Siblings’ Tasty Side Hustle Became an ‘Extremely Rewarding’ Business Expecting $500,000 Revenue

Key Takeaways

- The Schenstrom siblings launched their Bolivian snack brand Cassavida as a side hustle in 2021.
- Following a mid-2025 rebrand and entry into Sprouts, the business is eyeing $500,000 revenue for 2026.

This Side Hustle Spotlight Q&A features Carlos Schenstrom, 47, an entrepreneur who splits his time between Miami, Florida and Santa Cruz, Bolivia. Schenstrom and his sister Christina Schenstrom, 42. They are the co-founders of Bolivian snack brand Cassavida, which launched in 2021 and is on track for $150,000 in revenue this year. Responses have been edited for length and clarity.



Image Credit: Courtesy of Cassavida. Carlos and Christina Schenstrom.

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When did you start your side hustle, and where did you find the inspiration for it?

We launched Cassavida in 2021, but the idea had been simmering for decades. It actually began back in our college days at the University of Kansas, when we used to talk about how amazing it would be to bring a taste of Bolivia to the U.S.

One snack in particular — *cuñapés*, a cheesy, crunchy, naturally gluten-free bite made from cassava and artisan cheese — always felt like a perfect fit for American consumers.

Related: Her $4,000-a-Month Side Hustle Landed in Home Depot: 'Not Bad for a Niche Product'

When the pandemic hit and life slowed down, we finally had the time to revisit those old dreams that had been buried under daily routines. Cassavida was one of them. We had zero experience in CPG, and even less in the U.S. food market, but we decided to start anyway.

For us, Cassavida became more than a snack brand — it was a way to share Bolivia's rich, often overlooked culinary heritage with the world.



Image Credit: Courtesy of Cassavida

What were some of the first steps you took to get your side hustle off the ground? How much investment did it take to launch?

We had absolutely no experience in CPG or snack manufacturing — let alone in the brutally competitive U.S. market. So our first move was to look for advisors in the U.S. who could help us understand the industry and guide us on where to start. Branding was our entry point.

Initially, we invested around $200,000, but by 2023, we realized that wouldn't be enough. Having started businesses before, I knew that the real cost of launching a company usually exceeds your first budget — and I was right.

In our third year, we decided to rebrand with Dayjob, a California-based agency known for its work with emerging food brands like David's Bar. Later that year, we made another big leap: building our own manufacturing facility in Bolivia.

In total, we've invested just under $1 million to bring Cassavida to life.

Related: This Mom's Creative Side Hustle Started As a Hobby With Less Than $100 — Then Grew Into a Business Averaging $570,000 a Month: 'It's Crazy'

Are there any free or paid resources that have been especially helpful for you in starting and running this business?
Our biggest resource has been people.

We made it a habit to meet as many industry professionals as possible — even those we didn't immediately need. Maybe you don't need a fractional CFO right away, but meeting one early helps you understand what to expect when the time comes.

We take notes, gather insights and learn from every conversation. Over time, that collective knowledge has become one of our most valuable tools. When you're finally ready to hire or partner strategically, you make those decisions from a place of understanding — not urgency.

If you could go back in your business journey and change one

thing to save time, energy or headaches, what would it be?
We would have spent more time learning about the CPG world before jumping in. Early on, we hired consultants too quickly because we felt unprepared — but in hindsight, a bit more research and self-education would have gone a long way.

Starting with "just a product" because it seemed like a good idea led us into a long (and expensive) learning curve. In today's market, a product isn't enough. You have to know your why — and once you do, your how becomes much clearer.

Our rebranding process with Dayjob was transformative in that sense. Through deep conversations, we uncovered what truly drives us: becoming the unofficial food tourism board of Bolivia — awakening pride at home and curiosity abroad.

Related: Sisters' Savory Side Hustle Averages $7,000 a Month: 'Reward We Didn't Feel in a Corporate Job'

When it comes to this specific business, what is something you've found particularly challenging or surprising that people who get into this type of work should be prepared for, but likely aren't?
As with most startups, focus is everything — and also the hardest thing to maintain. In CPG, you're constantly seeing other brands trying different strategies, which makes it easy to second-guess your own. We've learned that you must take the time early on to clearly define your strategy and then commit to it.

In this industry, we believe that success comes from going *narrow and deep* — not wide and shallow. That means starting in one specific region, working closely with retailers that truly fit your product and brand, and building strong sales velocities there before expanding. Many new brands rush to get into as many stores as possible, but that can be risky and costly. Remember: Large retailers and category buyers still profit even if they discontinue you after a year — but you

lose. So be selective, strategic and laser-focused on where and how you grow.

Can you recall a specific instance when something went very wrong — and how you fixed it?

One of our biggest early challenges came when we landed a major order from an airline for a new package size we had never produced before. The deadline was tight, and instead of asking for more time, we took a leap and accepted the order.

Everything that could go wrong, did — our packaging printer was delayed, our new equipment still had kinks, and the team was under enormous pressure to deliver on time. We managed to fulfill the order, but the experience taught us a valuable lesson: Growth opportunities should never come at the cost of your team's well-being or your brand's integrity.

Afterward, we sat down to review every process, celebrated and rewarded our team for going above and beyond, and established clearer limits on what we can realistically commit to. Now, we see challenges as chances to grow — but only if they align with our long-term vision and capacity.

Related: I Turned a Side Hustle Into $20,000 a Month — Working Part-Time Without a College Degree

How long did it take you to see consistent revenue, and how much has the business earned?

We relaunched as Cassavida in mid-2025 following a full rebrand and our entry into Sprouts' Innovation program. Prior to this, annual sales were under $50,000. This year marks our first period of consistent monthly revenue, with over $100,000 generated so far and projected to close the year around $150,000. We see this as a strong foundation for scaling as we expand across Southern California and online channels. With new doors opening in 2025 — like Sprouts, Mothers Market and our broader expansion plan in Southern California — we're aiming for $500,000 in revenue for 2026.



