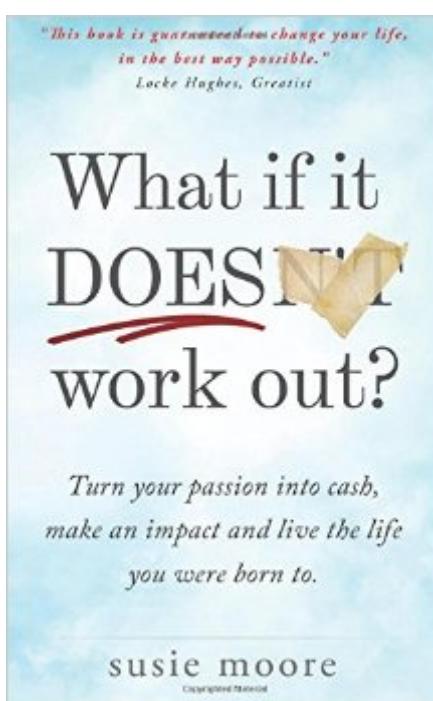


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# What If It Does Work Out?: Turn Your Passion Into Cash, Make An Impact In The World And Live The Life You Were Born To.



## Synopsis

Think about that hobby, that talent, that passion which you joyfully engage in. Just thinking about it shifts your energy, doesn't it? Do you want to start transforming that into a side business which provides you with inspiration, fulfilment and a truckload of cash? This book will be that vital motivational injection to help you overcome your fears and doubts and get started in creating a successful side hustle! Build that business, make an impact, quit your job and live the life you were born to!

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## Customer Reviews

I have followed Susie as her career has flourished and have been eagerly awaiting the release of her book. Susie is a wealth of knowledge and experience and this book will not disappoint. Highly recommended!

I think the Business Insider quote on the book says it all "Any insight into how she does it is worth reading! For someone so accomplished..." I have wanted to start a side business for a while and I see so many snake oil sales people online selling really expensive courses or sub par e-books on how to start a business - there are some good ones - but most have absolutely no track record to indicate that they have done this successfully themselves or any track record of a successful career that would lead me to believe there is some value in their advice. This book was incredibly refreshing and authentic. I have followed Susie for a while now and she was clearly hugely successful in her professional life at a young age, having helped build multiple successful tech

companies that were acquired, and in starting her own business. It was a wonderful surprise to see so many great interviews with big time entrepreneurs (who started out as small time) too and hear their stories and the lessons they learned along the way. I really recommend this book if you are looking to start your side business - it is the perfect combination of motivation and practical advice that will get you going.

I found this book to be really well written. I enjoyed the simple but thought provoking exercises and interviews. Mostly, I liked the authors humble but 'get on with it' approach to helping the reader work towards changing their life. It's not easy to make changes and so many books say crazy things like "ask the universe" or 'just do what you love' and while those are sometimes valid paths there can still be confusion and the excercises in this book are very helpful. I feel like the author took the time to be realistic and present a case for putting one foot in front of another. Also, the writing style is perfect for this sort of read. I really connected with the book. Awesome Job! Full Disclosure: I had the pleasure of briefly working with Susie. When she says she had her ups and downs, she's being truthful. She really did put in the work that's detailed in this book. I think knowing that made book such a pleasure to read. I gotta get busy on my side-hustle!

I love real life examples and this book is full of them. I particularly enjoyed the perspectives on entrepreneurs in the book - especially Alex's (founder of The Muse - a website I LOVE). This book helped me with the tools to go from inaction to action and realize that a side hustle is not some insurmountable dream, but something that can be done easily, with small, accomplishable (a word?) steps. It's easy to think it's too late to start, but now I know today is the day! Susie's book demystifies getting started.

In the interest of full disclosure, I'm lucky enough to actually know Susie. This however would not in and of itself compel me to write a positive review if I happened to not like this book. With that said it was with great anticipation that I approached this book. The book is excellent. I'm actually in the process of undergoing a self imposed life change at the moment and so many parts of the book were hyper relevant to where I currently find myself. The book is well written, insightful, and loaded with good advice for people looking to explore the talents they have beyond crunching spreadsheets and cobbling together PPTs in dreary office environments. My favorite aspect is that Susie doesn't hold back any of the steps she took to escape the unfulfilling corporate world and why she did it. By that I mean, she provides the actual letters/emails she sent out to people to solicit help and how she

asked for things from people who could get her closer to her goal. This lends total authenticity to the book. Taking it a step further, Susie graciously suggests that you borrow her process (and emails) and encourages the reader to follow the same path (or create their own). This creates a kind of low risk blueprint which wouldn't instill fear in even very cautious individuals. As the title states, "What if it does work out?"...I'll be sending this book to a few people I know who I think could benefit greatly from it as well. I look forward to reading what she writes about next!

I am a business owner and still found this book really helpful. Susie shows you how to overcome the excuses of "I don't have an idea. I don't have time. I don't have money to get started." She tells you how to pinpoint an idea. She teaches really good productivity hacks (a couple made me laugh)! And how to get started with \$0 investment. Really nice book!

This is a kick ass book. I'm so excited to get started on my side hustle now. I love the ideas and reference section at the back. Susie doesn't accept excuses. I've realized that if you don't make time sacrifices for what you want, what you want becomes the sacrifice. Love the interviews too. Especially mindbodygreen CEO. Thanks Susie!

I always had a business inside of me as a creative person but was working in tech. This is just what you need if you need to get started. Susie is the real deal. There is nothing like this out there. So many pricey BS online courses that take your money but don't give you specifics. Susie provides SCRIPTS! I took Susie's online course too - very reasonably priced. Get this book then be open to the course. It's worth it.

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