everyone to reach their audience.

So, I would love for you to check this out. Head on over to www.flourishthriveacademy.com/whatify. When you head on over there you'll get a free trial and you can check it out and see what it's all about. It's pretty, pretty cool. All right, let's dive in to today's episode.

Hey designers. It's Tracy here, and I am so thrilled to have a very special guest on the Thrive-By-Design show today. I'm here with Suzie Moore, and I'm really excited to have Suzie on the show. Suzie, thank you so much for being here.





Susie: Thank you so much for having me Tracy. I'm so excited to be here with you.

Tracy: I'm so excited. So, Suzie and I met at 7 or 8, we're still not sure how old, 7 or 8 year old's birthday party a couple of weeks ago, or maybe a month or two ago. Anyway, when I met her I was just like, oh my god, I love you. The first thing I thought is you have such great energy, I have to have you on the show. Then when I found out what her specialty was I was even more in love because it's something that I think you guys are going to be really excited about.

Susie: Woo-hoo.

Tracy: Yeah. So, when our friend, Selena, actually introduced us she said, you guys are going to be like best friends. I can tell you're already going to like each other. Suzie is just great. So, welcome Suzie. Thanks so much for being here.

Susie: I'm so excited to talk to you Tracy about a really exciting topic.

Tracy: Exciting topic that we haven't revealed yet, but today it's all about making your side hustle business successful. I love this topic, especially when I knew that Suzie was an expert in how to create a successful side hustle and test your idea before you bring it to market. For jewelry designers, I know a lot of you have full time jobs, and you're trying to do a jewelry business on the side, and you're struggling to get it off the ground. So, what better person than to have Suzie here. Suzie, I would love to learn just a little bit more about your journey, why you're passionate about side hustle businesses and what got you to this point.

Susie: Yes, so I became obsessed with side hustles once I started my own. It was actually less than three years ago. I was a Fortune 500 sales director at a very big company, and I loved it. Well, I loved it to a point. I mean, it was fine. I could have certainly kept going, but around my tenth birthday **[6:00]** I thought to myself, is this going to be my life's work. If I didn't make a change, if I'm not proactive in my life, the years will just go by and by, and I will still have my dreams and my goals and just kind of my job to show for it, and they weren't aligned.

So, I went to MIU, I studied life coaching. I started writing very actively to attract clients, and that just really grew into a successful business, which is now scaled a lot, allowing me to leave my job just before 18 months was up with my side hustle. So, I've been working now full time for two and a half years for myself,





and I love it. I just like the fact everyone asking about it, how do you do it, how do you do it. So, [6.37 unclear] I really need to teach and share because it's a lot easier than you think.

Tracy: It is, and I'm so excited about this because I don't even think I told you this, but I had - when I started my jewelry business, my first company, I was doing it on the side for about five years before I went full time. It was awesome because some years, there were a lot of times when I was busy and there was life stuff going on. I got married, and I moved to a new city. So, that sort of had to put the business a little bit on the side burner. I don't want to say the back burner, but it wasn't totally the front burner at the time. Sometimes, even back then in the 90s, I was making \$20,000 extra a year just selling jewelry on the side. That might not seem like a lot these days, but for a lot of people that's a significant chunk of change.

Susie: Significant, mm-hmm. For some people, I mean, depending on the statistics you listen to, that's the average household income in the U.S. is \$40,000. So, that's a tremendous amount of money, depending on where you are and what your goal is. There's no reason not to do it.

Tracy: There's no reason not to do it. So, I want to start off with a fun question, or at least I think it's fun. So, what are some of the benefits of starting off, especially for jewelry designers? The idea and the passion and they want to make a business out of it. What are some of the benefits of starting it off as a side business or a side gig, instead of going full-time straight out of the gate?

Susie: There are so many. Number one, it's risk free. When you think about it there is no risk. You keep the paycheck, you keep your benefits, you keep everything that your 9 to 5 gives you, while really testing this proof of concept. Sometimes I think people have this inner ignorant idea that get out a big loan or take a risk and make a leap. That's just not true. Neilson says the average American watches 36 hours of TV a week. So, think about that. Even if you just half that, you would have so many hours, 16-17 hours a week to work on a passion project, work on a business.