Image Credit: Courtesy of Cassavida

How much time do you spend working on your business?

Cassavida is now a full-time focus for both of us. I dedicate the majority of my week to the business, structuring my days into focused blocks for production, marketing, operations and strategic planning.

I also maintain a small portion of time for other ventures, which are supported by strong teams, allowing me to efficiently manage them without diverting attention from Cassavida. This setup lets me bring experience and perspective from other industries while remaining fully committed to scaling our brand.

Christina is now dedicated full-time to brand strategy, marketing, and PR.

Every week we both also dedicate time for learning and industry networking – reading, listening to podcasts and

meeting with CPG professionals — so that each decision we make is informed and strategic.

What do you enjoy most about running this business?
The challenge! Starting a new business from scratch — especially in an industry where I had no prior experience — has been incredibly demanding. During discouraging moments, I remind myself how much I've learned and how far we've come. Seeing our product on the shelves of major U.S. retailers like Sprouts is extremely rewarding.

Being the first Bolivian brand with a snack in a major U.S. retailer nationwide is not only huge for us, but also for other Bolivian entrepreneurs. We hope it inspires others to believe their products can make it to major U.S. shelves as well.

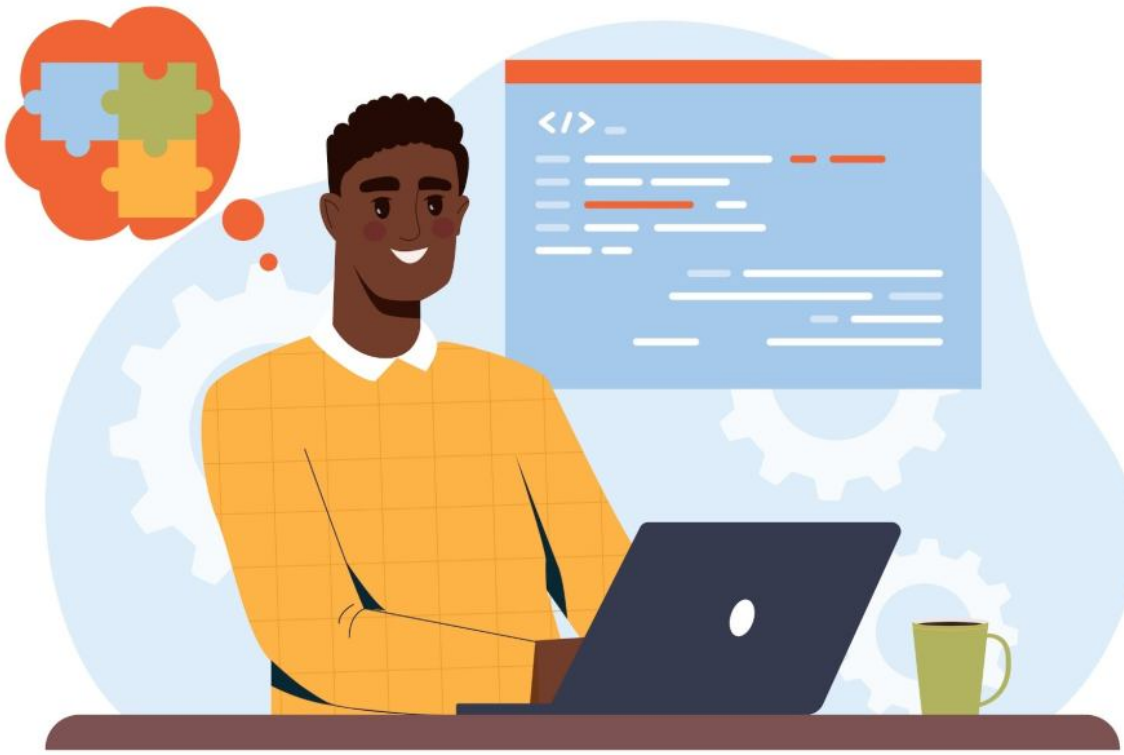
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What is your best piece of specific, actionable business advice?
Focus on self-reflection and understanding yourself. This mindset is critical because starting a business is both financially and emotionally challenging, especially in the beginning. You must know how you'll react under pressure and plan accordingly — running out of either financial or emotional resources can sink your business before it even has a chance to grow.

If you cultivate the right mindset and anticipate obstacles, you'll be better equipped to overcome challenges and learn from every experience.

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This Former Google Engineer Reveals the One Thing to Focus On When Building a Product — and It's Not 'Perfect Code'



Key Takeaways

- Dhanji Prasanna is the Chief Technical Officer of fintech company Block, which runs Cash App and Afterpay.
- On a podcast, Prasanna said that engineers should focus on purpose over perfect code.

- Block processed over $66 billion worth of payments for the quarter ending June 30, a 10% year-over-year growth.

Dhanji Prasanna, the Chief Technical Officer of fintech company Block and a former Google software engineer, says that "code quality doesn't make you successful" — what truly matters is solving real problems for users.

On an episode of "Lenny's Podcast," released on Sunday, Prasanna said that "a lot of engineers think that code quality is important to building a successful product." In reality, "the two have nothing to do with each other," he added. According to Prasanna, a successful product depends on how effectively it addresses user needs — not on how clean the code is.

Prasanna illustrated his point by drawing on an example from his time at Google. Before he started working at Google (he worked there rom 2008 to 2011, as a software engineer and technical lead, per his LinkedIn), the company acquired YouTube for $1.65 billion in 2006. Google engineers were shocked by YouTube's "terrible" code architecture, Prasanna said. Yet YouTube outperformed the better-constructed Google Video and became one of Google's biggest success stories.

