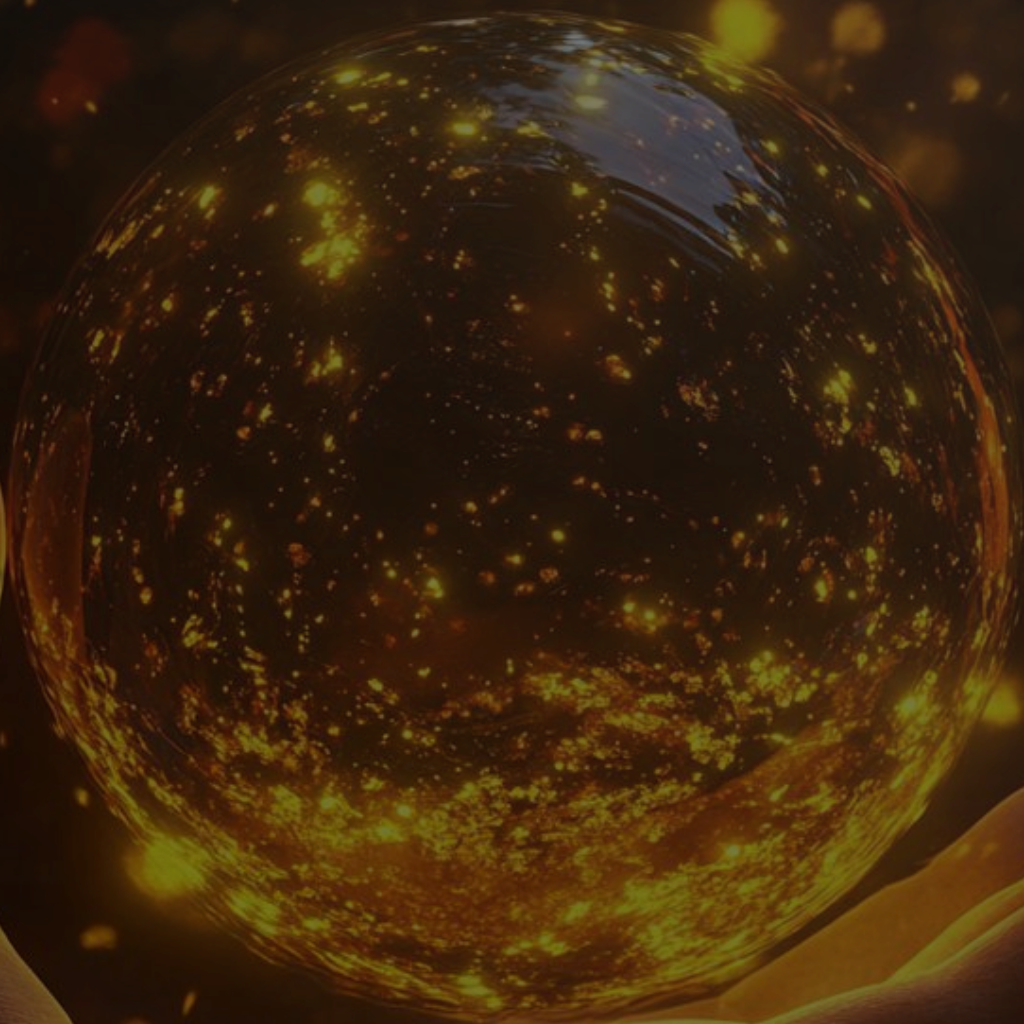


# SIDE HUSTLES DONE RIGHT

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Checklist



## 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