

# Rising Tide Startups Podcast Listener Feedback Summary

**Mike McRitchie – "Résumé & LinkedIn  
Profile Writer"**

**2/13/18    Season 1, Episode 7**



## **Obstacle 1 – How to effectively balance the actual admin with the billable creative work?**

1. Spending money on admin (which will temporarily hurt the bottom line) will grow the pie. The time to do it is now because you have a steady paycheck. It will be much scarier to do when your side hustle becomes your primary source of income.
2. Benjamin Hardy talks a lot about both Time and Idea management. [benjaminhardy.com](http://benjaminhardy.com) is a great resource.
3. If you are turning down work that brings in x amount per hour and you can hire out certain admin work for x-y and make at least a 15% profit then hiring out that work makes sense. Remember the additional overhead is an expense and can be beneficial toward taxes.

## **Obstacle 2 - How can you build up an email list in a solo startup?**

1. Find the right expert and pay her to show you how. The best ones are the most expensive and work on a success fee. They get paid only when your list grows.
2. Jeff Goins offers some great advice through a free course of his. [jeffgoins.com](http://jeffgoins.com)
3. Many ways to skin a cat but online aside from buying a list, you need to give to get. If you can offer something someone wants for free, then all they need to do is give you their email address in order to receive.

***“Don't let what you can't do interfere with what you can do!” - John Wooden***

***“Who else has your customers as their customers?” - Jay Abraham***

RTS Episode Page - Rising Tide Startups - [Episode 7 - Mike McRitchie](#)

Mike's website - [mikemcritchie.com](http://mikemcritchie.com)

iTunes - [Episode 7 – Rising Tide Startups – Mike McRitchie](#)

YouTube - [Episode 7 - Mike McRitchie](#)

Facebook - [Mike McRitchie](#)

**MIKE MCRITCHIE | CAREER AND  
BUSINESS STRATEGIST**