Related: Morgan Stanley Created an AI Tool to Fix the Most Annoying Part of Coding. Here's How It Works.

Prasanna said that the lesson there was that "perfect code doesn't make a great product — solving real problems does." He urged engineers to prioritize purpose over technical perfection.

"Just focus on what we're trying to build and who we're trying to build for," Prasanna advised. "All this code can be thrown away tomorrow."

Block, the company he works at now, employs nearly a thousand engineers, about 36% of the company's total employees. The

growing fintech firm processed over $66 billion worth of payments for the quarter ending June 30, a 10% year–over-year growth. The company operates Cash App, a mobile payment and banking app used by 57 million people globally every month, as well as Afterpay, a buy-now-pay-later service.

Related: There Are New Rules for ‘Buy Now, Pay Later’ Programs — Here’s What to Know

Other tech executives have emphasized coding as an essential skill, even in the age of AI. OpenAI researcher Szymon Sidor said in August on an episode of the OpenAI podcast that high school students should still learn how to code, arguing that the practice develops problem-solving and critical thinking skills.

“One skill that is at premium, and will continue being at premium, is to have a really structured intellect that can break complicated problems into pieces,” Sidor said on the podcast, adding that “programming is a fine way to acquire that skill.”

Meanwhile, Google’s head of research, Yossi Matias, told *Business Insider* last year that coding is like basic math, a foundational discipline everyone should learn.

Nvidia CEO Jensen Huang presented a different perspective, focusing on AI capabilities to take over coding. Huang said in June on stage at London Tech Week that since AI now enables non-technical users to write code by giving prompts in plain English, there’s no longer a need to learn coding languages like Python and C++ to develop code. The practice of prompting AI to write code is known as “vibe coding” and means that even non-technical users can quickly create apps and webpages.

Related: The CEO of a Billion-Dollar Vibe Coding Startup Says You Can Break Into Tech Without a Computer Science Degree

Big Tech companies are increasingly tapping into AI to write

new code, instead of asking human engineers to manually write it.

In April, Google CEO Sundar Pichai said that AI wrote “well over 30%” of new code at Google, higher than the 25% indicated last year. In the same month, Microsoft CEO Satya Nadella stated that AI is writing up to 30% of code for the company.

Key Takeaways

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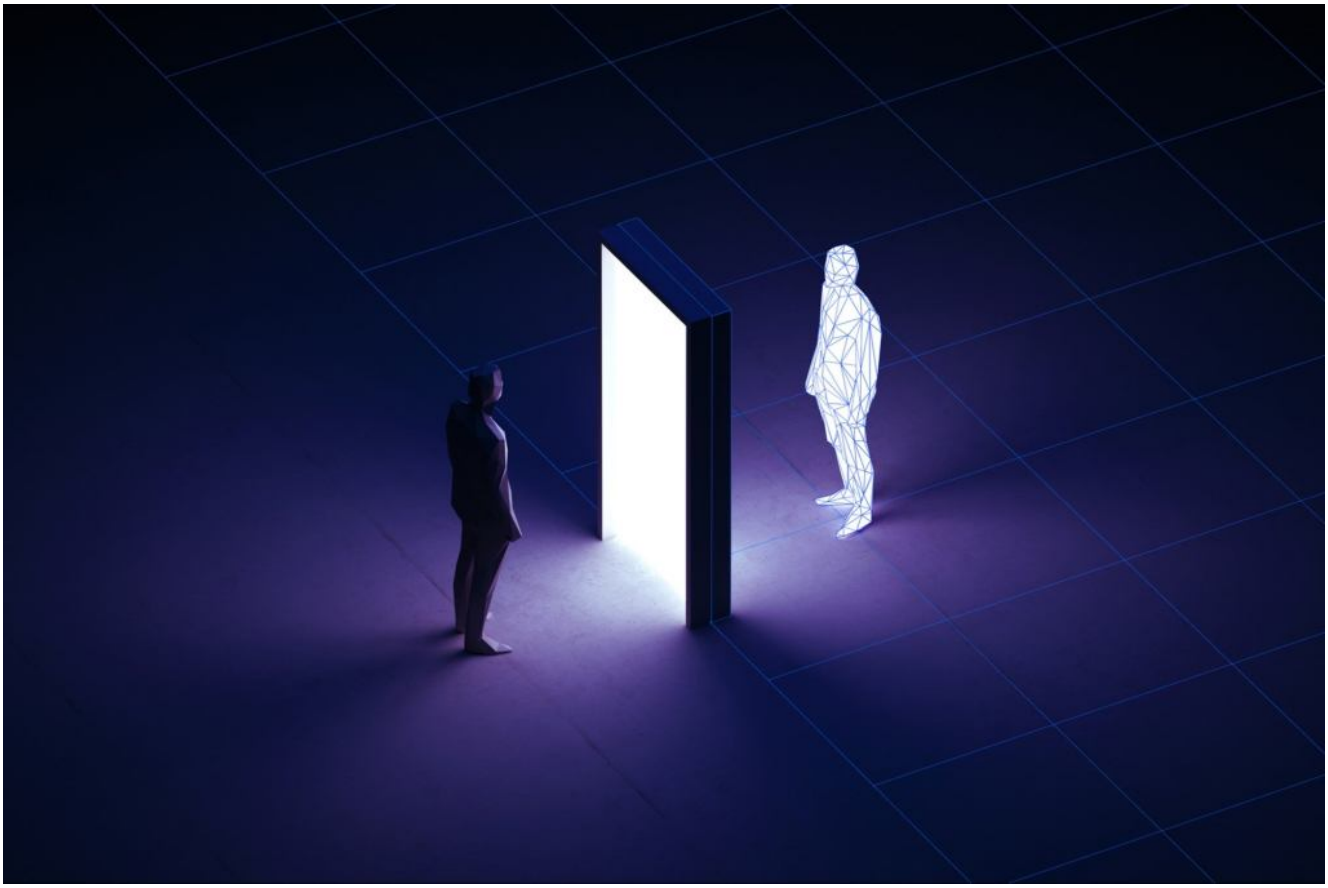
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Why Do You Want to Live Somebody Else's Life? 5 Ways to Build the Life You Really Want



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Key Takeaways

- Define success on your own terms — not by others' expectations or lifestyles.
- Confront fears and take action through experimentation, learning, and steady progress.