So, you use your free time, you get to fulfill your creative potential. The way that I think about it is when you have a boss and one revenue stream in your life you're not hedge [8.41 unclear]. I mean there's no job security anymore Tracy. I





think most people are [8.45 unclear] to that, but also when you're in a job and that's your only source of income one person, your boss, can ruin your life. They have so much power over you. One person in a bad mood means that you are in a bad mood. You put all of your eggs creatively, financially, [9:00] spiritually in one basket. You don't have to. I mean, there's no such thing as a fixed income. You fix it. There's tremendous possibility if you just open up your mind to what's [9.10 unclear]. There's never been a better time to be an entrepreneur.

Tracy: That's amazing, because you said two things that I thought were really awesome in that last little snippet of things. First of all, what do people want to put a band-aid on the solution or finance their business without really thinking it through. I don't think getting funding or financing for your business is always a good idea at all. I mean, I know from personal experience that getting in that trap of where you have to use credit cards or lines of credit or loans to get your business off the ground. It's a bad idea because if you don't strategically think about how you're going to pay that off, you could be in a lot of trouble at some point.

Susie: Absolutely. You don't need the pressure. Think about it. You can be your own patron. Your job can be a leasee for your business. That's how I thought about it. I thought my job when I'm showing [9:59 unclear], getting on a plane and doing my meetings. I'm my own investor. I don't answer to anyone. There's no one else. When I look at my P&L, it's me, and being independent and self-funded gives you a tremendous amount of power and freedom.

Tracy: The other thing that you said that is seriously my mantra is that there is really no job security these days. It's way more secure I feel like to be really strategic and have your own business and focus on growing your own business, because you have an opportunity to control your destiny and control your income.

Susie: Yeah, actually not long after I resigned from my job full time, 600 people were laid off in two different rounds. I mean, not that I needed any acclamation, companies should do the right thing, but I mean, just there you go. And the years go by. The market is shrinking. I mean, if you even go down to Wall Street, some of those buildings are empty.

Tracy: I know. In my neighborhood they are too. It's kind of scary. All the retail shops closing. Not to make anyone panic that there's gloom and doom. People are still





buying stuff. It's just they're buying it in different ways. Especially for our designers who are selling product, not to freak you out. It's just about being innovative and changing the way you think about commerce. I think that that's huge, and something that can be done as a side. So, we have a ton of designers in our community, who have side jewelry businesses. They're trying to get them off the ground. They're pulling them up, but they have the same - there's one of two struggles that keep coming up over and over again. It's like how to finance the business. We sort of briefly talked about that, and the other one is having enough time to actually pull it off. You kind of briefly touched on that. So, I want to hear a little bit more, if you wouldn't mind going into a little more detail about how you coach people to kind of get through those things.

Susie: The first thing, with the money, often people think I need a lot of money to start a business. Depending on your type of business, that could be true if you require a lot of people or if you have a really complex product to build, in most cases you can really get started [12:00] with zero dollars. So, for example if you're a coach, you get one client, because you're giving your time, you're giving your expertise. I'll give a couple of examples of my clients and students, and one's a personal funding expert. She teaches [12.15 unclear]. One lady is a lady who designs jewelry and sells it on Etsy, and she's an accountant in her full-time job.

Tracy: She's an accountant full-time.

Susie: She's an accountant, yeah. Also another lady is a matchmaker. When you think about it you need very little resources in order to just get one paying client, and one client takes you from a hobby to a hustle. One, one dollar, really that quick. And then you take that money and you invest it back, invest it back. Get a website. Forget about a glamorous photo shoot. Forget about getting expensive design website off the bat. You don't need that. You don't even want your business to need it, so don't invest all this money upfront. You just want to focus on getting clients one by one.

In fact, another one of my clients, Amanda in London, she has a stationary business, and she created just four to five samples. She said she spent 25 pounds, very little. She created her own samples, sent those samples around and then got orders before she created any more. She didn't create 300 items and then try and ship them. You create very simple, very basic, very little money, get orders and then fulfill them. You get clients, and then receive the





cash flow and then you can invest back. Don't throw money into it because it's no risk. Keep it simple and easy.

