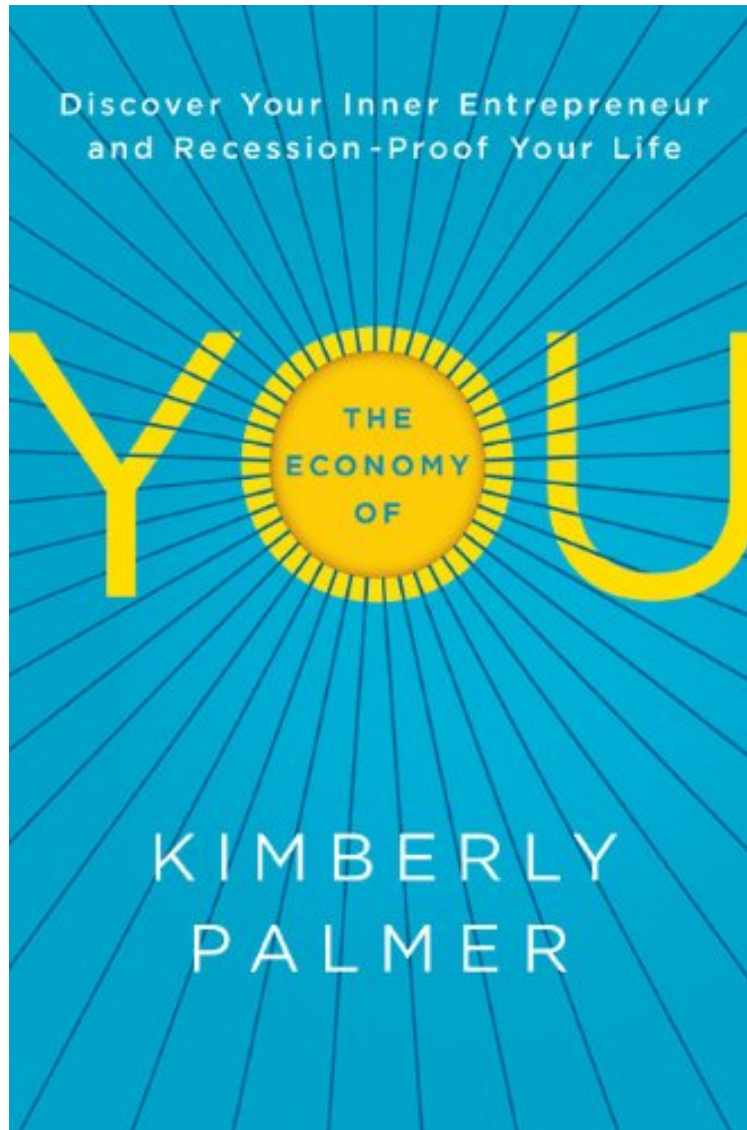


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The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life

Kimberly Palmer

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Kimberly Palmer : The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Economy of You: Discover Your Inner Entrepreneur and Recession-Proof Your Life:

34 of 34 people found the following review helpful. This book is sooooo helpful! By Vincent Crowley If you are thinking of starting a side gig to generate additional income this is a great resource. There are a ton of real life examples of people who have or are trying to start a side business doing something they love, some of which became