Recently, I've taken a deep inward look into my life in all possible directions. Personal life, work life, all aspects of both. I've realized that, to some extent, we all live in the model of people's life design and work persona.

Bombarded with 1000s of Instagram reels, TikToks, YouTube Shorts and even LinkedIn's prioritization of the content of "experts". Don't get me wrong, I am the victim of it as well. But with a good, deep inward look within, I realized that I do not want that. I like the toys I see – the cars, the houses, the material achievements of "famous" personalities.

But I do not need it. I mean, it is nice, but I do not really need it if my work life is "fake" or following somebody else's direction just to make money for money's sake. Maybe I am in a vacuum, and you will not relate to this. But at a certain point in the growth of the income, you don't get happier.

I want to be the best me. And live life on my own terms. If you want that too, then this is for you. In the following paragraphs, I will try to structure the steps in becoming yourself and planning the best you.

1. Do a deep social media/screen detox

Get back to the real you. Find the happiness in being outside, with friends and family. Even by yourself. Stay as much as possible in that mode. Go through all of the inner brain talk with yourself. Face your inner demons and accept that even if something might not be the best in an aspect of your life, there are a plethora of reasons to be grateful – the life you live now was once a dream of yours.

Cherish that, stay in that emotional feeling and embrace the now. From now on, be in the now state only.

Related: 5 Easy Tips for Entrepreneurs to Avoid Social Media

Burnout

2. Fight obstacles

What is the biggest obstacle to your inner calm? What makes you stressed? The thing or things you know you have to do or start, or at least try, but are too scared to start? Because people will laugh at you or judge you or whatever.

Here is the truth – nobody cares. Honestly.

I am talking about your things. Not what Hormozi is telling you to do, or even me. Write it in priority form on a list from the biggest "hairiest" one to the smallest. Start with the first one, where the fear is, and go through it. Write all about it. Write with ChatGPT about it. Discuss with everyone you know and write it all up. Expand on it. And do it your way.

3. Create the MVP or the minimum viable product

When I say this, I am specifically focusing on creating that idea of yours, that business.

Set a timeframe – a full day or a week if you work full-time, and make the most distilled version of your idea or product. Don't overengineer it, do not go deep in the features, the name, the UI or the logo of it all.

Create a name, buy a domain, and get the social media name for it. Do a quick Canva or Adobe Firefly logo and color palette, and move on. A couple of questions to help you out. What is it? Is it easily explainable to a 10-year-old? What problem does it solve? To who? Do they have the budget for it?

4. Talk to 100 people

Find and research your target market. Be as specific as possible. Where do they live? What do they do? Where do they hang out – online and offline? Go and talk to them. Pitch them, interview them. Offer them value in exchange for a test or do a trial of it for their company. Get feedback. It might not be easy to deal with. But do not take it personally. It's all valuable for version 2.

Write it all up. Store it. I said talk to 100. But if you can, talk to 100 a day, give yourself a week, a month and do a sprint of discovery to your target market. It is all for you. I do not benefit from this. Remember that. The faster and braver you are, the better for you.

Related: Here's What You Gain When You Stop Comparing Yourself to Others

5. Trial and error

Life is trial and error. Whether we like it or not. I like to think of it as the scientific method. Have a hypothesis. Write it up. Set yourself a deadline and go all out. Do everything to prove it right. And at the end of the set period. Analyze it. Set up a new hypothesis and go again. It's an ever-ending cycle. It's about fewer thoughts and overthinking of it all, and all about action and momentum. As corny as it sounds, action speaks louder than words.

I would like to finish on this. Be okay with being different, weird, outlandish or bold to everyone around you, in real life or online. Who cares? Everyone has problems, worries, pains and fears. Theirs are more important than yours. They'll forget you in 5 seconds.

There are many of us around the world. Hidden, working, bringing our ideas into life, doing everything we can to

succeed. To our own version of success. You are not alone, even though entrepreneurship often feels so. You are not.

I am here, cheering for you from the sidelines. And when you lose your way and start wanting to be like somebody else, you see and desire their life you see online, read this again. Listen to your inner entrepreneur and do it for him or her. Design *your* best life. Grateful for the ups and downs. Living now. Go.

Key Takeaways

- Define success on your own terms — not by others' expectations or lifestyles.
- Confront fears and take action through experimentation, learning, and steady progress.

