



Second
Line Of Income

Yes - You Need It!

E-book on Second line of Income

By

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Motivational Guide to Earn Second Line Of Income

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Happy Reading!

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“Dedicated to strugglers in the field”

Preface

I would like to dedicate this e-book to strugglers, those who are working hard in their full time and part time jobs, trying to meet their ends. As a normal person, we always strive for better life and comfort for us, as well as for our loved ones, some of us achieve it, others may not but they try and many of us don't even bother to try to achieve something in their lives. I won't talk about those ones, who fall into third category. But most of us want to have a better life, luxury, comfort, dream house, dream car, dream holiday etc., all this possible only when we have more than sufficient income. Believe me this is not possible with only a JOB, not even if both the spouse work hard in their respective JOB. You cannot achieve that success by working for someone, very few specialty jobs might give that type of income, but only if you have an extraordinary skills. Do you have those skills? I guess not, we are talking about a normal person. I will say that, if you have extraordinary skill then why would you work for someone else?

First of all working for someone else is a pain in the neck; on top of that an asshole boss and you really want to go for one more boss for part time. There are enough opportunities out there, you can do many things, may be sitting at home, providing some kind of services to the needy, selling on internet, small certifications, writing, internet marketing, database entry, stocks, Forex trading, financial adviser, investment consultancy, insurance advisor, real estate agency, there are plenty of opportunities. A bucket fills up drop by drop, initially you may experience income from your small business is not enough, not steady but still keep doing it, one day it will grow more than your full time job, this is possible only if you put honest efforts into it.

With this e-Book I would like to give a synopsis on "A Second line of income" and how you can start your very own small businesses. Some thoughts on planning for your business, motivation, efforts and marketing your business and how to generate leads for your business. My upcoming book with the same title will talk about all the most possible ways to earn a second line of income.

Self motivation, a desire to do something different from most people, discipline, patience and persistence, these are the only factors you need to become successful in any business. If any one of the factors is missing then forget about success. Success is not easy and not everyone can achieve it.

The second line of income is also known as SLI. It will be mentioned in this e-book.

Chapter -1

Necessity of SLI

Who doesn't like cash rewards?

You are taking a pile of pressure at work, a pile of shit from your Boss, sometimes its okay but most of the time it's for no reason we all put up with this, but for what? You don't miss a single day for work, it doesn't matter if it's raining or snowing. Reward in money is the only motivation. Many times we don't even think about our dignity, respect, our knowledge, expertise or work environment. But we still keep working *just* for the reward in money, nothing else.

Everyone is in need of money, doesn't matter if he is Warren Buffet or an ordinary factory worker, who doesn't like money? Every day we face challenges in our day to day life. Working 40 hrs a week, for 40 years, non- stop. What we get at the end, pension equal to a bag of peanuts and some savings, most people don't even have pennies in their savings or retirement account.

Why?

There is no such thing called "Job Security" existing anymore, those who are working for 15-20 years honestly for one employer may get fired one fine morning, and escorted to gate with the pink slip and two week's pay, this could be the part of companies restructuring process, no matter how good you are at your job this may happen to you, so think about it.

Have you asked this question to yourself? Why do we put up with this for rest of our life? Living in a fear of getting fired, always at the mercy of Boss, Is there any way out? Most times family incomes are not sufficient, to meet the daily need of money. Then you see you are in need of a **Second Source of Income**, and to earn we choose another employer, another job or another Boss. The ultimate result is the same. Then why to go for that option, which will offer you very little income but the same grief as that of your full time job. Another question what at retirement? Do you have sufficient income to support your old age, when you will retire? Is there any other work or job you can do?

Every individual has some or the other qualities, skills which can be en-cashed. Just the matter of self realization, that you can do something different. Everyone can do some or the other thing which can generate the required cash flow for your family.

Who do you need cash for?

