

# **School Counselor Side Hustle**

*How School Counselors and  
Educators Can Monetize their Time  
and Talents Beyond the Classroom*

---

Russell A. Sabella, PhD  
Stephanie M. Lerner, MS

# School Counselor Side Hustle: How School Counselors and Educators Can Monetize their Time and Talents Beyond the Classroom

Copyright © 2019 by Russell A. Sabella and Stephanie M. Lerner

Sabella & Associates, Inc.  
8249 Preserve Point DR  
Fort Myers, FL 33912

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by an information storage and retrieval system—except by a reviewer who may quote brief passages in a review to be printed in a magazine or newspaper—without permission in writing from the publisher.

The advice and strategies found within may not be suitable for every situation. This work is sold with the understanding that neither the authors nor the publisher is held responsible for the results accrued from the advice in this book.

Disclosure: Some links to online resources are affiliate links. Affiliate Marketing is a way to earn a commission by promoting someone else's products at no additional cost to you.

Book cover design illustration by MR Herron and produced by Spiro & Associates.

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

ISBN: 9781796967579

*To Betty, Giuseppe, and Matteo for your love, support, and encouragement. And to all the school counselors, educators, and graduate students with whom I've had the privilege of working, you have taught me much. I am infinitely grateful. – Russ*

*To all the Lerner and Gradetsky side hustlers who came before me, thanks for paving the way. Much love,  
Stephanie*



## Contents

Preface.....	viii
Part I: Getting Ready .....	xi
The Goal of this Book.....	xiii
Overview of the Book.....	xiv
Chapter 1 Side Hustle 101.....	1
Things to Know Before Starting Your Side Hustle.....	2
Problems & Needs .....	3
It’s Not a Side Shuffle.....	6
Don’t Quit Your Day Job.....	8
“Failure is not an option,” said No Side Hustler Ever.....	10
You Have to be Good at It .....	12
Boundaries.....	15
Chapter 2 Getting Started in Your Side Hustle.....	19
Be Solution-Focused and Set Goals .....	19
SWOT Analysis .....	22
Build Your Own (Project-Based) Box.....	26
Outsourcing.....	27
Deadlines .....	29
Accountability .....	31
Calendarng .....	33
Self-Care.....	35
Part II .....	39
Getting it Done.....	39
Chapter 3 Creating Resources .....	41
Side Hustle Spotlight: Kimberlita Casper .....	42
The TpT Seller Experience—An Inside Look.....	45
Chapter 4.....	51
Authoring a Book.....	51
Side Hustle Spotlight: Julie Frizzi .....	52
Writing a Book.....	56
Side Hustle Spotlight: Carol Lawson Miller.....	64
Side Hustle Spotlight: Laurie Mendoza .....	69
Thoughts about Being an Author .....	75
Chapter 5.....	79
Public Speaking.....	79

Side Hustle Spotlight: Ernest Cox.....	80
The Public Speaking Side Hustle .....	83
Other Thoughts about a Public Speaking Side Hustle .....	100
Chapter 6 .....	105
Developing Tools.....	105
Side Hustle Spotlight: Deborah Hardy.....	106
More Tool Development .....	111
What's in Your Toolbox? .....	122
Chapter 7.....	125
Selling Merchandise.....	125
Side Hustle Spotlight: Jeff Ream.....	126
Side Hustle Spotlight: Franciene Sabens.....	130
Other Merchandising Options.....	133
Chapter 8 .....	137
Adjunct Teaching .....	137
Adjunct Professor .....	137
Side Hustle Spotlight: Katherine Pastor.....	139
Side Hustle Spotlight: Stephanie Lerner .....	141
Chapter 9 Private Practice Counseling.....	147
Side Hustle Spotlight: Leticia Powell.....	148
What Do I Need to Get Licensed?.....	153
Ethical Issues with Dual Licensure.....	156
Side Hustle Spotlight: Kate Bailin .....	158
Looking Ahead .....	164
Part III.....	165
Getting it Right: “Nuts and Bolts” .....	165
Chapter 10.....	167
Getting it Right, the “Nuts and Bolts” .....	167
Setting Up Your Company .....	168
“Work for Hire” Agreement .....	171
Fees and Prices .....	172
Liability Insurance.....	178
Copyright and Royalty Free.....	179
Building Your Website .....	180
Chapter 11.....	191

