



ACORN
PROJECT

SECRETS TO STARTING A SIDE HUSTLE



PRE-TRAINING PREP

Welcome to the instructor resource guide for the Side Hustle curriculum. The main goal of this class is to help participants identify opportunities to start a side hustle business as a way to help them earn additional income outside of their regular job.

In addition to this instructor guide, the IDRS Acorn Project has created a page on their website that contains additional resources to help you prepare for delivering this training. The website URL is nativebiz.org/cttp.

Objectives and learning milestones

1. Introduction to program/each other. Milestone: Build rapport and buy-in.
2. Idea generation. Milestone: Generate as many side hustle ideas as possible.
3. Idea feasibility. Milestone: Determine the top 3 to 5 ideas based on feasibility, obstacles and opportunities, and profitability.
4. Napkin equation. Milestone: Run your 3-5 ideas through the napkin equation to determine profitability.
5. Decide on one idea. Milestone: Use all 5 feasibility criteria to determine the one idea to move forward with.
6. Ideal customer. Milestone: create one or more customer avatar(s).
7. Creating your offer. Milestone: Offer created for product/service.
8. Tell your story. Milestone: Your story to add to your website and e-commerce pages.
9. Assembling your tools. Milestone: Items you need to create your side hustle.
10. Creating your action steps. Milestone: Building your basic business needs for running your business.
11. Creating your first workflow. Milestone: Document your full selling process from start to finish.
12. Building your store through identifying your e-commerce platform. Milestone: Choose the right e-commerce platform for your business.
13. Sales 101. Milestone: Determine your basic sales techniques.
14. Ask for help. Milestone: Identify 3-5 people you can schedule a time and learn from.
15. Selling through specials. Milestone: Create 5 business selling techniques to get your sales moving quickly.
16. Track your progress. Milestone: Determine 3-5 goals that will define success in your company
17. Get your work out of your head. Milestone: Determine key processes and write them down.
18. Business plan pull-out. Milestone: Complete business plan pull-out.
19. Resources. Milestone: Determine the resources within your industry, tribe, and partnerships.

Teaching to All Types of Learners

As an instructor, it is important to understand, that no two people are the same and that there is a spectrum of different learning styles that greatly impacts a participant's ability to learn and comprehend. This is why knowledge of different learning styles is essential for instructors. To ensure we have hit the learning styles of all four types of learners, think about including elements from each learning style in your training.

Teaching A Step Learner

A step learner likes to learn by first watching someone else show them the steps, and then trying it on their own but only if they have guidance first from that teacher. Then, they like to practice it again and again until they have it down. They also like things to be practical and do not want to learn a bunch of theories, only to never apply it to anything. Finally, they want structured expectations of exactly what is expected of them when they learn something new.

Best Practices for Teaching Step Learners:

- Use a structured workbook companion with predefined flows that have sections, and subsections to capture key take-a-ways.
- Have an agenda so the participant knows what will be covered in the class.
- Provide step-by-step instructions for exercises so participants can practice what they have learned first with guidance, and then on their own.
- Hearing compelling hooks that explain WHY the class, each lesson, and each concept is useful to them as adult learners.

Teaching A Research Learner

Research learners want to figure things out on their own. They want to first become an expert at something, and then discuss it with someone else, but not until they have had a chance to understand the big picture, read what they need to read, investigate things, and then they like to challenge everything they have learned to make sure it's right. Only then will they accept it as truth.

Best Practices for Teaching Research Learners:

- Doing what they are doing right now: researching and investigating on their own and learning.
- Debating & discussing the information in small groups after they have read up and built up some expertise on the subject.
- Answering questions that spark ideas and thinking requires them to explore ideas and discuss them with others.
- Participating in follow-up discussions with the entire class, so they can come to their own conclusions with the guidance of the trainer.
- Using visual aids throughout the class to see and write about the big picture, especially those that address multiple tasks or chapters at once to show the relationship between them all.