their primary occupation, very inspiring! More practically the book: 1) helped me think through my motivation for pursuing a side gig, 2) brainstorm ideas of things I am good at / interested in and people would pay for including ways to fit it into my already busy life / career 3) understand how to prepare and launch my idea including free resources to help me create, market and manage it 4) provided great information on utilizing social media as well as branding and pitching the side gig. The book also has a series of questionnaires and worksheets that are so useful when you start to take action. (e.g., a questionnaire to determine if you are ready, a worksheet to help you brainstorm ideas, another to create a plan, one to help with the pitch, another to help with the financial aspects, etc.). Lastly, it has an AMAZING appendix of the top fifty side-gigs that includes a description, what type of person(s) each is best for, information and/or example(s) and resources for each. 3 of 3 people found the following review helpful. Update: Too much "problem" not enough "solution" By Katy Kandu Updated Review: There's more useful information in the book than I thought at first, but you have to extract it from the stories the author uses throughout the book to make her point. The book doesn't work as well as an audiobook which is how I "read" it. Consequently, extracting the useful information has been far more challenging. This book needs to be underlined and annotated to receive value beyond inspiration. The fact that the stories/experiences of other sidegiggers are presented in a random fashion makes it much more difficult for a reader to zone in on areas of individual interest. If you're willing to work at it, stop reading (or listening), take notes, organize those notes in useful categories, (marketing, time management, or industry specific, etc.) you can find useful information. However, since it covers such a broad range of side gigs, what you may be left with is not much that applies to your particular situation. I would have preferred the structure to balance storytelling with more pedagogical "how-to" narrative including resources, and an organizational structure around specific side gigs so that readers can target their particular interest more efficiently. _____ If you're already committed to being self employed, much of this book will not be useful. I found it to be repetitive in stating and restating the various reasons people choose to be solopreneurs and not enough time in the tactical side of the issue. The business and general media amply cover individual stories about how people landed in the ranks of the self employed and while this is always very interesting and inspirational, it's not what's really needed in a book on this subject. The redundancy and statistics can get tedious at times. About half the book is filler as far as this reader is concerned. 3 of 3 people found the following review helpful. What an eye opener as a side-gigger myself! By Customer The Economy of you, by Kimberly Palmer really helped me discover some of the nuances of trying to turn my own side-gig into my full time job. After having lost my full time job in January of 2008 due to a failing economy that actually closed the shop I was working for. I fell back onto a previous home based business that did not go so well, it took me three years to re-plan the old business model into the new and finally launched in October 2010. If I had Kimberly's book then it would have not taken me so long to launch my new business. Kimberly tackles many areas, and crafts in this fast emerging society of "plan b" entrepreneurs in a way that is easy to understand, and apply to your own endeavors. It is written in such a way that her ideas and suggestions actually stick, making it easy to remember how to help evolve your own business. If you are even thinking of having a side-gig, or currently have one, this book is an absolute must!! A++. In my eyes.

The biggest trend in business is the microbusiness! Handcrafted jewelry, artisanal eats, life coaching, app development, you name it—entrepreneurial side ventures are everywhere. Weary of pink-slip anxiety and the endless money squeeze, millions of people are taking the leap. They're adding to their incomes and creating safety nets in case the ax falls at work. In the process, they're unlocking their creativity and finding a sense of fulfillment they never dreamed possible. Financial columnist Kimberly Palmer illuminates the everyday faces behind this growing movement, starting with her own journey. Recognizing that journalism offers little job security these days—and with a baby to provide for—she decided to develop a series of financial planners. This supplemental business was soon providing a reliable income stream. The Economy of You recounts story after story of people who—like Kimberly—are liberating themselves from financial strain. A deli employee who makes custom cakes at night. An instrument repairman who sells voice-overs on his website. A videographer who started a profitable publishing house on the side. Interwoven in the profiles are concrete guidelines for readers looking to launch rewarding businesses of their own, including: • Tips for figuring out the ideal side gig • Ideas for keeping start up costs low • Advice on juggling a fledgling enterprise and a full-time job • Strategies for finding your "tribe" and building a social network • Branding and marketing basics that bring results • When and what to offer for free • And much more. Companies guarantee nothing but today's wages. It's up to YOU to build stability by becoming a money-making engine. It's empowering, gratifying, and easy to do with The Economy of You.