This is but obvious and nothing much there to scratch your head to know Why do you need cash for? at every step of the life when your responsibilities grow, you need money. This is not new to anyone. Being a normal family person we keep on taking responsibilities at every step of our life, sometimes we even die with responsibilities on our shoulder.

Just to shake you bit with the facts and figures

Price of average house in Ontario	\$ 430,000
Nice average car	\$ 30,000
Cost of university per kid in Canada	\$ 80,000
Cost of running your house utilities, groceries etc. (Mortgage not included)	\$ 1200/per month
Home and Auto insurance every month min.	\$ 600
And many more	

The Aim of your life

What is the aim of your life? Have you ever given any thought on this?

Do you know by chance what you want to do with your life?

Unless there is something specific you want to achieve, and you know what it is, then only it is possible to achieve it. If you are not sure about what you want to do, where you want to go or where you want to live, you will not be able to do anything with it.

Say you have a car, tank is full of gas, it is running fine, but you don't know where to go, then where you will go? No-where.

It is very important to set goals in your life. It helps you get where you want to go and it also helps to take you even further up the road!!! When you set a goal you are drawing a Finish line that you want to pass but if you couldn't pass the line you will still work hard to get there and reach somewhere closer.

The aim of your life is set by the goals of your life!!

Benefits

If you compare the benefits of working for yourself as a self employed person, and working for someone there are many factors you can compare. But off course there are pros and cons of any system, let's compare apple to apple.

Benefits of being self employed:

1. You can right of all your expenses related to business or I will phrase it in simple word. "Whatever you spend to earn the profit in your business, you can right off those expenses". E.g. Part of mortgage or rent, money spent on entertaining your client, internet, phone bill, car lease, office expenses, etc.
2. Freedom of being self employed.
3. You are your own boss
4. Take your own business decision to grow your business.
5. Working for someone will never get you to the position worth what you are, but in business sky is the limit and you can achieve any position. Just to let you know, Google started in basement and grew up as internet Giant in less than 7 yrs.
6. Endless possibilities to explore
7. Benefit to you and your dear ones.

These things are not possible being employed for someone.

Chapter-2

Recognize your skills

Everyone has some or the other skills

Everyone is capable of doing many things, most of us have transferable skills but we rarely use them. It is said that we don't even use the 3% of capacity of our brain; it is same with the skills, most of the time we don't know what we are capable of. If you recognized those skills and polish them a bit, you will be better than, those who are getting trained to built those skills, do you believe this? If not then believe it.

I personally feel that any hobby, any art you possess and you are passionate about is your strength, if you recognize what it is and if you work on that, it will be your strength and nobody can stop you to become master in it. Here I am talking about being passionate in any transferrable skill which you can use in your day today life to prove yourself and make money, guys, don't get misunderstood here.

So recognized what you are good at, what are your hobbies? are you good in math, science, language, numbers or statistic? Do you understand nodes of music? Can you play any musical instrument?, are you a good talker ? Are you a good negotiator ? are you a good writer or painter ? are you an artist or a craftsman? What you are good at, recognize it.

You can't still believe that, any of the above mentioned skills you can make use of them to make money? My answer is YES. Why not ?

It's a law of nature, if you have been given a belly, you are also blessed with two strong hands to work and feed your belly, is it not correct?

We will do a small exercise to figure out if you are fit to do any work on your own or not. Are you ready for it?

If your answer to anyone of the following question is NO then, you fall into different category but still I am not convince that you don't have any transferable skills.

1. Have you completed your primary school education?
2. Can you read or write or draw lines on blank paper?
3. Can you count the change you received in exchange of \$10 bill?

4. Do you know why wheel roles ?
5. Can you stitch loose button to your shirt on your own?
6. Can you pick up the phone and dial the number and talk to other person?
7. If you know the address, can you explain it to someone how to reach there?
8. Can you change the light bulb on your night lamp?
9. Can you clean your room?
10. Can you tap your feet on the rhythm of drums?