Teaching A Talk Learner

Talk Learners want to talk out loud and bounce their thoughts off another person so that they can get their intellectual neurons firing. They talk to themselves, their coworkers, and other students as part of the learning process. That way, they can reinforce learning by processing their thoughts out loud. They like hearing what others have to say, but need to be able to give their thoughts to others out loud so that they can process the information.

Best Practices for Teaching Talk Learners:

- Encourage them to talk through ideas, experiences, and concepts in groups to process information verbally with others.
- Have them work with a buddy to talk about key teaching points throughout the lesson.
- Allow them opportunities to paraphrase information (putting the information in their own words).
- Ask 'active learning' questions.

Teaching A Creative Learner

Creative learners have to create something to learn it. In class, they like to take notes but do not understand them until they rewrite all those notes so that it makes sense to them. They have to be able to do things themselves, and not just do the steps, but create the steps and create the entire learning process. This allows them to process information by creating it, and many times, they can come up with new ideas along the way!

Best Practices for Teaching Creative Learners:

- Creating the answers to key concepts/steps/definitions in which they can figure out on their own.
- Have the participant write down important "takeaways" that aren't just copying down information, but instead require paraphrasing (putting the information in their own words).
- Ask leading questions that they do not know the answer to upfront, but can figure out with the trainer "leading". As long as the questions aren't too obvious, they get to create their answer and use their imagination.
- Provide opportunities for them to work on a project independently where they create the outcome.
- Ask creative questions along the way, whenever they get stuck.

Build Rapport

Participants are often nervous about being in a classroom setting where they are expected to share thoughts and ideas with others. It is important to make them feel comfortable with the other participants and you as the instructor. Additionally, adult learners like to have some control over the learning process. To build rapport in the training, adopt some or all of the strategies below:

- Share your credentials, why you do what you do, and why you are teaching this class.
- Start the class with an ice-breaker and incorporate opportunities for participants to work together. When delivering online training, the use of breakout rooms is encouraged.
- Share some of the power of decision-making with them. Give them a choice to take breaks at a certain time or wait until after the lesson- to take a short lunch and leave early or a longer lunch and run until the printed time.
- Remember points each participant has made, including their goals, their ideas, things they share during activities. Write them down on your seating chart to refer back to.
- Challenge yourself to get to know participants' names within the first hour- if you have a tough time with this, provide name cards that allow all participants to use each other's names. Online, ask participants to ensure their name is displayed on their profile.
- Tell stories that your participants can relate to.

Set Boundaries and Expectations

Boundaries and expectations differ. Boundaries are for trainers and expectations are for trainees.

Determine your boundaries before the training:

- Will you take questions at specific times or throughout the training?
- Will you will answer "in scope" questions immediately and "out of scope" questions at the end of the day, during a break, or after class?
- Will you answer all questions immediately if they are part of the current lesson? Will you defer those that will be covered in another lesson? How will you remember to answer them?

Create expectations for the class:

- Do participants need to keep their cameras on at all times or can they turn them off?
- Will you offer breaks and lunch?
- If they lose connection to the Internet, what should they do? By the way, a best practice is for the instructor and participants to call into a dedicated conference line for audio. This way if there is an issue with the Internet connection, everyone will still be connected via phone.
- What are your expectations in breakout rooms? Remember to give directions and deliverables for each breakout room discussion
- What if they need to step away for a moment?
- Is this training a requirement for benefits? If so explain what is required (business plan pull out, completion of the workbook, their participation, and any other deliverables required.)

Goals and Expectations

When working with participants, identify what their goals are and remember to write them down on your seating chart form. Some participants may share generalities, but others may be specific. Referring back to that during training will make the participant feel heard and build engagement.

For example: While doing an activity on creating values in our lives, a man told me that his goal for attending the training was to start a side hustle because he needed to make money to pay for additional medicines that were not being provided by his health care provider. Later in the training when we talked about, "identifying your why," I referred back to his reason for attending the training when things got tough and he wasn't sure if he wanted to go on. The more you document what participants say, the greater the engagement you will build when you incorporate it back into your training.