Tracy: That's such a good point. I have a custom jewelry business, so I have a little bit upfront costs, but until I land that client, I'm not spending any money. I like it that way because I'm able to stay really profitable. I'm not in a cash flow pinch all the time trying to finance the business, but when I had a wholesale company, and I was selling to stores what we did is we started with a sample line. Sometimes you have to buy a little bit of inventory and stuff to kind of get things off the ground or make sure that you can get the supplies. If you are strategic about how you're designing and thinking about your product line, all you need to do, as long as you can get supplies fairly quickly, is to create one piece of each thing, photograph it beautifully, sell it, show people samples, if you're selling to stores. If you're just on Etsy or whatever, have those pieces photographed. Then have some lead time. Just get the order first and then have the piece made.

Susie: That's it. And funnily enough actually, a couple of my clients who work with this similar model they say that their clients tell them that they love the custom nature of having to wait too for something because it feels special. When it arrives it's like oh, my custom made piece. Really it can be much simpler than you think. Let me go to the time piece. I mean, this one comes up. It's probably one of the biggest objections, but what I say, I mean it never changes. It's never a question of time. It's a question of hierarchy. If you have a kid in your life, you'll feed that kid, even if you're busy. If you have a job to get to, you'll get there. If you love [14.51 unclear], you'll make time for that in your week. If it's a priority to you and same with your hustle.

I mean, everyone has 24 hours a day. **[15:00]** I recently note, you need Beyonce. Beyonce ain't eating Doritos on the couch watching replays of stuff. She's doing her thing. So, it's just a matter of allocating hours to what matters to you. Actually, I love what Steven Kirby says. He wrote the 7 Habits of Highly Effective People. He said, don't prioritize your schedule, schedule your priorities.

Tracy: Oh my gosh, I love it.

Susie: Yeah, I love it too. With the way that I schedule, I used to, because now my business is full-time, but I would schedule hustle, hustle time in my calendar,





and it was non-negotiable. One meeting a [15:31 unclear], a meeting at work in my day job, and it would be like 10 to 2 on Saturday or 3 to 5 on Sunday and that was it. That was my priority.

Tracy: Yeah, only hustle time. I love that because we teach designers here, it's like three priorities a day. Don't do anything else until those things are done and then move on to the rest of the stuff, and all those things are supposed to be the things that kind of move your business forward. And if you're doing it on the side, maybe it's not a daily thing, but if you're scheduling time on the weekends or during the evenings, excuse me, or on the weekend, that's when you are focusing on it, right.

Susie: Yes absolutely. Each of these hourly chunks of time they build up to a business. They create a business.

Tracy: Yeah.

Susie: You think small [16:09 unclear] to get the big stuff.

Tracy: Yeah, and then one day, the cool part, is that one day there is this tipping point where you're like okay well if I just spent more time. I have this really great story. I think you're going to love it. I actually have a call with her later because she's in our mastermind. My friend Jennifer Ciraulo, she has a jewelry business called Blooming Lotus Jewelry. Long story short. She was searching on Twitter for someone to design an engagement ring, back in the day. This was probably eight years ago. Twitter is a random place to find a designer, but somehow she came across me. She started Tweeting at me. We connected on Facebook. We talked about an engagement ring, and then we just became Facebook friends and all that stuff.

That's another story, but the point of this is that we ended up going on this trip to Bali together. I knew that she designed yoga jewelry, and she was telling me that, oh she just did it on the nights and the weekends. I said, well how is it going? She's like, well I'm selling \$2,000 a month, and her price point is pretty low, like \$30 via Instagram. So, that's a lot of volume for someone doing it as a side hustle.

Susie: Yeah, mm-hmm.





Tracy: She was really strategic, and I was like, well why aren't you doing this full-time or scheduling more time to do it, because I bet you if you just let go a couple days of work, then you could probably double the amount that you were selling. So, I somehow convinced her. I mean, she convinced herself too, I mean, I have to give her credit because it's her business and whatever, but you know, we're sitting on this trip in Bali. I'm like, you know, I really think you should maybe cut your schedule down. We're kind of talking about her work schedule because she really wanted to follow this passion.

So, she went down to three days a week working at her job, and the rest of the time spent on her jewelry business. So, of course her sales totally increased. Then she cut down to two days a week. Then she, at a certain point, cut down to one day a week working her job. At that point I was like, Jennifer why are you working one day a week. She's like, yeah I guess you're right. [18:00] So she went full time, and then launched out of the gate, had an amazing year. Had one of the best summer seasons ever. It just goes to show you. I think for some people when you put a lot of effort into what you're passionate about and you're committed, and you want to get it done, then the needle moves really quickly.