If answer to any of the above question is NO then you fall into different category, which we will not discuss it here, but your answer is YES to all of these questions then you have some skills. With these skills, anyone can follow some instructions religiously and complete the task and get the work done. I am not joking, you can do something better only thing you need is "Desire to do something different" anybody can do this. This questionnaire was just to show you that, you do all your day today chores, so earning is one of it and you can do that. Now you know you have some skills and you need to recognize them and work on it.

What skills do you have?

Let me ask you after so much of explanations, what you are Good at and what skills do you have? Find out, what type of work, you feel interesting, and you can do it and you like it while doing it, again don't get me wrong here, I am talking about the skills here, nothing else, you filthy mind.

Polishing those skills which you are good at and passionate about will make you master of those skills, but you will never get anywhere above average if you are not passionate about those skills. This I can prove with an example, if you like hockey and playing hockey is your passion but your parents want you to become violin player, you will never become a good Violin player, because that is not your passion. Even if you learn how to play violin you will never ever reach above average, because you are not doing it with full heart and soul in it.

Self Analysis

Self analysis is very important while setting up your new small business, if you try to copy someone then you are gone, you lost the battle right there. What he may be good at, that may be your weakest point. So never copy someone in setting up the career for yourself.

See what type of skills required for your business and see if you have all in place and you are good at those skills.

- Computer literacy
- Negotiation skills
- Sales skills
- Talking
- Writing skills
- Numerical calculations
- Analytical skills

There are many other skills, these are basics, but check if those skills are good to have, must required, or you must be master in those skills. What we are trying to see here is, how strong is foundation of your skills, your success depends on these skills.

Tips on skills and self analysis

Practicing positive thinking allows people with ADD to focus on our strengths and accomplishments, which increases happiness and motivation. This, in turn, allows us to spend more time making progress, and less time feeling down and stuck. The following tips provide practical suggestions that you can use to help you shift into more positive thinking patterns:

1. There are very few Broad categories, and if you choose any one of it, of your liking then you can select path of your "Second line of Income".
2. Any type of work is divided into few broad categories such as Technical, Numerical, Writing, Art and Sales.
3. What category you like most and you can work in it passionately.
4. Be positive about yourself and your skills. Don't blame anyone for failure, just keep doing it with persistence.
5. If you fail take different approach, your new approach will lead you on step closer to success.
6. Take Good Care of Yourself
It's much easier to be positive when you are eating well, exercising, and getting enough rest.

7. **Remind yourself of the Things You Are Grateful for**
Stresses and challenges don't seem quite as bad when you are constantly reminding yourself of the things that are right in life. Taking just 60 seconds a day to stop and appreciate the good things will make a huge difference.
8. **Look for the Proof Instead of Making Assumptions**
A fear of not being liked or accepted sometimes leads us to assume that we know what others are thinking, but our fears are usually not reality. If you have a fear that a friend or family member's bad mood is due to something you did, or that your co-workers are secretly gossiping about you when you turn your back, speak up and ask them. Don't waste time worrying that you did something wrong unless you have proof that there is something to worry about.
9. **Refrain from Using Absolutes**
Have you ever told a partner "You're ALWAYS late!" or complained to a friend "You NEVER call me!"? Thinking and speaking in absolutes like 'always' and 'never' makes the situation seem worse than it is, and programs your brain into believing that certain people are incapable of delivering.
10. **Detach From Negative Thoughts**
Your thoughts can't hold any power over you if you don't judge them. If you notice yourself having a negative thought, detach from it, witness it, and don't follow it.
11. **Squash the "ANTs"**
In his book "Change Your Brain, Change Your Life," Dr. Daniel Amen talks about "ANTs" - Automatic Negative Thoughts. These are the bad thoughts that are usually reactionary, like "Those people are laughing, they must be talking about me," or "The boss wants to see me? It must be bad!" When you notice these thoughts, realize that they are nothing more than ANTs and squash them!
12. **Practice Lovin', Touchin' & Squeezin' (Your Friends and Family)**
You don't have to be an expert to know the benefits of a good hug. Positive physical contact with friends, loved ones, and even pets, is an instant pick-me-up. One research study on this subject had a waitress touch some of her customers on the arm as she handed them their checks. She received higher tips from these customers than from the ones she didn't touch!
13. **Increase Your Social Activity**
By increasing social activity, you decrease loneliness. Surround yourself with healthy, happy people, and their positive energy will affect you in a positive way!