How to Use a Seating Chart

- During training, create a "seating chart" with the names of participants. During the introductions capture anything you need to remember about them to ensure you have built rapport and met their needs:
- Use the chart to write down their goal for the training (what's in it for them)
- Use the chart to capture participants "aha moments"
- Use the chart to keep track of participant questions- did they have an in-scope question that you need to answer later or an out-of-scope question that you will answer at the end?

Note: An example seating chart can be found on the resource page at nativebiz.org/cttp.

Ask Questions to Reinforce Learning*

As a trainer, you will use questions to clarify content, reinforce learning, help participants remember important points, and keep them engaged. So how do you know what questions to ask and when to ask them? Following is an example of question types and when they are appropriate to use.

What Is Your Goal as an Instructor?	Type of Question to Ask
Get experts involved and build your credibility as an instructor	Expert questions
Make things easier for participants to follow along	Leading questions
Make things easier for participants to understand	Leading questions
Help participants remember important concepts	Review questions
Ensure participants understand the information	Understanding question
Keep participants engaged	Active questions Directional questions

Examples of **expert questions**:

"Have you ever owned a business before? If so, what advice would you give us?"

"Have you had to deal with an angry customer, what would you recommend we do?"

"What experience do you have with ____?"

Examples of **leading questions**:

"What page is the graph you see on the screen in your workbook?"

"Looking at the chart on page ____, what do you notice?"

"Do you think that customers will understand your offer?"

Examples of **review questions**:

"What do you remember from the last lesson when we talked about ____?"

"Thinking back to our last discussion, what is ____?"

"Let's review from this morning, what is a ____?"

"Can anyone tell me how to tell the difference between ____ and ____?"

Examples of **understanding questions**:

"Give me an example of an advertisement that you would consider a well-developed offer?"

"What are the three steps to figuring out your profit margin?"

"How do you identify your customer target market?"

Examples of **active questions**:

- "Does everyone see that picture on page ___?"
- "Does everyone see the questions on page ___?"
- "Did you notice what just happened?"
- "Did everyone write this down?"
- "Do you know how to determine your profit margin?"
- "Can you picture that in your mind?"
- "How many of you hear me on that one?"
- "Are you going to be able to memorize your sales pitch?"
- "How many of you have a mental image of that in your head?"

Examples of **directional questions**:

- "Do you see the statement on page___? Highlight it."
- "Look at the top of page ___ and read along."
- "Write this down."
- "Look at the screen."

**As referenced through the Maverick Train the Trainer Elite Program*

Class Hook

Creating a class hook and telling your participants why you are teaching the class and what they can get out of it is a great way to start. An example is: in this class, you will learn how to generate ideas for a side hustle based on your existing skills, talents, and abilities that will enable you to create a new stream of income. Is anyone interested in learning how to make extra money?

WELCOME TO SIDE HUSTLE!

