

SIDE HUSTLE SECRETS

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
 - 1 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