I think sometimes the reason why people are held back is because they're hanging on to what they think is security. When if they really went full in, whether it's a side hustle or the full time thing, however you're doing it, the results would come so much faster.

Susie: It's really true, and I love that story because it shows it can gradual. It doesn't have to be a dramatic shift where you wake up one morning and you change your plans. No, it can be sensible. It can feel safe and it can just happen naturally [18:45 unclear] organic transition. No one [18:49 unclear] the way that you do it, and the possibility is out there once you just get started. Great story, I really like that.

Tracy: Thanks. I like it too. I share it occasionally, but it's a good one. I felt like it worked with this.

Susie: Yeah, absolutely, yeah.

Tracy: This is a common theme. They sit down to focus on their business, designers in my community, and especially the ones who are doing this on the side, but even some of the ones who are doing it full time. They get really overwhelmed





because they don't know where to start. Do you have any productivity tips for designers so they know how to prioritize and where to start first?

Susie: This is an interesting one. I love this question because it also kind of ties into the timing thing. When it comes to not knowing where to start, oftentimes it's just an excuse. It's like, uh, but I didn't know where to start. Uh, but I didn't have time. Uh, but I don't have money. It's like, you don't just wake up one morning with a great business. I always say focus on the money first, especially in the early stages. So, the priorities are going to get paying clients [19.47 unclear] service. So, if you think about it, I mean, my goal in the beginning was just to get - if I can get ten coaching clients, I'm a legit life coach. I'm busy, I'm already seasoned, and I'll have all sorts of experiences that I've managed and coached people through.

So, what do you need to do to get clients? Is that where your priority is, or do you already have clients and you need some systems to help you with support that you're freed up [20.07 unclear] genius. Do you have no web presence, everything is running offline and you need some automation and you need to just build your online brand. You need to identify what needs the attention. Is it money? Is it tech? Is it branding? Where is your area for development. Think, what do I need and then just break down any big tasks into small tasks. Every big thing is achieved through a lot of different small sets.

A success is just a series of small wins, daily wins or weekly wins. So, identify where it is that you need to focus. Often, Tracy, most people will say not clients because they're scared.

Tracy: I know, let's talk about that.

Susie: They're scared. I'm not joking. I've met so many people who come into my program who have a website, an LLC. They have literally everything, a line of credit, [20.55 unclear], all those things set up and no business, right, because they've been procrastinating [21:00] of getting out there that they're available for hire. They're [21.03 unclear] for that. So, they have everything set up where they've got 300 blog posts that haven't been published. They have gorgeous photos for their website that they got to create. [21.13 unclear] Instagram.

Most importantly you don't have a business unless you have people paying you. You don't have a good business, unless you're profitable. Everyone focuses, I've





noticed, increasingly efficient online businesses they always think about their [21:25 unclear] profit. What do they make in their business offline, and really what we care about the take home, not the net. The most important thing is to be generating clients at a profit for your business. Number one, right. Think about it like an accountant. What's worth your time?

Tracy: It's not an expensive hobby. It's a business.

Susie: Yes, exactly. There are so many expensive hobbies out there it's heartbreaking because with a few tweaks, a good shift, it could be completely different. It could be the opposite. So, the most important thing is to have paying clients. With that, you just have to understand that confidence is something you just need to harness. You have to decide that you have it. You have to remember that it's more important than competence in a lot of ways, and just really understand that managing your mindset is critical to your success as a business owner.

Tracy: Absolutely. I remember when we were sitting down and having a glass of wine you're like are you listening to Abraham Hicks. It had been a long time since I had been listening to Abraham Hicks. I read a bunch of books and all that stuff. After our meeting, I downloaded the app, because I'm so obsessed with mindset. I meditate nearly every day, sometimes I slack. I do yoga and all this stuff, but it's a really good reminder. It doesn't matter how successful you are, you're always going to hit upper limits in life and it's important to always be working on that confidence container to keep you resilient and strong to let the stuff that's not working out roll off so that you can move on.