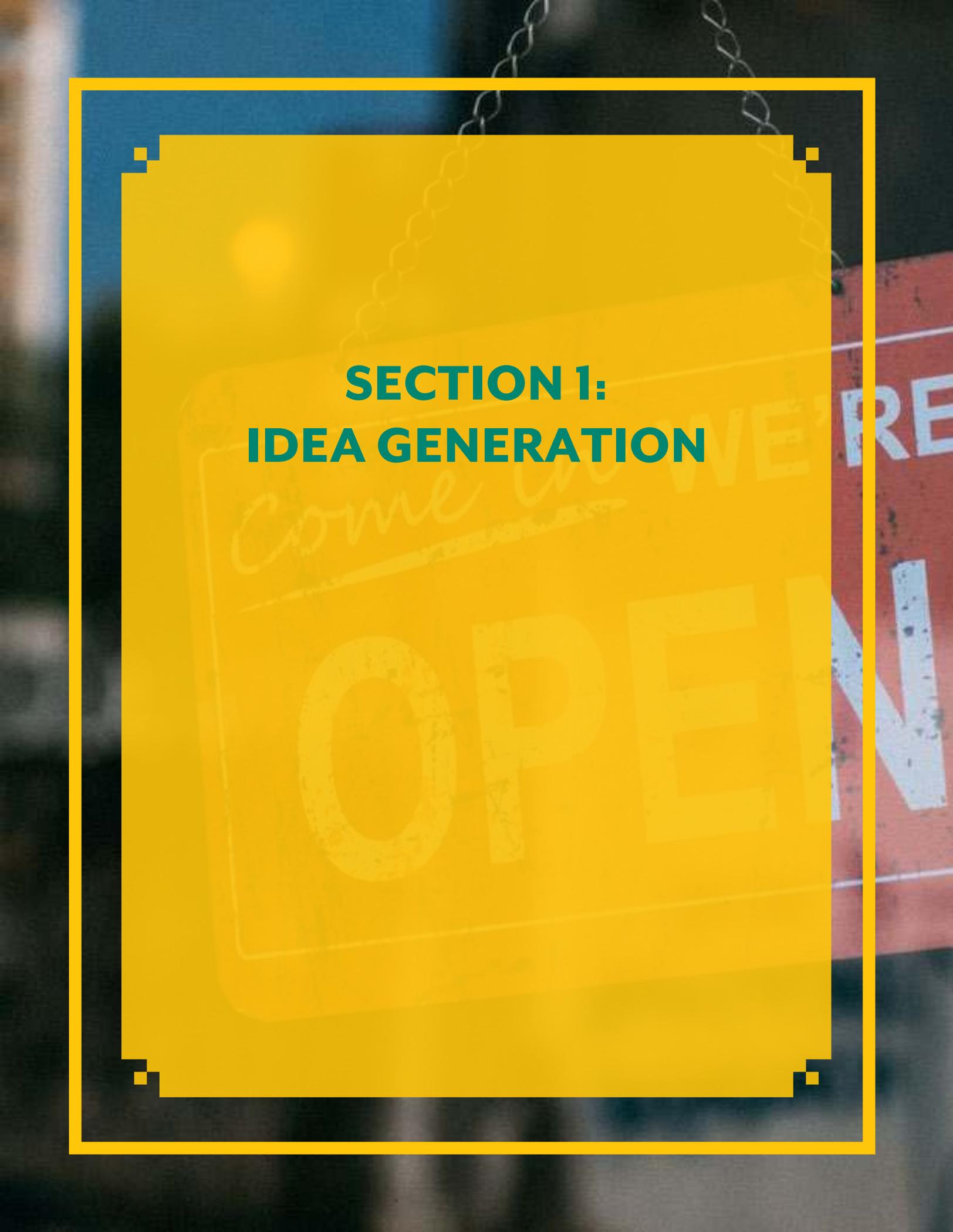
INTRODUCTION

Welcome! As we begin, we have three overarching goals:

1. This training is interactive. Everyone is expected to share thoughts, ideas and actively participate in breakout groups and activities.
2. We are here to explore the pathway you have before you. To learn about different options for starting a side hustle, including those you are not aware of right now. We will be talking about your unique talents, gifts, your likes, and your dislikes. The main goal of this training is to help you answer the question “If I could do _____ every day, I would stay up later than I need to”. At the end of our time together you will have identified that “thing” that you would be willing to stay up late to do and know how to create a side hustle.
3. Flipping the script. Does anyone know what that means? It means there are ways that traditional business or society tells you how to do things. For instance, if you haven’t gone to college you may feel like you’re not ready to run a business. You may think that you don’t know everything that you need to know, or that you don’t have the money to do things that you want. Flipping the script means doing things your way, the way that is right for your life and your path.

The five outcomes of this training are that you will learn how to launch a microenterprise business, through learning and taking action on the 5 concepts below:

1. **Idea generation** - how to generate ideas that could be good hustles
2. **Choosing your best idea** - a step by step guide to ensure you choose your best idea
3. **Developing tools and resources needed** - where will you sell? FB, Shopify, Etsy, Fiverr, in person. What do you need to make that happen?
4. **Launching** - how do you launch and who is your ideal customer
5. **Refining** - how did it go? Is it tweakable? Is it a great idea, but nothing sold? Why? Should you move forward or try another idea?



