

# 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