"This breezy, advice-packed book is a valuable road map for those who are looking to do their own thing on the side." --ForeWord "This is a practical book... full of great ideas." --Choice magazine "Your definitive guide to side gigs." --Proud Money "Just about everyone--no matter how experienced you are--will find great gems in this book." --Quintessential Reading From the Inside Flap Weary of pink-slip anxiety and the never-ending money squeeze? Join the millions who are starting side-gig businesses, and taking back their financial futures! Do-it-

yourselfers and solopreneurs are everywhere, launching eBay stores, artisanal eats, e-books, life coaching services, apps, tutoring businesses—;you name it—;on top of their regular jobs. They’re adding to their incomes, building safety nets, learning new skills, and finding a sense of fulfillment they never dreamed possible. One study found that more than a third of under-40 respondents had started supplemental businesses. And the trend extends further, as Baby Boomers eyeing retirement are turning to sideline endeavors to sustain their lifestyles. Get in on the action with *The Economy of You*, a groundbreaking book that both documents the exploding side-gig phenomenon and supplies how-to information for creating a lucrative venture of your own, including:

- Tips for figuring out the ideal side-gig
- Ideas for keeping start-up costs low
- Advice on juggling a fledgling enterprise and a full-time job
- Strategies for finding your “tribe” and building a social network
- Branding and marketing basics that bring results
- When and what to offer for free
- And much more

The Economy of You recounts story after story of people who are liberating themselves from financial strain. A deli employee who makes custom cakes at night. An instrument repairman who sells voice-overs on his website. A videographer who started a profitable publishing house on the side. Even the author’s own entrepreneurial journey, triggered by the job anxieties of a turbulent profession and income demands of a new baby. Her self-created series of financial planners, along with extra freelance work, supplied the additional revenue stream she needed. Your current job may be comfortable, but there’s no guarantee it will grow sufficiently to cover rising expenses—or even last beyond the next paycheck. It’s up to YOU to build stability by tapping into your inner entrepreneur and becoming a money-making engine. It’s empowering, gratifying, and surprisingly easy to do with *The Economy of You*.

Kimberly Palmer is senior money editor and Alpha Consumer blogger at US News World Report. She is the author of *Generation Earn: The Young Professionals’ Guide to Spending, Investing, and Giving Back*, as well as a series of financial guides, *Palmer’s Planners*, sold through her Etsy shop. Kimberly has appeared on NBC’s *Today Show*, *CNBC*, *CNN*, and local television and radio shows across the country to talk about smart money decisions. She lives with her husband and two children in the Washington, D.C., area. Connect with Kimberly Palmer at: [twitter: @alphaconsumer](https://twitter.com/alphaconsumer) Blog: www.bykimberlypalmer.com/category/blog/Career/Entrepreneurship

From the Back Cover

“The *Economy of You* will awaken the inner entrepreneur inside of you and inspire you to achieve your dreams. Kimberly Palmer gives you all the resources, examples, and ideas you need to take control of your life.” — Dan Schawbel, author of *Me 2.0* and *Promote Yourself*

“By now it should be very clear that nobody’s coming to rescue you—nobody’s handing out jobs or guaranteed paychecks. It’s up to you to secure your financial future. Kimberly Palmer did it for herself, and she shows you exactly how to do it, too.” — Tory Johnson, *Good Morning America* contributor and chief executive of *Spark Hustle*

“If you’ve ever wondered if you could create the business of your dreams in the little free time you have—while also giving your bank account a boost—this book is for you. You will find inspiration, as well as practical tips from Kimberly Palmer’s experience and reporting.” — Jennifer Lee, author of *The Right-Brain Business Plan*

“Whether you are looking to get ahead, give back, or get your creative project off the ground, Kimberly Palmer takes you by the hand and shows you the way. *The Economy of You* is a survival guide for the gig economy.” — Marci Alboher, author of *One Person/Multiple Careers* and *The Encore Career Handbook*

“In the midst of job insecurity and a demand for more fulfilling work, Kimberly Palmer’s latest book, *The Economy of You*, comes as a handy guide to empower enlightened professionals. You’ll find useful tips on how to begin your business, as well as interesting success stories.” — Matt Barrie, chief executive of *Freelancer.com*