**SECTION 1:
IDEA GENERATION**

IDEA GENERATION

Everyone has a different path to success, really even a different definition of what success is. If you thought about what success means to you in your life today, what would that look like? Is it the life you are living, or does it need some work? Do you need a certain amount of money per month? Do you want to make extra money to put back for emergencies, tires for your car, a vacation?

What do you like to do that you would be willing to do more of? Do you have a hobby that could make you money? Do you work on cars? Garden? Sew? Bead?

EXERCISE

In the participant workbook on page 5, is a list of questions. Give participants five minutes to answer these questions starting with defining what they want out of life.

1. What is motivating you to start a business? Take a few minutes to write or draw what you want out of life.
2. What do you like to do that you would be willing to do more of?
3. What is something you are aren't good at and don't like to do?
4. What do you do well that you wish you could share with others?

We are going to expand on those questions by completing the four-quadrant chart on page 6 to help you begin the process of generating ideas for potential side hustles.

EXERCISE

Once participants have completed the four-quadrant chart on page 6, take a couple of minutes to have them share. After they have shared some of their ideas, point out that on page 7 are ideas that previous participants have done as side hustles.

What I do well and like to do

What I do well and don't like to do

What I don't do well, but like to do

What I don't do well and don't like to do
do

WHAT HAVE OTHERS DONE?

Ideas that others have come up with include:

- Building bat houses
- Fishing guide for tourist traveling through your community (fishing equipment included)
- Lawn service
- Making native food to sell
- Baking goods for busy people (cookies, birthday cakes)
- Henna tattoos
- Hair braiding
- Homework help and test preparation
- Reselling clothing and shoes
- Teaching sports skills and holding sports camps
- Rescuing rez dogs and selling them
- Taking tourist trail riding
- Teaching elders how to use their computers, social media and the Internet
- Starting an Etsy store
- Renting chickens
- House sitting
- Pet walking and sitting
- Selling art at festivals
- Developing a travel concierge service to answer questions online for those interested in visiting Indian Country.
- Using local resources to make food products to sell.
- Create an Airbnb Experience of making Native foods, storytelling, or teaching beading
- Create Native T-shirt designs and sell them through Amazon Merch
- Growing plants native to your reservation and selling them to tourist

LET'S TALK ABOUT IT TODAY

We have talked about the future, what you would like your life to look like? If you could make \$100, \$500, or \$1000 a month, what would you do with it? If you could make this money doing something you like without taking a big financial risk, would you give it a try?

What I have described is best described by author Chris Guillebeau in his book Side Hustle. Chris says that a **“side hustle is a money-making project you start on the side, usually while working your day job.”** Side hustles aren't hard to start, this project is designed to help you start your side hustle in a short time and will only require 15 minutes a day to prepare and launch. Have you ever thought about a business idea but didn't make it happen?

EXERCISE

Lead participants through an exercise where they show or write what success looks like to them by completing the following sentence. Ask for volunteers to share if time allows.

My hustle will pay off, when I make \$_____ a month. This is what success looks like to me!

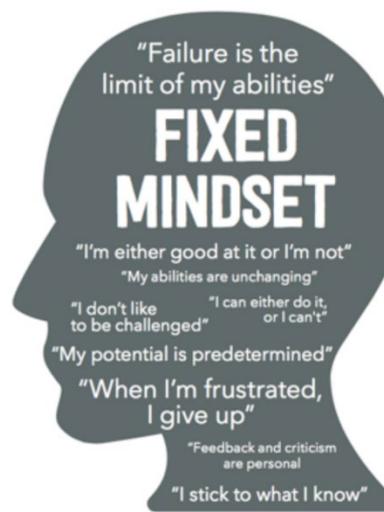
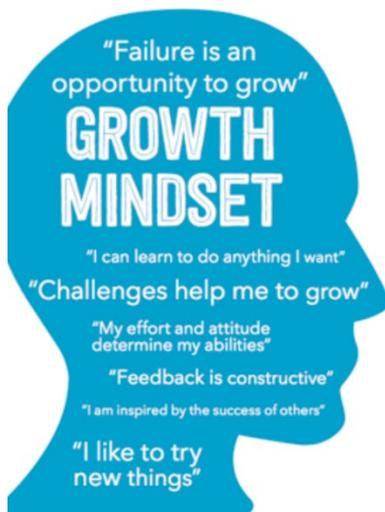
Show or write your picture of success!