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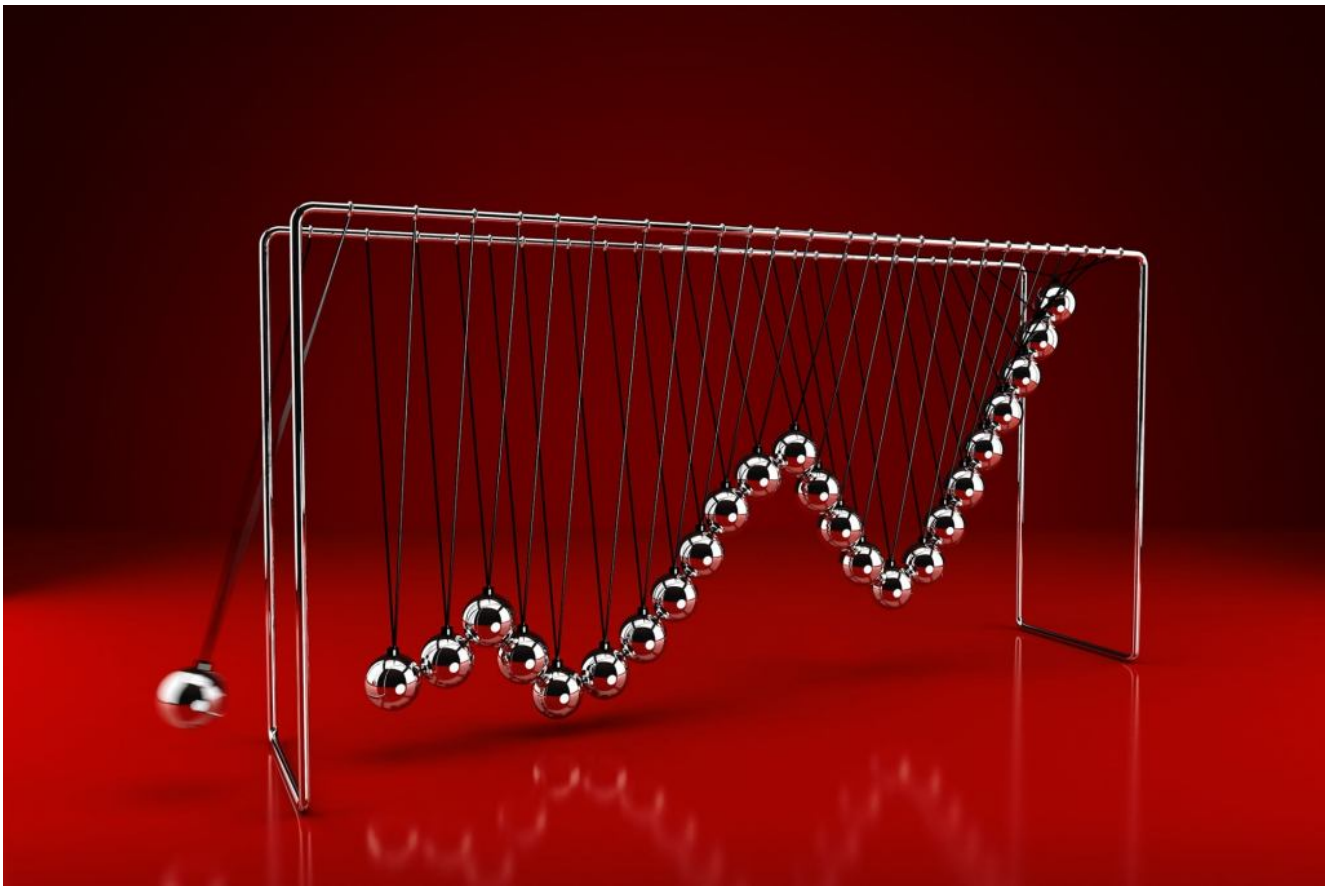
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Stuck in a Career Plateau? Use This 3-Step Framework to Regain Momentum



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Key Takeaways

- A Glassdoor survey reveals that 65% of professionals feel stuck in their careers, expressing frustration even at executive levels.
- A three-step framework is critical for overcoming career stagnation, involving diagnosis of underlying issues, defining success metrics and taking intentional action.

- For lasting change, executives must build on self-awareness, intentions and consistent actions tailored to their unique experiences and career longevity.

It’s normal to feel stuck or underwhelmed in your career from time to time. In fact, nearly two-thirds (65%) of professionals report feeling stuck in their careers, according to a recent Glassdoor survey.

Career plateaus can take many forms, including feeling underutilized, lacking passion or even just feeling bored, to name just a few. Some executives who are feeling stagnant in their careers may look busy and “successful” on the outside, but on the inside, they feel frustrated, disconnected or unsure of their true impact. For example, I recently worked with a tech executive who was leading multiple company-wide projects but felt invisible since he was never involved in strategic meetings or decisions.

How exactly do you get out of a career plateau when you’re an executive? For senior leaders with decades-long careers, traditional advice simply won’t work. You need guidance tailored to your tenure and unique situation. Here’s a proven, three-step framework to help you overcome career stagnation and regain momentum.

Related: Job Hugging Is the New Quiet Quitting — and Leaders Can’t Afford to Ignore It

1. Diagnose the plateau

Start by getting crystal clear on why you’re in a career plateau in the first place. It’s easy to fantasize about greener pastures and consider jumping ship to a new company to solve all your problems.

However, if the real issue resides in an issue like imposter syndrome or boredom, switching companies will only delay

resolving it. You can think of this like getting a diagnosis from a doctor: You can't treat a problem effectively until you know what it is. This may require you to reflect on past roles or get feedback from trusted colleagues, friends and family members to identify your potential patterns.

Over the years, working with hundreds of senior leaders, I've found some of the most common causes of career stagnation among executives include:

- Underutilization of experience and skills, leaving you feeling undervalued or frustrated.
- Fear of failure, keeping you from pursuing growth opportunities.
- Being stretched too thin, resulting in stress and burnout.
- Limited strategic engagement, leaving you on the sidelines during key decisions.
- Misalignment with a company's values, causing frustration or total disengagement.
- Wanting to make a greater impact, but not having the platform with which to do so.

Recently, a tech executive came to me frustrated about the lack of impact he was able to make at his company, and he wanted to look for a new role. As we diagnosed the issue, we realized that this was a recurring pattern across all his jobs.

Instead of immediately jumping into job search mode, we focused on building his executive presence and influencing skills. It took time, but he built trust with his boss and the C-suite and gained the opportunity to work on more impactful projects that truly energized him.

Without getting clear on the underlying issue behind your plateau, you're likely to feel the same regardless of where you go.

2. Define your success metrics

Next, you want to clarify which outcomes are most important to you at work and in life. In other words, how will you know that you've broken out of your plateau?