What I've seen, and I'm sure you've seen this with your clients too is that people feel like everything has to be perfect before they present it out into the world. I mean I've also seen the reverse where they're slapping random stuff out there. A lot of time I feel like what's holding people back is they're like, I'm not a good salesperson. I'm not whatever. One of the things I remember from working with my buyers over the years and getting into stores like Anthropology and ABC Hall and Bloomingdales and all these amazing accounts, Sundance Catalogue, over the years is that all those accounts I was the one working with the buyer, not my sales reps or anyone else.

The buyers, especially at that level really like to work with designers. Even at a direct consumer level, people want to meet the artist. If you're at a show or





you're selling on your website, they want to talk to you because they want to know your inspirations. So, if you could just figure out how to get out of your shell that's holding you back. We talked about Beyonce earlier. Sasha Fears, she has her little alter ego. Make up an alter ego or something and pretend like you're someone else. [24:00]

Susie: I tell my clients this. Using an example as a life coach, if there's a life coach who is average, pretty good, not the best, but they'll do okay, an average life coach. There was an exceptional life coach like Tony Robbins, who can shake your life and make people see things clearly and bring hierarchy and motivation. You can have the best gift in the world, the best [24.28 unclear] thing, it's nothing if you're not using it. You may as well not have it. It is tragic for that to be the case. So, many people do. They tell me, I know I can do that. I know I have that potential. I know I have the capacity to do that.

So, it's like, the best way to do it is to do it. We [24.48 unclear] forever, and we could talk about the benefits of it and get ready and warm. There's some people, I admit, they will go through our program, they'll have a coach and they still don't ever launch. They won't get there.

Tracy: They won't do it, yeah.

Susie: Sadly, I see some of the most talented people do that. The frustration that I have to get them, but what can you do. I know this kind of perfectionism I love, but I heard about perfectionism. I think Liz [25.17 unclear] says that it's perfectionism is just feared trust as a high standard. It's our obligation to make things real, to make things happen.

Tracy: Absolutely, and I always say thing because I've shared this story a bunch of times with my audience, when I was doing trade shows back in the day there was this new designer that came on the scene. She was a PR person before, so she had tons of confidence and tons of outreach, but her product wasn't really that great. But when the shows came around she got amazing placement, because she was able to negotiate it. She wasn't afraid to put herself out there. She had a line outside her booth, and she had tons of celebrities wearing her jewelry. The jewelry wasn't even that great. I was just kind of like, whatever, I don't understand why people like it.





It just goes to show you it's not necessarily how talented you are. It's your willingness to take action. So, your talent and your willingness to take action merge, it's golden. You can totally have this really strong kind of platform to just bounce off of because you can get out there.

Susie: It's actually magical. Having a sales background, I have been thankful for that because it has been my job to sell things, cold, to people who don't want it. I'm okay with rejection. I'm okay with starting again, managing a funnel and those type of things, but there are also tricks to that. It's just the power of expectation. I always say to myself, oh I've got a product launch coming up, or I have a new product I might want to show people. I'm like it'll do well, I'll fill that, I'll complete my goal. What happens in the privacy of your own mind. [26:56 unclear] said to me once, I wish we had tape recorders so we could recall back the things we said to ourselves because they're so mean. **[27:00]**

I'm really conscious about it. I want to replay this sentence in my head, or going to be like oh it's going to work out. I mean the name of my book is What if it Does Work Out.

Tracy: Exactly, oh I love that. I love that. What if it Does Work Out.

Susie: What if it Does Work Out? That's something to dwell on, not the opposite. It won't work out with your side hustle. What if it does work out? You could be Victoria Beckham. Who knows? It could be anything that you want. It's so driven by you.

Tracy: I'm having you on to talk about five different topics. I should have lead the monthly show with Suzie.

Susie: I love it.

Tracy: While not everyone necessarily wants to do their jewelry business full-time, a lot of people have a dream or a passion of quitting their job and doing it full-time. I know that that was my dream when I started. That was my only vision. I never thought it would work for someone else as a jewelry designer or maker. I always knew that I would have my own company. Do you have any tips or suggestions on how to launch that. How to get it going, how to know when it's time?





Susie: Know when it's time to make a transition?

Tracy: Yes.

Susie: I get asked this a lot, and I think it's a really juicy question. Number one, you never have to. For some people a side hustle is forever and that is really cool. I know one of the guys who I've coached, he has a great job, and his side hustle is just largely for pleasure. He does get paid nicely for it, but he actually helps graduates become very polished in interviews. Because he thinks that millennials have a bit of [28.30 unclear] when it comes to being hungry. He's in a great industry, and he just likes doing it in the evenings or the weekends. So, you can always have a side hustle forever and that's lovely.