IDEA GENERATION AND IDEAS THAT CAN BE CONVERTED TO MONEY

What does it take to become a hustler?

1. **The right frame of mind**- this means being willing to learn and experiment with new concepts and different ways of thinking.
2. **The willingness to act**- ideas do not turn into money on their own. There must be actions that follow and we have a step-by-step guide to help you through the process.
3. **You don't need much money**- put away your millions, a good hustle requires little to no upfront capital.
4. **You do not need a business degree**, business experience, or be someone who has taken business classes. Honestly, if you know little to nothing about business, that is good! There will be learning, not unlearning. Remember when I talked about traditional ways of doing things and flipping the script? This model flips the script!

Let's talk about mindset



Before we jump into the next section about opportunities and obstacles, let's take some time to talk about mindset. Your mindset is a set of beliefs that shape how you perceive the world and yourself. Your mindset influences how you think, feel and behave in any given situation.

Those with a growth mindset believe that no matter their age, they can improve their skills, abilities, learn new things, and overcome challenges and obstacles. Those with a fixed mindset may think

they have no power to change their situation, their skills, or how they think.

Your mindset can change at any time and we know through the study of neuroplasticity that our brains can create new pathways. Our thinking can change at any time in our lives, or we can continue to stay within our current mindset and keep things more fixed. Our mindset is not all growth or all fixed, but somewhere in the middle.

There is an old saying by Henry Ford, "Whether you think you can or think you can't, you're right."

EXERCISE

To help participants understand their mindset, have them complete the following exercise. Instructions on how to score the exercise and interpret the results are included.

<i>Circle the word(s) that indicate how much you agree with each statement.</i>							SCORE
1. No matter how much intelligence you have, you can always change it a good deal.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
2. You can learn new things, but you cannot really change your basic level of intelligence.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
3. I like my work best when it makes me think hard.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
4. I like my work best when I can do it really well without too much trouble.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
5. I like work that I'll learn from even if I make a lot of mistakes.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
6. I like my work best when I can do it perfectly without any mistakes.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
7. When something is hard, it just makes me want to work more on it, not less.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
8. To tell the truth, when I work hard, it makes me feel as though I'm not very smart.	Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot	
Your Overall Mindset Score:							

Mindset Quiz Scoring Guide

For questions with odd numbers (1, 3, 5, 7) use the following scores:

Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot
1	2	3	4	5	6

For questions with even numbers (2, 4, 6, 8) use the following scores:

Disagree a lot	Disagree	Disagree a little	Agree a little	Agree	Agree a lot
6	5	4	3	2	1

Total up your score for each question to arrive at your overall mindset score. Use the table below to interpret your score:

If your overall mindset score falls into this range:	Then you usually believe the following things:
8–16	You strongly believe that your intelligence is fixed—it doesn't change much. If you can't perform perfectly you would rather not do something. You think smart people don't have to work hard.
17–24	You lean toward thinking that your intelligence doesn't change much. You prefer not to make mistakes if you can help it, and you also don't really like to put in a lot of work. You may think that learning should be easy.
25–32	You're not sure whether you can change your intelligence. You care about your performance, and you also want to learn, but you don't really want to have to work too hard for it.
33–40	You believe that your intelligence is something that you can increase. You care about learning, and you're willing to work hard. You want to do well, but you think it's more important to learn than to always perform well.
41–48	You feel very sure that you can increase your intelligence by learning, and you like a challenge. You believe that the best way to learn is to work hard, and you believe that making mistakes is an inevitable part of the learning process.

CASE STUDY: MINDSET

Would someone like to volunteer to read this short story?

Jolene decided to start a business. She had an idea to start making star quilts to sell locally and nationally on Etsy. She thought about it for nearly six months before she took action to start listing her quilts for sale. At first, no one bought them, but after a few months, she began to sell a few. She almost gave up a few weeks before the first one sold, but instead, she began to post more pictures of the quilts and tell her story of how she learned to sew from her grandmother.