Using Your Network to Increase Your Net Worth .....	191
The Message .....	194
Networking Tools.....	197
Tips for Posting, Sending, and Sharing.....	217
Chapter 12.....	223
More Tools and Tips .....	223
Getting Paid.....	223
Google Voice .....	225
Virtual Office .....	227
Google Drive .....	228
Data Backup.....	229
Flyers, Brochures, and More .....	233
Chapter 13.....	235
Another Side of Side Hustle .....	235
Certified Tire Installer Certification.....	235
Romance on the Go .....	238
Voice-Overs .....	239
Event Planning.....	241
Executive Function Coaching .....	244
Tutoring.....	249
Stunt Actor .....	253
Solution-Focused Coaching.....	256
Side Hustle Shares on Facebook.....	259
Chapter 14 .....	267
Parent Company .....	267
Side Hustle Spotlight: Sonny Lerner (Stephanie’s Dad).....	267
Side Hustle Spotlight: Giuseppe & Sina (Russ’s Parents).....	271
Stephanie’s Side Hustle .....	273
Russ’ Side Hustle .....	279
Conclusion.....	285
Appendix A: Sample Conference Program Proposal .....	287
Appendix B: Standard Agreement for Consulting Services .....	289
References.....	295

# PREFACE

The idea for this book came about on a chilly November afternoon in Dallas, Texas. At a school counselor conference, I (Stephanie) asked Russ to meet me for coffee so I could “pick his brain” over how to start my own side hustle. I had been doing some writing, blogging, public speaking, and some Teachers Pay Teachers (TpT) resource making, but I just wasn’t sure if I was going in the right direction to turn one or all of these opportunities into a lucrative part-time (or even full-time) job. As it turns out, Russ let me know that he is regularly contacted by school counselors who were asking similar questions about how to supplement their incomes. Russ was also telling me that another common question he gets from prospective graduate students considering the school counseling program at Florida Gulf Coast University (FGCU) is, “*What else can I do with a school counseling degree, especially during the summer?*”

As we continued talking, fueled by a couple of Starbucks® Pikes Place coffees, we recognized that school counselors have the expertise and unique skills that allow them to fill a real niche in the side job world! Many school counselors are creative, imaginative, and excellent problem solvers. They provide valuable services, resources, products, and tools to anyone, not just the students and stake holders they serve in education. In fact, we were already aware of many



successful school counselor side-hustlers who were using their talents beyond their day-to-day work schedules to help others across the globe while monetizing their goods and services. Because that's what a side hustle is—a modern day vernacular for an age-old institution: the part-time job, except that you are your own boss. A side hustle is a way to make extra cash that allows you flexibility to pursue what you're most interested in. It can also be your true passion—a chance to delve into app development, jewelry, fashion, life coaching, food, travel, or whatever it is you care about the most without quitting your day job.

Our meeting was the tipping point. We believed we found a genuine need, and we wanted to help. So, in the true spirit of the side hustle, we started brainstorming about how we might co-write a book to share our side-hustle information, curated over many years of trial and error, with a little help from our fellow school counseling side-hustlers. And Voilà; the *School Counselor Side Hustle* was born!