14. Volunteer for an Organization, or Help another Person

Everyone feels good after helping. You can volunteer your time, your money, or your resources. The more positive energy you put out into the world, the more you will receive in return.

15. Use Pattern Interrupts to Combat Rumination

If you find yourself ruminating, a great way to stop it is to interrupt the pattern and force yourself to do something completely different.

Rumination is like hyper-focus on something negative. It's never productive, because it's not rational or solution-oriented, it's just excessive worry. Try changing your physical environment - go for a walk or sit outside. You could also call a friend, pick up a book, or turn on some music.

16. When it comes to the corporate world, protocol is pretty much the religion.

To know the things needed to do are the basics of productivity, but interaction and having a steady mind makes up the entire thing to true productivity. There are those who seem to work well even under pressure, but they're uncommon ones and we are human and imperfect. To get these little things like stress under our skins won't solve our problems. Sometimes it takes a bit of courage to admit that we're turning to be workaholics than tell ourselves that we're not doing our best.

Take a firm decision on your Selection

Apart from all these skills and every other trade or art within you, one must be very firm decision maker on his own. Take a decision once for all, work hard till you taste the success. Decision taken on a firm ground of solid analysis lasts till you get success. You win 80% as soon as you take the right decision, only 20% is the remaining formality you have to complete.

Most of the times putting efforts is in your hands, nothing else. But proper analysis gives you positive result.

Selecting your business is totally up to you based on your knowledge, experience, your liking, passion etc., but only request is never get emotional, never compare the result with other business or successful peoples while choosing the type of business you are doing. Because you don't know how much effort someone must have put into their business to become successful, when you see the glamour of success around them, you get tempted to choose similar business and you failed to achieve success because your passion, liking, expertise doesn't match with that business, so be careful while choosing business.

Chapter-3

How to Start?

Find out if there are any Govt. or other Regulatory requirements

This is very important to know regulatory requirement for your type of business and what are those? Most of the times when you are providing any kind of service to public, most likely your business need some permissions, registration or membership or approval from Govt., semi Govt. or independent regulatory organization. This is required to protect the interest and rights of common man.

Maybe small certification is required to fulfill the regulatory requirement for your type of business and you may need to study to fulfill that. Also there is a possibility that you may need to buy or subscribe to professional liability insurance.

As an example I would like to take career of a Financial Advisor or an independent insurance or investment advisor it required passing of certification exam from the institution where you take all courses, then you need to appear for and pass Provincial examination. Once you pass this examination, In order to run your business, you have to register your license with Financial Securities Commission of that province and pay for Professional liability insurance every month. These all requirements are mandatory before you start your independent small business. I will be talking about all these careers and mandatory requirements in upcoming book. So stay tuned.

Do you need to upgrade any skills to start the business?

For any small business, job or career you need to have specific skills as well as transferable skills. It is one of the very important factor for your success in the business you choose. Nothing to worry about, there is training available at various locations, even online as well. First you need to identify the skills and prioritize

them as per their importance for your business. Some of them required as soon as you start the business some may wait, but you need to identify these skills and take immediate action to achieve the level of comfort and expertise in these skills. Most of the times we make the mistake of not identifying the skills required for our business and we jump into business, this is like shooting in the dark, when you want to earn from that business why to take chances be serious about that and make a point of achieving all the required skills for your business sooner or later as per their priority. There is no point in waiting to achieve these skills.