Consider priorities like oversight, impact, influence, team growth, job satisfaction, personal fulfillment and work-life balance. There's no "ideal" number of parameters here. Some leaders will have a long list, while others will have a brief one.

You'll also want to prioritize this list and reflect on how each entry intersects with the others. For instance, a role may allow additional oversight and impact but may also require you to put in more hours. It always comes down to balance.

The key is to be clear on what you really want in your career so you can shape one that aligns with it. Once you have your list, compare it with your current role. If they're far away from each other, some serious adjustments may be needed. If they're close, your role might not actually be the source of your stagnation.

You want to be explicit about how you'll measure success. Set clear key performance indicators (KPIs), such as an increase in team engagement, number of strategic initiatives led or PTO days taken.

Related: ROI Isn't Everything — Don't Overlook These 6 'Immeasurable' Metrics That Define Business Success

3. Take action

Finally, take intentional action toward your success metrics, but don't try to tackle them all overnight. Break them down into bite-sized steps. For example:

- If your strategic influence is low, offer to lead a high-impact cross-functional project or mentor emerging executives.
- If visibility is an issue, schedule monthly updates with your boss or cross-functional leaders to highlight your key initiatives.
- If you feel stretched too thin, try delegating one project or sending a team member to one meeting per week, then track your energy levels.
- If burnout is exacerbating your stagnation, set a goal of unplugging by 8 p.m. daily or reserve Sunday for recharging.

These small, consistent actions will compound over time. Keep track of your progress and celebrate your wins.

Getting out of an executive career plateau takes self-awareness, intention, and action. It won't happen overnight, but it's absolutely possible if you're intentional and methodical. You've got this!

Key Takeaways

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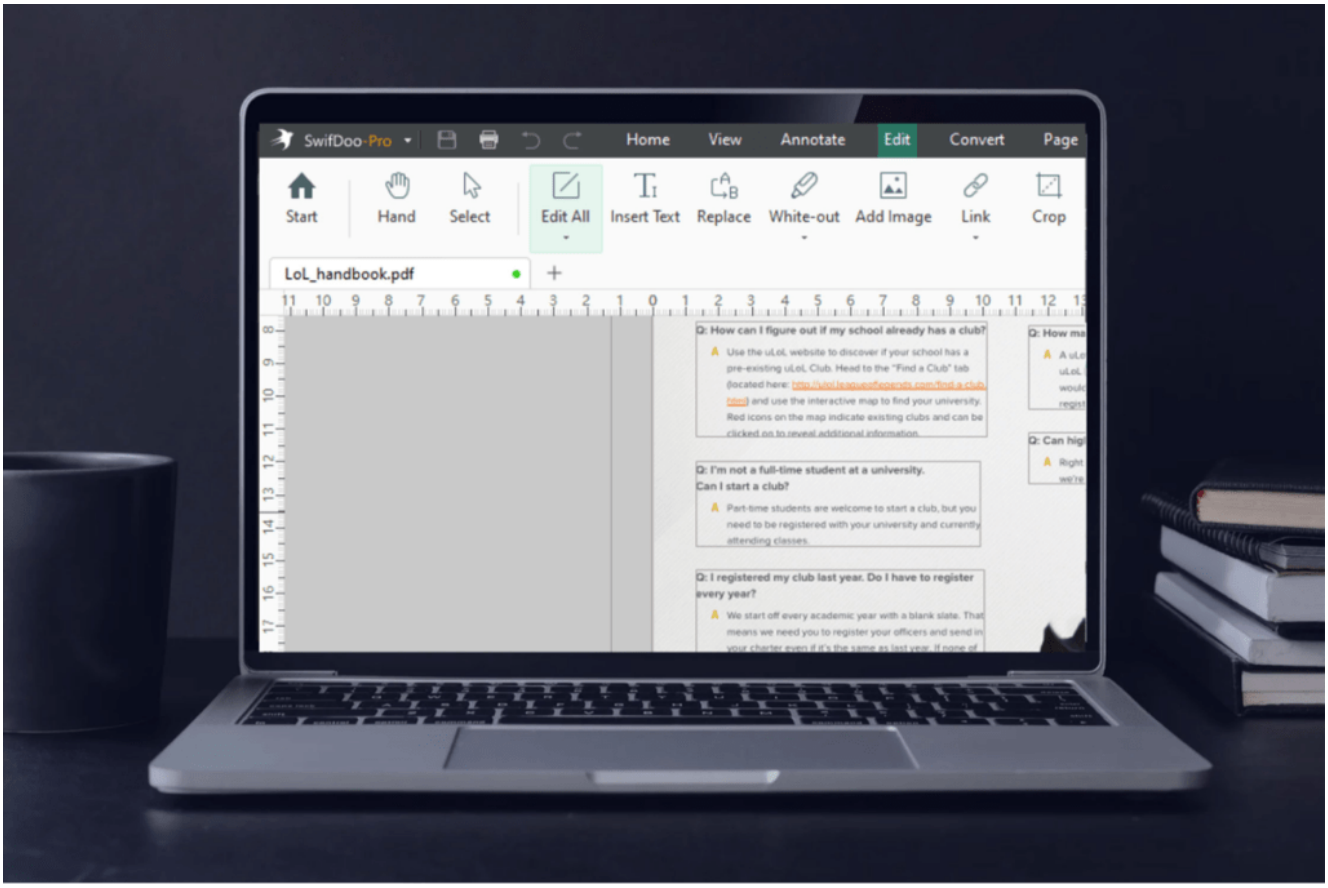
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Need to showcase your team, products, or office in their best light? This software makes it easy to turn average shots into stunning, market-ready visuals.

For businesses, this means better marketing content, stronger presentations, and higher engagement without outsourcing. Luminar Neo's new extensions, like Magic Light^{AI} and Background Removal^{AI}, help small teams produce agency-level results quickly.