Just a few months after we decided to take on this book, American educators began striking and protesting due to abominable pay, overwhelming and unsustainable working conditions, and sky rocketing health insurance costs. It has become so problematic that educators across the USA can't even make ends meet on their state-decreed salaries. On September 24, 2018, *Time* magazine's issue was dedicated to teachers with its theme "I'm A Teacher in America." The cover depicted one teacher with the caption, "*I have a master's degree, 16 years of experience, work two extra jobs and donate blood plasma to pay the bills. I'm a teacher in America.*" A second photo of a teacher was included in the issue, and the caption read, "*My child and I share a bed in a small apartment. I spend \$1,000 on supplies and I've been laid off three times due to budget cuts. I'm a teacher in America.*" A third teacher shared, "*I have 20 years of experience, but I can't afford to fix my car, see a doctor for headaches or save for my child's future. I'm a teacher in America.*"

*TIME* reported the pay gap between teachers and other similarly educated professionals is officially the largest gap on record. For comparison's sake, public school teachers in 1994 earned 1.8 percent less per week than other workers with the same education. As of 2017, they are now making 18.7 percent less (Reilly, 2018). School counselors are in a very similar situation. Many school counselors are paid on a teacher pay scale with only a small counselor stipend distinguishing their counselor role from that of their educator colleagues. As we watch several teacher strikes and walk-outs across the country from our living rooms, we wonder how many of them are school counselors since so many of us are affected by similar pay/work conditions and walk in solidarity with our fellow educators. Still ongoing as we write, these events have reaffirmed for us the value in helping our colleagues with accessing additional revenue streams.

Broke is no joke. If this is your reality, we hope this book can provide you with some extra income options to support yourselves and your families. After all, necessity is the mother of invention. If you are struggling in a state or school where you are not compensated fairly for your hard work and advanced education, let this book be your beacon to a better future, one that is driven by your passion and rewarded by your effort. Best of luck and happy hustling!

# PART I: GETTING READY

This book is not about getting a second job. Some educators are already doing this to make ends meet, affording themselves a bit of financial wiggle room each month. This is about developing a side hustle.

There is a big difference between a second job and a side hustle. A second job includes a second boss and second set of someone else's expectations, rules, and lost income potential because you are only earning a percent of the generated income. Instead, a side hustle means that you get to be your own boss, set your own hours, and tap into your very own creative potential. A side hustle means that you get to expand on your counseling knowledge and skills while helping others—doing more of what you dedicated your life to doing. A side hustle also means that you earn 100 percent of any profits. Everyone should have a side hustle. A side hustle is like a hobby with one big difference: most hobbies cost money; a side hustle makes money. It's like playing entrepreneurially, getting paid to try something new and learn different skills (Guillebeau, 2017).

Even if you love your job, having multiple sources of income will give you more freedom and more options for you and your loved ones. Think about it this way; imagine, that from now on, all your meals will consist of only your main dish. You can have a hamburger,

or even steak, but that's it. Your hamburger doesn't come with fries. Your steak does not include a potato. That's right; your main dish is all you get. You can certainly live on hamburger alone. The hamburger will taste good and give you enough nutrients to make it another day. But you may already be thinking about how much nicer it would be to have some fries with your burger. The experience and satisfaction of having a tasty loaded baked potato with that steak is so much better, right? I'm (Russ) trying to imagine a BBQ sandwich right now without coleslaw or beans. It's good, but the side dishes make it so much better. This is how we view the side hustle.

Your hustle, or your main job, is wonderful and can be very satisfying, like the main course of a meal. A side hustle, like a side dish, makes the meal more enjoyable, especially because one taste can really bring out the other. Now you may be thinking, "*With all the training, experience, talent, hard work, and amazing things I do for kids and their families, shouldn't I already be getting a five-course gourmet meal including unlimited drinks?*" The answer is, "*Yes! You should.*" But that is not the reality right now. Perhaps in our lifetimes we will see all educators in the United States be treated more respectfully and professionally, especially when it comes to salary, benefits, and working conditions. Other countries do this already. But until that time comes, we need to order up our sides and serve ourselves.

The good news is that you are already in the kitchen and cookin'. You have the talents that others find valuable, both inside and outside the school system. And they are willing to pay for it, even while you sleep at night. Given the time and talents you already have, how can you monetize products and services for yourself? We're doing it, and we know lots of other school counselors who are doing it. In this book, we are going to tell you how you can make it happen for yourself.

