

So, you want to hustle?

Hey Beautiful,

I'm Sonia and I am the Founder of the Executive Women's Wellness Society, my friends call me the Side Hustling Queen!

They say when you are truly doing what you love, you never work a day in your life!

This is the ultimate guide to setting up a Side Hustle that I wish I had when I started my business. I relied heavily and paid a fortune for business coaches and mentors to get me through content, websites and product creation.

So, if you are:

looking for a jam-packed guide on how to run your Side Hustle

wanting to finally obtain your freedom

and keep your wellbeing in check,

You are in the right place and this guide has every answer that you need to kickstart your side hustle.

Whatever your Side Hustle is e.g. a practitioner, healer, coach, pet minder, renting your home, selling items on eBay, virtual assistant, making beautiful food products or selling your arts and crafts, whatever it may be, I created this book for just for you, and for all the amazing women I meet every day. I am so grateful that many of these women want to pick my brain on how I am mastering my full-time job and creating a great passive income in my Side Hustle.

The Side Hustle. I know all about it. For 12 years, I have worked in a dual role as a Business Unit Manager and an Executive Assistant to a Board of Directors for the most elite electrical business in Australia. My job is great, financially secure and many of the people there are as close to me as my family.

However, my love and passion has always been in the wellness industry. I naturally started to mentor other executive assistants in the area of their wellbeing, as so many were burning out, I felt that it was my calling to help and be of service to other women where I could.

Growing up as a teen I suffered with anorexia and I suffered a burnout after breaking up with my long-term boyfriend – I was heartbroken! Shortly after, I suffered another loss, another man, my dear father passed away five days before my 30th Birthday! I was heartbroken again. In fact, I didn't have enough time to come up for air to heal from the first heartache, and there I went again down deep into the rabbit hole of grief and loss which ultimately became depression and anxiety.

I set out to heal myself, to open wide and become the person I had always craved to be. My vision was being honest, authentic and fun. I began my journey by studying to be a Wellness Coach, then to Master NLP, Master Hypnotherapist, a Kinesiologist and a Counsellor.

When I started coaching, I was so excited and couldn't wait to put myself out there and show the world what my business had to offer. I was naïve at that time to think clients were going to flock to me in an abundance, my work had only just begun.

I started coaching other EA's and corporate women, I mentioned I found my calling, but where I had envisaged to be was on the speaking circuit of conferences and events, but it wasn't a smooth ride I

had to experience so many rejections. Each time, I'd reach out to corporates they would simply fob me off.

I grew tired of this very quickly and one thing I knew was that my determination was never going to fail me. I knew my worth even back then and with the help of some personal development work of growing, expanding and re-framing of my subconscious mind, I broke some serious limiting beliefs. And one day after leaving a business marketing workshop, I thought to myself;

**“Screw it, if no one is going to give me an opportunity,
I’ll create my own”.**

Coming out of that workshop I knew I had to do one thing and that was to network my tosh off!

One of the tips I took away was to host events, you have a hotel or venue endorse you as a sponsor, and they become your sponsor and soon after that's exactly what I did. I started networking with amazing hotels and people who wanted the same thing I did, which was initially exposure and then to have a following and an abundance in their business.

Each event grew from 50 to 100 people to 200 plus more. I created the Annual Breakfast for the Executive Women's Wellness Society and each time I upped the game on what I offered. I would add one expert speaker, then another, then a panel, then goodie bags and more sponsors and before I knew it my events were HUGE!

Remember, I didn't do this overnight and before all this I didn't have a lot of contacts, I just knew what I wanted and went for it!

In this guide, I am going to share with you exactly how I did it and just as I am successful in my Side Hustle, you will be the same beautiful!

Now, if you're reading this, it may mean:

you most likely already have a Side Hustle

you are either wanting to grow it, but you are already exhausted with your other job

you possibly don't even know how to start a Side Hustle

you also may not be able to financially support your hustle and invest as much time and money as you really want to.

Most of all, you want this to work so badly because you can't wait to do what you love every day, you want the flexibility, not reporting to a boss. You want this because you want to be the Boss Babe and you know it's going to happen. But you need a little help, perhaps some ideas and a bit of mentoring to be your guiding light along the way.

Well I think I can help.

All you need are some strategies and sheer determination. And I know you have determination because only driven, determined and ass kicking babes like us, want to come good on our dreams. And success has always been a dream and now I am going to help you make your dreams a reality.

So, are you ready to dive deep to flow and grow your business? Let's do this....