



EP 7 - Workshop w/Criss Madd Jr: When Should I Give My Hobby A Business Lobby?

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Today's Workshop Guest: Criss Madd Jr

Criss is one of my audio engineers from A Shared Universe who have helped get the CDWI podcast off the ground. During a recent recording session, he asked a live question, which we recorded. He's a fantastic musician, and you should totally give his stuff a listen:

- [Serious Matters on Spotify](#)
- [Serious Matters website](#)
- [A Shared Universe Podcastudio](#)

Today's Workshop Question:

When do you take your hobby into a business, or into a bigger venture than just being a hobby?

- You need to get past a certain learning threshold
- If, through iteration and consistency, your hobby becomes a passion: It's worth considering turning it into a job

- When you get to a higher level with your work, you also gain more of a network in that field
- If you're intending for your business to pay the bills: Make sure you're good at what you do
- That's not just being confident: You need a network willing to pay you money to do what you do well
- These people will recommend you, write reviews,
- If you're reliable & do good work: Word will spread
- *If you treat people right over a long enough time scale, good things will come to you.*
- Doing the work isn't enough: You have to get it out there into the world! Find as many audiences as you can to draw attention to your business
- You have to level-set your expectations of what you want out of the business
 - There's a clear differentiation between *I want good things to happen* and *I want a roof over my head*
 - Don't underestimate this paradigm shift
 - When you put that level of stress on what was a hobby, it can suck the fun right out of it
- Find your niche: Where are the people that need that service?
- Even if you're ready to start: You may need to lay low and save up so you have enough saved to give a new business enough of an on ramp to bring in revenue
 - Another approach: Freelance at your current job as you slowly grow your own business
 - But consider the implications of doing that: There may be conflicts of interest!
 - You may piss off people you work for if you're not open with what you're doing
 - Avoid directly competing with whoever is signing your paychecks

When you get to the point of turning it into a business, how do you confront your first failure? How do you take that and grow & learn?

- You're going to have an idea in your head on how your product, performance, or service is going to go
- Some elements of it are going to inevitably bounce off people - Embrace this fact!
- Understand why you failed: People are going to have their own perspective on your business no matter what you do
- Two possible mindsets:
 1. Think their view is all that matters in the world and you have to cater to everybody
 2. That person might not be your target audience and you need to ask if you're catering to the right person?
- Regardless: You're going to fail regularly, especially when you're starting out: The key is learning the lessons from each one
- Take a step back, ask yourself:
 - *How did that happen?*
 - *What can I do differently to be better next time?*
- Ask questions of your clients! People are usually happy to provide you constructive feedback - As long as you're honest in why you're asking for it!
- When you fail a client: Own the fact you failed them, apologize, ask for honest feedback.
 - Sometimes they might even give you a second chance - but don't apologize and expect that to happen!
- Failures can also help you reframe your business that catapults you in a new level
- How you treat people matters! You never know when someone or some opportunity will circle back around.
- Passionate adherence to your values is what will help you grow a trusted customer base