A side hustle can really change your life. When you build something for yourself, even as you continue to work your day job,

you become empowered. You gain confidence. You create security, both in the form of that extra cash and also in the fact that you are opening up future opportunities for yourself (Guillebeau, 2017). So settle in, and keep reading to learn more about starting your side hustle or getting your existing side hustle to the next level.

## **The Goal of this Book**

Our goal in writing this book is to help school counselors turn their passions into extra revenue streams. We believe you will find useful information here on how to do this both from the comfort of your home (e.g., writing a book or creating resources to sell directly to consumers using Teachers Pay Teachers), or even by entering new work environments, such as adjunct teaching at a local university. After all, what better plan is there in life than to do more of what you love and get paid for it? So because of that November coffee meeting, you now have some answers to questions that you may have never even knew you needed to ask! Our hope with this book is to provide you with all the information you need to set up your own lucrative school counselor side hustle.

While writing the book, we contacted several school counselors who have already developed successful side hustles in various areas to learn more. Throughout the book, we spotlight what they are doing, how they did it, and what difference it has made in their lives. We found their stories inspirational, insightful, and helpful for us, and we are confident that you will too. In listening to our school counselor side hustle stars, we noticed that they experienced the very same side hustle challenges that the two of us have had throughout the years. They each learned very similar lessons; they had advice for others that was consistent with what we too wished someone told us early on. This felt very affirming. Yet, our side hustle stars were also diverse in their stories. They provide different services and products,

some directly related to school counseling and some not so much. We learned that they got started in different ways.

Julie, for instance, wanted to do more of what she enjoyed, yoga and mindfulness, and found the time when she and her husband “empty nested.” Carol’s passion is developing lesson plans, which she has now made available in a book as well as on Teachers Pay Teachers (TpT). She was also noticed at conferences for her dynamic presentations and was asked to do them for other organizations. This motivated Carol to increase her focus and expand her side hustle to a level which she originally did not imagine. Another side hustle star, Franciene, is a highly successful representative of Rodan+Fields, an upscale, anti-aging skincare brand. She started out of necessity when a medical emergency changed the course of her life. Then there’s Leticia, a school counselor by day and licensed practicing counselor nights and weekends. Leticia is also the founder of her own private practice. Similarly, Deb is a former school counselor and district supervisor. She is currently a school counseling coach, educational consultant, and owner of GuidED Consulting, LLC. On a different note, Jeff is a successful school counselor, leader, and side hustler who designs and sells school counseling related merchandise. These are just a few examples of several stories from school counselors who are already living the dream. We hope they will inspire you and serve as role models for your side hustling adventure.

## **Overview of the Book**

As we’ve discussed, many of today’s school counselors are innovating and building some fascinating types of side hustles. In our research, we came across a few types of hustles that kept coming up over and over. For that reason, we decided to highlight the “Big Seven” as we like to call them here. Although there is a multitude of potential side hustles, we found seven main categories that seem to

fit well with the school counselor's background, expertise, and values: creating resources, authoring a book, public speaking, developing tools, selling merchandise, adjunct teaching, and private practice counseling. We believe that all educators, from teachers to administrators, could also easily see themselves following suit in one or more of the Big Seven.

We searched for and landed on 11 school counselors whose side hustles fit into one of our Big Seven categories; these individuals stood out because they showed exceptional creativity, a hard work ethic, and an ability to keep generating new and innovative products or services. Ahead, they share their nervousness, excitement, frustrations, and ultimate satisfaction with their work. Some of our spotlights have even gone as far as to seriously consider making their side hustle their full-time job. By all measures, they have done it and continue to do it well. For that reason, we were super excited when they agreed to let us share their wisdom with you.

Toward the end of this book, we'll give you viable side hustle ideas that did not make the cut for our "Big Seven," although have the potential to be a good fit for school counselors. Now, let's turn our attention to important lessons and ideas about the nature of the school counselor side hustle before we get into the nuts and bolts for getting started.