And since it's compatible with both Windows and macOS—and even integrates with Photoshop and Lightroom—you can plug it seamlessly into your current workflow.

The bundle doesn't stop at software. You'll also get six professional add-ons and a 10-part video course from award-winning photographer Albert Dros, who teaches you how to make landscapes, portraits, and branding shots pop.

Think of it as an all-in-one toolkit for business leaders ready to elevate their image game.

Get lifetime access to this Luminar Neo Lifetime Bundle for just $79.99 (MSRP: $682).

The Award-Winning Luminar Neo Lifetime Bundle

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Every business leader knows that first impressions matter—especially online. Whether it's your website, social media feed, or product catalog, visuals can make or break how your brand is perceived.

The Award-Winning Luminar Neo Lifetime Bundle, now available for just $79.99 (MSRP: $682), helps you create striking, professional-quality images that grab attention and build trust—all powered by artificial intelligence (AI).

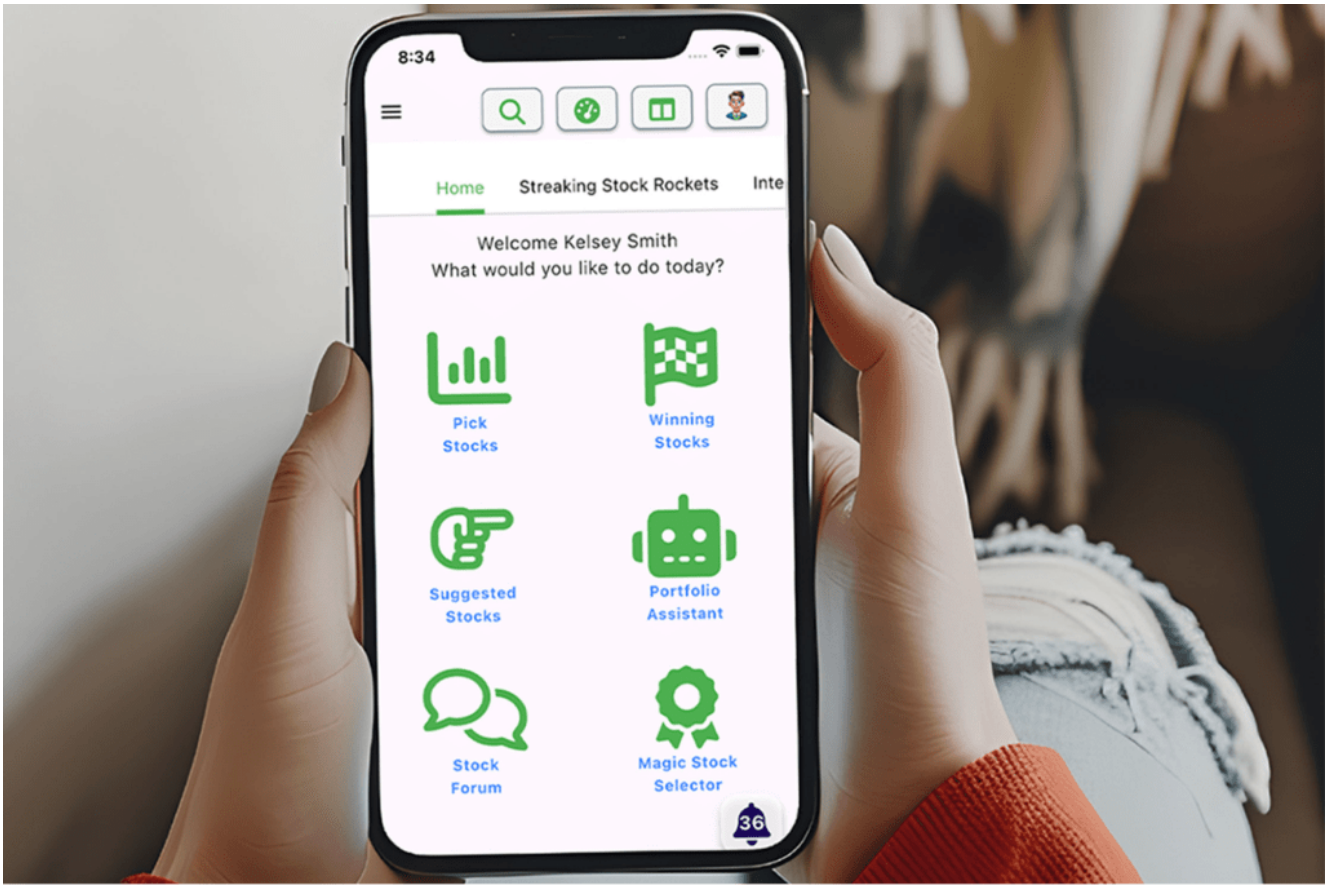
Luminar Neo isn't just for photographers—it's built for entrepreneurs, marketers, and creative professionals who want to make their brands look polished without the need for complicated editing software. With tools like AI Sky Replacement, Relight^{AI}, and Skin^{AI}, you can perfect lighting, retouch headshots, and remove distractions in seconds.

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This ChatGPT-Powered Stock Picker Is Changing How Professionals Invest



Disclosure: Our goal is to feature products and services that we think you'll find interesting and useful. If you purchase them, Entrepreneur may get a small share of the revenue from the sale from our commerce partners.

If you're running a business, you already know the importance of sound decisions, data-driven insights, and strategic thinking. The same logic applies to investing—and that's exactly what Sterling Stock Picker delivers.

For a limited time, you can get lifetime access for just $55.19 (MSRP: $486) using code SAVE20 through Nov. 2.

Markets thrive on confidence—but right now, uncertainty is everywhere. Sterling Stock Picker helps business leaders,

founders, and entrepreneurs navigate that uncertainty with AI-driven clarity.