How much cost involved to start your type of business

Do you know exactly how much investment do you need for your Business? This is very important aspect of any business. We are talking about small business so obviously investment will not be in millions, but do you know how much exactly? You need to find out how much investment is required. Think about each and every aspect of your business and give a dollar value to that task. Make a spreadsheet noting down all the points which required funds, total them up add some additional money for contingency and see if you have that much money in your bank account, if not then how much do you have?, if you are taking out money from your Line of Credit then add interest in your spreadsheet as well. Separate the expenses in two parts, one is fixed cost and other is recurring monthly cost. Have some buffer cost aside for emergency purpose, consider the worst case scenarios as well, what if you don't get clients? How this will affect your monthly recurring cost? Have all this answers ready and give a proper thought on these points, don't take single minute chance, and give yourself an excuse to fail. Remember you have to become successful in this business at any cost. Whatever it takes to become successful, you have to do that.

Do you have all the pieces of puzzle you need?

This is very important question to ask to yourself, have you completed all the formalities required for your business and now you are ready to roll? Ask this question 10 times to yourself, Are you prepared mentally and physically and emotionally to run this business successfully, let the answer ring in your head, yes I am ready to start this business and fully prepared. You need to be self motivated

and disciplined person to become successful in your business. In the event of failure of Plan-A how you will be switching to Plan-B, you must have this entire plan ready in your head and as well as on the paper.

There is no harm in taking suggestion from your friend, but don't get confused by taking too many suggestions. It is also very important to meet the successful people from the same business and try to pick up their brain, no one will share the formula of their success, so don't expect that from anyone, But you need to meet the experts to know few key things about your business.

There is no turning back if you are really serious about your business.

Any thought about how you going to do it?

- Marketing

Marketing, how would you tackle this? Do you have any marketing plan ready for your business, give a thought on it. Sit with yourself and prepare complete marketing strategy for your business. Without this there is no possibility that you will move ahead in your business.

- Advertising

Choose the method of advertising suitable to your budget. Don't go crazy on costly advertising initially. This is not advisable. Stay within your advertising budget only. Try to choose the cheap or free methods initially, rather than expensive advertising methods.

- Leads /Clients

For a small businesses it is very important to have the leads on daily basis, have you thought about this? If yes then how?

- Accounting

Day today accounting of your business is very important, you need to know where you are moving, what is your financial position at the end of the month and based on that how you will achieve your target for next month. All those things need to be recorded on daily basis. Taking help of professionals initially is not a bad idea. They can help you to set up the process and it will be very easy in the year end.

Chapter-4

Success

Whatever it takes to become successful?

Have you asked this question to yourself, what it takes to become successful? I have asked this question many times to myself and you will be surprise I have always found some amendment to my previous answer. Before you give up on any problem you should ask the same question to yourself in a different way, Have you tried in all possible ways to become successful ?

If your honest answer to this question is "YES", then I will say, "You are trying to achieve something which is beyond the capacity of humans". If your attitude is right from the beginning, you are persistent to achieve something and your goals are defined and clear, then there is nothing in this world can stop you from becoming successful.

We often has our excuses ready for any sort of problems, we always say this is not my cup of tea, I can't do this, this is very difficult, this is impossible and what not. Try to tell yourself, i should have tried in this way, doesn't matter now, I will get it right next time, Oh, I failed here, I should avoid this mistake next time. We don't talk like that. Why? It is not the case that, many successful scientist or successful people got it right at first time and they became successful. No they failed many times, they had to digest the failure many times.

We don't learn anything from that, we just read or hear the success stories and forget next day, keep our hopes and spirits very high and then we repeat the same old stories.

If you always do the same thing again and again, result won't be different; to get the different result you need to change the course of action. I would suggest read inspirational books, apply learned techniques in your day today life, always be positive and be persistent, set defined and clear goals. And send me your success story one day, I will be more than happy to put the story on this blog.

