



Stephanie, far left, and Jessica mixed their love of music, ministry and teaching into a moneymaker.

“WE EARN \$15,000 A YEAR!”

STEPHANIE and JESSICA BAUCHUM, 28 and 31 Dallas

Day jobs: Professional nanny and elementary school music teacher

Side gig: Offering piano lessons, backup vocals, jingle writing and all things musical; bauchumsistersmusic.com

Sisters Stephanie and Jessica Bauchum knew early on that music was their destiny. But for now, it's their side gig. “We grew up in Kansas City, Missouri, singing in the church,” says Jessica, an elementary school music teacher in Dallas with a master’s in music from the University of North Texas. “Our mother directed the youth choir, our father is a highly sought-after church organist, and our grandmother taught us how to read music and play piano.”

Stephanie earned a B.A. in music from the University of Central Missouri in 2006 but headed for corporate America.

She moved to Dallas with her big sis in 2007 and when she was downsized in 2008 became a nanny for clients who included her cousin Erykah Badu. Three years later the sisters formed a general partnership to provide services like backup singing and writing and recording jingles for small businesses. Their plan is to amass enough clients by 2013 to commit to Bauchum Sisters Music full-time. “We constantly ask ourselves, *How else can music fit into our lives, and how else can we make money from it?*” says Stephanie, adding that next they plan to convert their instructional music theory videos, now on YouTube, into a salable product. Says Jessica: “God has given us a gift and we’re determined to share it.”

STEPHANIE AND JESSICA’S TIPS FOR SUCCESS

1. Start where you are; don’t wait for the big break.
2. Talent is easy. It’s the business that needs focus. Add accountants and lawyers to your advisory board.
3. Love what you do and always work to improve your products and services.

“I EARN \$20,000 A YEAR!”

YVONNE DESHOTEL, 56 New York City

Day job: Advertising agency talent manager

Side gig: Dog groomer; vdeshotel7@yahoo.com

Instead of fixing her dolls’ hair as a little girl, Yvonne Deshotel preferred brushing her collie and tying bows to his head. That was the beginning of a nearly half-century love affair with dogs, which the ad exec points out spells “God” backward. While her advertising jobs have come and gone, Yvonne has always been able to parlay seven weeks of training at the New York School of Dog Grooming (hysdg.com) into backup income. Even now, with a steady, decent-paying job at a leading agency in New York City, she continues to beautify some 20 dogs every four to six weeks for \$65 and up per pooch. “I never know when it might be the only way I eat,” says

the former owner of a Harlem-based dog salon called It’s a Dog’s Life.

While her shop was popular, Yvonne says she undercharged for services and was often more compassionate than business-minded, providing grooming gratis when an owner couldn’t pay. “I’m still hesitant to ask for what I know I deserve, but then I ask myself, *Who am I?* My response? I’m an artist who understands that I bring something special to the owner and the dog, and I have to be compensated for my time, my equipment and my skills,” she says.

On weekends, customers bring their four-legged friends to Yvonne’s Harlem apartment, where she’s set up with a grooming table in addition to all of the tools needed to create everything from classic haircuts to Mohawks. Yvonne’s coworkers may have an inkling about her side business based on the many pictures of perfectly coiffed dogs posted in her cubicle. But, she warns, “Be careful not to run your personal business while getting paid to do your job.” ▸



Yvonne kept in touch with clients to grow her dog-grooming business.

YVONNE’S TIPS FOR SUCCESS

1. Have an outlet that completes your life and creates a second stream of income.
2. Someone will always think your fee is too high. Focus on the people who think the price is right.
3. Don’t be in business if you don’t have exceptional customer service. Go above and beyond.