The platform’s built-in coach, Finley, is powered by OpenAI, the company behind ChatGPT. That means you’re getting cutting-edge intelligence that can analyze financial data, evaluate stocks, and even offer guidance that is tailored to your investment goals and risk tolerance.

Imagine the power of having your own virtual CFO at your fingertips. Sterling Stock Picker’s patent-pending North Star technology breaks down whether to buy, sell, hold, or avoid a stock in clear, actionable terms. It also includes a done-for-you portfolio builder that helps you decide how to diversify strategically and stay aligned with your financial plan.

For business owners, this tool bridges the gap between entrepreneurship and investing. You already analyze metrics, forecast growth, and weigh risks daily—now you can apply that same precision to your personal wealth. From discovering “stock rockets” with rapid growth to getting data-backed portfolio suggestions, this is the kind of AI edge that keeps your money working as smart as you do.

Whether you’re new to investing or just ready to optimize your approach, Sterling Stock Picker makes it simple, strategic, and scalable.

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Sterling Stock Picker: Lifetime Subscription

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https://www.entrepreneur.com/money-finance/this-chatgpt-powered-stock-picker-is-changing-how/498690

Learn Something Brilliant Between Meetings with This Documentary Streaming Platform



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Running a business means devoting nearly all of your time to it. Business owners are part CEO, strategist, problem-solver, and, many times, also lifetime learners.

But who has the time to keep up with big-picture trends, let alone enjoy a documentary marathon? The Curiosity Stream platform offers a double whammy. This platform helps you fuel your curiosity *and* gives your overworked brain a productive break.

For a one-time payment of $149.99 (MSRP: $399.99), you'll get lifetime access to thousands of beautifully produced documentaries and series spanning science, tech, innovation, history, nature, and culture. It's like feeding your brain a five-course meal every night—minus the guilt and wasted time of endless scrolling.

Founded by John Hendricks, the visionary behind the Discovery Channel, Curiosity Stream's Emmy-winning content is designed to inspire action. Entrepreneurs, creators, and thinkers can dive into topics like *Engineering the Future*, *Planet of Treasures*, or *Deep Time History* to spark fresh ideas and gain a global perspective.

You can stream anywhere, anytime — whether you're on your commute, between meetings, or winding down at home. With offline downloads, HD visuals, and new content added weekly, you'll always have something eye-opening queued up.

Smart leaders know the best investment is knowledge — and this one pays dividends for life.

Get lifetime access to Curiosity Stream while it's on sale for just $149.99 (MSRP $399.99) for a limited time.

Curiosity Stream Standard Plan: Lifetime Subscription

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Curiosity Stream Standard Plan: Lifetime Subscription

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One $20 Payment Gets You

Lifetime Access to 1,000+ Courses



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Every new growth channel demands a new skill, from TikTok ads to sales funnels and AI automations. You could keep chasing $300 webinars or head back to college, or you could pay once and stay ahead forever with EDU Unlimited by StackSkills.

For just $19.97—yes, less than the cost of a book—you can grab lifetime access to 1,000+ online courses. IT, coding, graphic design, business strategy, marketing—you name it, it's probably already waiting for you. New courses are added monthly, so your library actually grows with you over time, not against you.

Save 96% through November 2

This is real-world learning made for real-world schedules. Whether you're a business leader trying to sharpen your digital strategy, a parent plotting a return to the workforce, a freelancer adding a new service, or a student supplementing a less-than-exciting course catalog, StackSkills gives you the flexibility to learn on your own time, from any device, without having to sacrifice your sanity (or your weekend plans).

And EDU Unlimited by StackSkills isn't about fluff. Their 350+ elite instructors have been there, done that, and are ready to show you how they actually succeeded (and yes, sometimes how they failed—because that's where the real lessons live). Each course includes progress tracking, certificates, and even quarterly live Q&As to keep you engaged and growing.

Compared to one college course that costs $600, $1,000, or more, $19.97 for lifetime access is almost criminally affordable. Plus, you'll be able to pivot your learning as new trends pop up, industries shift, and opportunities arise. No need to re-enroll, re-pay, or re-think every time you want to pick up a new skill.

It's lifetime learning—built for people who actually have lives.

Take the leap. Own your growth. And seriously, stop paying $300 just to sit through a PowerPoint for beginners class. StackSkills has you covered for life.

Get an EDU Unlimited by StackSkills lifetime subscription on sale for $19.97 until November 2 at 11:59 p.m. PT (MSRP $600). No coupon is needed.

EDU Unlimited by StackSkills: Lifetime Access

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OpenAI’s New Agent Changed the Game — Here’s How Solopreneurs Are Turning It Into Profit



Opinions expressed by Entrepreneur contributors are their own.

Most entrepreneurs still treat AI like a copy machine — crank out posts, pray for clicks. But OpenAI’s Agent just flipped the script for solo founders.

This isn’t “another tool.” It’s a virtual worker that researches, plans and executes — predicting trends, breaking down competitors, and surfacing forgotten cash in your inbox and DMs.

Here’s what you’ll take away:

• **Trend early-warning system:** Use the Agent to spot breakout topics before they peak – publish first, ride the wave.
• **Competitor teardown playbook:** Find the gaps, the angles and the keywords you can win now – automatically.
• **PR on autopilot:** Discover shows, research hosts and send custom pitches that actually get you booked.
• **Revenue revival loop:** Turn ignored emails and DMs into warm conversations and closed deals – without manual chasing.
• **Solo growth stack:** Connect these automations so content, outreach and sales run while you're off the clock.

The goal isn't "save time." It's to build a business that scales without burnout – one that keeps working when you're not.

The **AI Success Kit** is available to download for free, along with a chapter from my **new book**, *The Wolf is at The Door.*

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