If you want to make a transition, I think that almost you don't decide one, it chooses for you. It kind of chooses for you. In fact, before I made my transition I had a date in mind. I was like I'm going to do it this spring because that's a great time. The weather is good, and I'll feel like I'm going to give it all. Before that, I was in Australia the October prior, and I spent three weeks there. I was with my best friend who really believes in me. We were just chatting. I said, so much has happened this year. [29.12 unclear] that year, and she was like, I think you should just quit. You're so ready. It will work out. It always does.

So, I felt kind of very inspired. Then I got back to work and my account director, who managed my accounts, he said to me, I'm very sorry. He goes, there's actually been a big cancellation. One of your clients cancelled, because of a product feature. So, I would have lost a very big commission check, which I was waiting for. I'm like, it's over. I'm out. [29.43 unclear] baby. Truly I was like, well, I've been thinking about - and also that kind of [29.50 unclear] in mind. It was kind of made up by me, and wonder if I would have stuck with it. I wonder if I'd been like one more check, one more quarter. So, yeah, [29.59 unclear].

Around that time my side hustle was infringing upon my job a lot. Because I write for places like [30.09 unclear], I've had the fortune of interviewing some pretty cool people like Arianna Huffington and [30.14 unclear]. I had to reschedule, I mean, I missed out on interviewing Lena Dunham, which I was really bummed out.

Tracy: Oh my gosh, that's so crazy.





Susie: Yeah, when her book came out, I'm Not That Kind of Girl, which is a great book. I was speaking to her publicist at Random House, and because my boss called a mandatory meeting, which he later cancelled, I had to go back and reschedule my interview with her, and just couldn't get her again. These things are kind of all happening and then it was just decided for me. I notice this happen more and more when people are like, I've got a big order. Time to quit, or I have to travel to speak somewhere, or I have to go somewhere for this or that. It's timing. You don't even necessarily need to plan it I don't think. I think it's the law of supply and demand of the universe, what demands your time. It does [30.59 unclear].

Tracy: That is awesome. Well, Suzie, this has been amazing. I'm excited to have you on again. I'm just putting it out into the universe.

Susie: I love it.

Tracy: I love it too. So, you have some exciting things going on. I want to hear a little bit more about your book because I love it. I love the title, What if it Does Work Out? Amazing. I also want to hear a little bit more about where everyone can find you if they want to learn more.

Susie: Yes, my book is available for pre-order now, and the official release date is November 15th. It's an excellent book to get for a holiday gift or yourself, when you're considering the new year. There's so much juicy stuff in the book, actual stories, lots of interviews with CEOs, learning their productivity hacks and how they get more done with less time. I've also included my [31.45 unclear] formula so you can really understand your strength. The massive confidence [31.49 unclear] too, because a lot about [31.51 unclear] succeeded when they shouldn't have. So, people who don't have the qualifications, who don't really come from a place where they have the best resources and they just hustled their way through to whatever success they wanted to accomplish.

There's plenty of juicy advice in there, very actionable steps. I even put my script. So I have pitch [32.12 unclear].

Tracy: Oh my gosh, amazing, I'm buying it for all of our mastermind students.

Susie: It's like a done for you, like a done for you get started guide, which I think is pretty cool. And everything else, new times for release, and all the other cool freebies and [32.26 unclear] that come along with that it can be found, if you





sign up for my newsletter www.susie-moore.com. If you join, you'll first know about my product releases and the core programs I'm working on, and of course my book release [32.40 unclear] cool, fun stuff around that.

Tracy: Awesome. Susie, thank you so much for being here, and I'll be sure to include all of that in the show notes, all the links and everything to all that stuff. Thank you so much. This was awesome.

Susie: Thank you so much Tracy. Wonderful speaking with you.

Tracy: Bye.

Susie: Bye-bye.

Tracy: Thank you so much for listening today. Wasn't Susie awesome, I just love her. If you haven't done it yet, make sure you head on over to www.flourishthriveacademy.com/whatify if you are an Etsy seller. And all the links and stuff that we mentioned on the podcast today will be in the show notes. Thank you so much for joining me today. Until next time, this is Tracy Matthews signing off.