Even though Jolene had never previously run a business, she started taking classes and learning how to price items to be competitive. She learned the importance of marketing and telling her story. She even learned how to set up an Etsy and Facebook Marketplace account to sell online.

Jolene struggled to find friends or family who thought she could be successful and often felt discouraged. Ironically, she seemed to always make a sell or two around the time she was about to quit, and it helped her to keep going.

With the money she has made, she has been able to purchase new clothes and shoes for her three children and have a little extra to put back for emergencies. Jolene has sought out a mentor and has begun working with a local business owner that has agreed to help her build her business skills.

DEBRIEF

Can you relate to Jolene? Have you ever tried to start a business or do a job that you felt like giving up on?

What do you think kept Jolene going when things were hard? What keeps you going?

What skills, other than blanket making does Jolene have?

Can you identify the growth skills traits in Jolene?

Can you identify the fixed traits in Jolene?

What possibilities do you see for Jolene if she continues to grow her business?

COMMUNITY PROFILE

Can anyone tell me why knowing details about the community you are selling in is important? When we do a community profile, we get to know more about the community and opportunities that might exist. Let's do an exercise to help you start thinking about the types of information you should know about the community you will be selling in.

EXERCISE

Have participants choose a community to evaluate. This is a great opportunity to put participants into breakout rooms and have them work in groups. You can also have each participant do it on their own or you can do it as one large group using only one community example.

Have participants answer the questions in their workbook. If you break participants into groups, let each group present or ask for one group to present their community profile. Whatever time will allow.

1. What do people want or need in your community?
2. What about those traveling through or visiting your community?
3. What opportunities are waiting for someone to profit from, but someone else may think they are too small, too difficult, or won't bring in enough money to justify a full-time income?
4. What other small businesses are in your community?

Let's continue generating ideas! Opportunities to generate new side hustle ideas are all around you. You just need to learn how to identify them. Let's start by asking a few questions.

- What do people in your community want or need?
- What about those traveling through or visiting your community?
- What opportunities are waiting for someone to profit from, but someone else may think they are too small, too difficult, or won't bring in enough money to justify a full-time income?

As you think of some of those, let's look at the different types of hustles.

- **Selling a product**- something you make
- **Selling a service**- something you do
- **Being a middleman**- something you resell

It's finally time to generate ideas. The goal during the idea generation stage is to generate as many ideas as possible. When most of us think of a new idea it's natural for us to immediately start evaluating the idea in some fashion. We've been taught that quality is better than quantity. However, for the idea generation process to work you need to separate the act of generation from evaluation. Evaluating ideas at this stage bogs down the idea generation process.

The goal is quantity, not quality. If you have many ideas, some will unquestionably be good ones. If you concentrate solely on quality at this stage, you will use judgment and restrict yourself from generating ideas that might sound crazy at first, but eventually leads to the discovery of a feasible side hustle opportunity. No idea is final. Every idea is meant to evolve and be refined. Therefore, the number one rule when generating new business ideas is to defer judgment of any kind! This activity is not about the quality of the idea right now, it's about the quantity, so down throw anything out and let the ideas flow.

EXERCISE

Give participants five minutes to draw or write out as many ideas as possible.

Your turn, how many ideas can you generate? Draw or write them out.

TURNING IDEAS TO MONEY

Now, we are ready to begin identifying your strongest potential business ideas. This will be done by looking at their feasibility, profitability, persuasiveness, efficiency, and motivational qualities. In the idea generation exercise, we asked you not to evaluate your ideas, now it's time.

As you think about side hustle ideas, there is a step-by-step method you can use to choose the best idea that will make money. Let's talk about that for a moment.

- **Step 1-is it feasible?** Does it use your existing skills, talents, time, and resources? When you think of the idea, does it sound fun?
- **Step 2- Is it profitable?** Can you see a way that it can make money (we will dive into this in more detail later, but for now, is there a path to money? Can you explain it in one to two sentences?
- **Step 3- Is it persuasive?** Is this a good idea to start TODAY? (if you have an idea that will only work in winter, save that for winter, what can you do now?
- **Step 4- Is it efficient?** How quick can you execute your idea and make it happen?
- **Step 5- Is it motivational?** -Remember when I asked, what would you stay up late to do, this is where that comes in. How motivated are you to make this happen?