Keep yourself motivated

- Success is not easy

No to scare you, but to make you aware, this is fact, "Success is not easy"

Being a normal human being we get attracted more towards the things which we always see on the surface but most of the time we forget to analyze what beneath it. like iceberg floating on the calm ocean, we only see the floating surface but that is only fraction it, and we forget it is 7 times deeper beneath than what we see.

It is same with the businessmen and successful people, we just see their success we listen to them but we forget where he/ she came from. We get attracted towards rich famous and successful people but we ignore their efforts and where they came from, the hardship they faced.

Also if you are not getting favorable results, we tend to lose the patience and interest in that work, don't do that, stick to it like glue till we achieve success, change the course, your methods but stay focused on your aim.

- What are your Goals

You must have the goals which are

- Measurable
- Specific
- Achievable
- Must have the target date

- Are you working towards your goals

Make sure you are always working towards your goals, while sleeping, while awake, while dreaming as well.

- Accountability.
- Dozens of Self improvement Questions

1. What do I really want?

The question of the ages. So many things you want to do with your life and so little time to even go about during the day.

2. Find something that you are good at can help realize that small step towards improvement. Diligence is the key to know that it is worth it.

3. Should I really change?

Today's generation has taken another level of redefining 'self', or at least that's what the kids are saying. Having an army of teenage nieces and nephews

has taught me that there are far worse things that they could have had than acne or maybe even promiscuity. So how does that fit into your lifestyle?

4. If history has taught us one thing, it's the life that we have gone through. Try to see if partying Seventies style wouldn't appeal to the younger generation, but dancing is part of partying. Watch them applaud after showing them how to really dance than break their bones in break-dancing.
5. What's the bright side in all of this?
With so much is happening around us there seem to be no room for even considering that light at the end of the tunnel. We can still see it as something positive without undergoing so much scrutiny. And if it's a train at the end of the tunnel, take it for a ride and see what makes the world go round!
6. Am I comfortable with what I'm doing?
There's always the easy way and the right way when it comes to deciding what goes with which shoes, or purse, shirt and whatnot. It doesn't take a genius to see yourself as someone unique, or else we'll all be equally the same in everything we do. Variety brings in very interesting and exciting questions to be experimented.
7. Have I done enough for myself?
Have you, or is there something more you want to do? Discontentment in every aspect can be dangerous in large doses, but in small amounts you'll be able to see and do stuff you could never imagine doing.
8. Am I happy at where I am today?
It's an unfair question so let it be an answer! You love being a good and loving mom or dad to your kids, then take it up a notch! Your kids will love you forever. The same goes with everyday life!
9. Am I appealing to the opposite sex?
So maybe I don't have an answer to that, but that doesn't mean I can't try it, though. Whether you shape-up, change the way you wear your clothes or hair, or even your attitude towards people, you should always remember it will always be for your own benefit.
10. How much could I have?
I suppose in this case there is no such thing on having things too much or too little, but it's more on how badly you really need it. I'd like to have lots of money, no denying that, but the question is that how much are you willing to work for it?
11. What motivates me?
What motivates you? It's an answer you have to find out for yourself. There are so many things that can make everyone happy, but to choose one of the may be the hardest part. It's not like you can't have one serving of your favorite food in a buffet and that's it. Just try it piece by piece.

12. What Really Makes You Tick?

So? What really makes you tick? You can be just about anything you always wanted to be, but to realize that attaining something that may seem very difficult is already giving up before you even start that journey. Always remember, that self-improvement is not just about the physical or philosophical change you have to undergo, but it's something that you really want.

Any Plan for growing your business

Do you know for first few months till you settle down completely in your business, it will not be easy, but after you settle down, don't just stop. You should be planning and working for growing your business all the time. This is ongoing process. If you stop during this process, you are finished, you will be either eaten away by competitors in no time or you will lose the focus. So always stay on toes and keep arranging your ducks in a row all the time.

BEST OF LUCK!!!!!!!
