

SIDE HUSTLES DONE RIGHT!



**THE STEP-BY-STEP BLUEPRINT
TO STARTING A PROFITABLE SIDE HUSTLE**

The right mindset

- Take control

 - Chart your path

 - Passion to succeed

- Your mind

 - Positive thinking

 - Side hustle success

 - Negative thinking

 - Side hustle failure

- Your “why”

 - Big goal

 - Always remember it

 - Use for motivation

- The right goals

 - Easier to achieve

 - Must be passionate about it

Inventory of your skills

- Not all skills are equal

 - Low-level skills

 - More competition

 - Less money

 - High-level skills

 - Less competition

 - More money

- Money vs satisfaction

 - Money

 - Reach financial goals faster

 - Satisfaction

 - More fulfilling

 - Money is secondary

Strengths and weaknesses

- Make good use of time

 - Work on strengths

 - Focus on what you do best

 - Better productivity

 - Outsource weakness

 - Get help from others

 - Save your sanity

- Outsourcing

 - Pros

 - Saves time

 - Do more work

 - Cons

 - Can get expensive

 - Finding the right contractor is hard

 - You need to train them

 - Can take weeks

Map out hustle idea

Planning is key

Brainstorm

Lists vs mind maps

Linear lists

Can get long

Hard to make sense of

Mind maps

More logical

Better organization

Your edge

Competitive advantage

Why would people choose you?

Unique selling proposition

Branding

Easy recognition

Builds trust

Secret ingredient to success

Validate side hustle idea

Increase chances of success

Analyze the competition

Check marketing strategies

Why people choose them

Follow on social media

Get feedback from target audience

Would they do business with you?

Do you have an attractive offer?

Do 'soft' launch

Don't amass massive inventory yet

Test your market

Success?

Good side hustle

Failure?

Look for another angle

Implement marketing strategy

Let people know you're open

Build confidence first

Effective marketing techniques

Word of mouth

Simple but effective

Good conversion rates

Door to door

Works for local audience

Be creative

Don't be pushy

Social media

Can reach global audience

Be social

Follow target clients

Gain their trust

Realistic goals and timelines

- Don't overwork yourself

- Limited time for side hustle

- Goal setting

 - Not too ambitious

 - Can stress you out

 - Not too easy

 - You may procrastinate

 - Should be just right

Goal timelines

- Short-term

 - Next few weeks or months

- Long-term

 - year and above

- Lifetime

 - THE big goal

Re-evaluate goals

- Not set in stone

- Adapt as necessary

Separating side hustle from job

Don't cheat at your job

- Don't bring side hustle to job

- Can cost you your job

- Play by rules at day job

Manage time

- Plot schedules on calendar

- Schedule every activity

 - Plan downtimes too

Set boundaries

- Private space

 - 'Office' for side hustle

 - Tell housemates to respect space

- Follow your rules

- Stand your ground

Create and follow schedule

- Plan your day

 - Can only do so much

 - Know physical limits

 - Create structure for day

Maximize time

- Have system in place

 - Better productivity

 - More profitable

Focus on one task

- Avoid multitasking

 - Can distract you

Affects productivity

Reward yourself

Acknowledge your hard work

Focus on what generates revenue

Find profitable system or 'formula'

Focus on target audience

Create buyer persona

Generate and nurture leads

Fill up pipeline

Manual lead generation

Ask for referrals

Automated lead generation

Best for online hustle

Customer service

Make clients happy

Repeat customers

Will help promote you

Avoid side hustle burnout

Delegate or outsource

Free up some time

Easier to grow side hustle

Stop comparing to others

Can get disillusioned

Can demotivate you

Set reasonable deadlines

Work smart

Learn to say no

Take breaks

Refresh your mind

Have fun

Variety is spice of life

Do something different

Switch up routine

Work on different side hustles

When to quit day job

More money at side hustle

Figure out "tipping" point

Make sure it's stable

Saved enough

Sizeable emergency fund

Ready to scale side hustle

Demands your time to scale

Missing out on opportunities