JS012\_3 Ingredients to Start a Business FINAL

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**SPEAKERS**

Jerry Dugan

**Jerry Dugan** 00:00

Hey, render nation. This is Jerry from beyond the rut and you're listening to another installment of Jerry's short. This is the short episode in the middle of the week that I bring to you with just the practical tools from a previous episode, or just some tidbits I want to share with you, so that you can live your life beyond the right now a couple of weeks ago, or a couple episodes ago, I had a conversation with French instructor on JL Prieto. And we talked about how he had left his corporate tech industry job, because he just wasn't fulfilled from there. He wanted to chase a girl to another country. And he realized, if you wanted to truly impress her and build a relationship, and probably just do things when they go on dates, he needed an income. So how did he do it? How did he find financial freedom, freedom of mobility, and enjoyment and fulfillment in the work? He does? Well, there are really three things he considered to create his own online business that is thriving, and I want to share those three elements with you. So the three elements are really your passion, the need that's out there, and then delivering on that need, so that you can get paid. Or in other words, what's your superpower? As Amy Rasta likes to say, what is your superpower that you can do to deliver a super solution for Super pay? Now, in onsale, burritos situation, he realized a couple of things. We'll start with the first step, his passion, but also the skills he already possessed. So he did an inventory of what are the things he already has in his skill set that he's good at. It's easy, and he likes to do it. He's passionate about it. Well, if you listen to the full episode, you know that on Joe is a native French speaking citizen. Easy, right? Well, not everybody can speak French. And there are people out there who want to learn how to speak French. On top of that, he didn't just speak French since the day he was born. Or since he could start speaking, he went out and got degrees in how to teach French to other people. So he didn't just speak it. He learned how to teach it. So is there a passion there for him? Yes. What was he doing in the tech industry, he was chasing money in a field he completely hated. So instead, he realized, I think I like teaching people French, I think I really do like it. So that was the first thing. What does he already possess as far as skill sets, and a passion. You know, my son, for example, is really good at photography, very good at it. So much so that he watches a lot of YouTube videos on how to improve in photography, so much so that he would talk his girlfriend's ear off for hours about photography. In fact, if she thought he was falling asleep, she would just ask him a question about photography, knowing that he was going to talk for another hour or two, my wife if she ever wanted to do this could do the same thing about podcasting. If I'm falling asleep, asked me a question about podcasting or backpacking, I'm going to talk to you for another two to three hours. Just be ready. You've been warned. So that was the first thing, what skill sets do you already possess, that you also enjoy doing a lot? The second thing, what is the need out there. And one thing that ANA shell realized was that not only is he good at speaking French, and he's also trained and degreed in how to teach it, there are business people out there technical people in the tech field, who want to live and work in France, but they need to learn French to do it, to do it well, to be able to survive and thrive in that foreign land. Or maybe they want to work remotely with a French company. While there's a need, do they have the income and the means to pay for it? Yes, they do. And so that leads to the third thing, once he realized he has a skill set that is easy to him that he's passionate about. And there is an audience out there of English speakers who want to learn French, it led them to the third thing, what can I offer that is on a multiple level of pricing, as Vincent Puglisi likes to say, from total life freedom, the stadium seating in a sense that he can offer his customers and his clients so that he earns an income. So he devised a business structure that offers up free informational and educational and entertaining content on YouTube. And that's how you get to know him, build your trust in Him and so on. And then he also offers up some courses. And the big moneymaker for him is the coaching that comes along with learning French. So those are the three elements, what is something you already have that you love to do? That's easy for you to do. Second, do you have an audience that is willing to pay you for that solution? And then third, what is the stadium seating you can provide that will help you earn a living while delivering that content very easily, and not burn yourself out. So the end result for on shell for example, is that he offers up those courses, the coaching and the free content. And as a result he gets to live in Austria. Now the girl he chased to another country that didn't work out, but the next relationship did so So he's living his dream. He's with a woman he loves. He's in a country he wants to be in, he's earning the living that he needs to have his lifestyle, and it's scalable. How cool is that? So my invitation to you in the permission I'm giving you is to think about those three things, if you want a side hustle. If your dream is to one day, leave your job to run your own business. Think about that. What is the skill or maybe the other option? Maybe you want to work in a corporate environment that makes the best use of your skills, talents and passions? All the above is good. There is no wrong answer here. But think about that. What is your skill set that comes to you easily and you love doing? What is the need out there? Whether it's in a corporate environment, or in an entrepreneurial environment? And third, how are you going to provide your service to get that super pay? So what is your superpower? What is that super solution you can deliver for that super pay? And there you have it, I've quoted Amy Rasteau. Thanks for that idea. On JL Brito, thanks for being on my episode a couple weeks ago. And Vincent, thank you for the idea of the stadium seating you renter nation, think about what I just shared with you. And then email me info at beyond the rut.com because I want to hear what your idea is, I'm not going to steal it. I just want to cheer you on because that's just something I love to do. I love to see other people succeed in the thing that they're passionate about, while I'm also pursuing the thing I'm passionate about. And there you go. So that is the next installment or the most recent installment of Jerry short. If you want to find the show notes and link to some of these people I've talked about, go to beyond the rut.com/j s 012. J S for Jerry short 012 Because the 12 want done. And there we go. Now I'm glad you join me and I'll see you on the next episode. Go Live Life Beyond the runt. Take care