



the content **byte**

Show Notes

Season 5, Episode 6:

Turning a side hustle into a full-time gig, with Jen Bishop from Interiors Addict

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What's in this episode?

Hosts Rachel Smith from [Rachel's List](#) and journalist and content creator [Lynne Testoni](#) talk to Interiors Addict founder Jen Bishop about how she turned her passion project / side hustle into a full-time gig

We talk about:

- How Interiors Addict started and why Jen just started it for herself only to have it explode into 150,000 followers, 70,000 FB fans and close to 100,000 Instagram followers
- How her workload has changed from the start 8 years ago til now – and the rise of sponsored content
- Why she has never really paid a whole lot of attention to SEO (but still ranks amazingly well)
- Amazing milestones she's experienced over the past 8 years, including realising her earnings had matched what she was previously making as a magazine journo, and when she hired her first full-time employee
- How she stays in her lane in a saturated interiors market, including ignoring what her competitors are doing and unsubscribing from any competitor newsletters
- How she spends a lot of time talking to her readers and how that helps inform her content
- How often she publishes new content
- Why you need to tune into your 'icky' feeling when it comes to clients and taking on projects / jobs

Got a question? Email us at thecontentbyte@gmail.com



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- Hiring staff – how she’s had full-time and part-time staff, how she enjoys working remotely, how she likes having a little team of people who understand the business and how it runs
- Lessons she’s learned including the things she wishes she’d outsourced sooner
- How she’s always trying new things and evolving her business, including the story behind Reno Addict
- Her advice for other people with a side hustle who want to turn it into a full-time gig
- Why it can seem like a depressing time for journos, but how she thinks there’s so much content work out there – why content marketing is huge, and can actually be interesting and challenging – and journos have all the skills to do it (and it can pay a lot better!)
- How her motto to work hard and be kind has worked for her
- And a whole lot more!

Where to find Jen

Interiors Addict: <https://theinteriorsaddict.com/>

Facebook <https://www.facebook.com/interiorsaddict>

Instagram <https://www.instagram.com/interiorsaddict/>

Pinterest <https://pinterest.com/interiorsaddict>

That’s it for this episode. We hope you enjoyed it! If you love The Content Byte, please leave us a review via iTunes as it helps others find us. Thanks so much.

Cheers, Rachel and Lynne

Got a question? Email us at thecontentbyte@gmail.com