EXERCISE

Give participants 5 minutes to evaluate their ideas based on the 5 steps and rank the potential of each idea as high, medium, or low in the matrix below. Using the highest-ranking ideas, continue on to the next section to see which idea has the highest potential.

Try Each Idea In This Ranking Tool				
Your idea:	Is this idea?	High	Medium	Low
	Feasibility			
	Persuasion			
	Profit Potential			
	Efficiency			
	Motivation			

Chris offers a simple way in his book to look at high potential ideas and undesirable ideas to know how to move to the next step.

Undesirable ideas have characteristics like:

- A grand vision that is hard to simplify to translate into action
- Something you have no idea how to make work, for example, it requires skills you don't have
- A vague, nonspecific idea of who will pay for this service or product
- Something that is high maintenance or requires a lot of lead time to make happen

High potential ideas have characteristics like these:

- A simple path to turn the idea into reality that you can describe in one sentence
- Something you know how to do or can easily figure out
- Your idea solves a problem or makes someone life easier in a specific way they will pay for
- Is low maintenance and easy to deliver
- Will generate income on a regular basis

CASE STUDY: FEASIBILITY

Would someone like to volunteer to read this short story?

Alesha is an avid gardener. She gardens in a tribal group at the local community center and has a large garden in her backyard. Alesha lives in a warm area of California and can grow vegetables and fruits year-round.

Nearly daily Alesha gives a couple of grocery bags of produce away to family and friends and still has plenty to feed her family, can, and put away for the future. She enjoys gardening and is considering expanding her garden to help pay for some of her kid's sporting equipment and events.

Alesha would need to do a day of removing grass, laying down gardening tarps, and bringing in soil to get the gardens started. She thinks she could add a couple of hours a week to her regular gardening schedule and keep up with the additional space.

She is unsure where she will sell, but see's several farmers that sell on the main highway and they are usually busy on Saturday morning. She knows that there is a demand for fresh produce and believes she could sell year-round.

DEBRIEF

Would you consider Alesha's business idea to be feasible? Why or why not?

Would you consider it to be profitable? Why or why not?

Would you consider it persuasive? Why or why not?

Is the idea understandable? Why or why not?

Does her idea have high potential? Why or why not?

HIGH POTENTIAL OR UNDESIRABLE

Now it's your turn. Use your ideas from the previous exercise, evaluate your ideas and determine the top three that you will move forward with. Complete the matrix and determine 1 to 3 ideas that have the most potential. These will be the ideas you will move forward with. Write them in your workbook.

EXERCISE

Give participants 2 minutes to look at their idea(s) and determine if they are high potential, rather than undesirable. Now, combining the results from the ranking tool matrix and identifying the ideas with the highest potential, have participants choose 1 to 3 ideas to move forward with.

Which of your ideas have high potential?

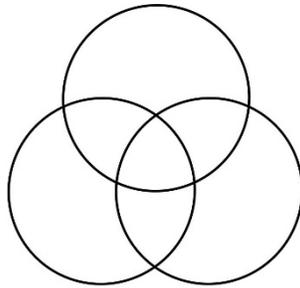
OPPORTUNITIES AND OBSTACLES

EXERCISE

Begin this section with an activity that presents some sort of challenge for the group to overcome. If online, consider doing a scavenger hunt, a climb the mountain energizer, or anything that gets them moving and trying to problem solve.

If it feels like a good time for an energizer, use the video for the circle activity, (this is in the participant workbook) show the video, the link is below, and have participants do the circle activity on page 14. Talk about the obstacles or challenges that they met along the way. This can be completed to introduce the topic of obstacles and opportunities or used later when an energizer is needed.

<https://www.youtube.com/watch?v=cHFx-SgTrCQ&t=20s>



At this point, you have a list of ideas that you have put through the step-by-step process to identify your highest potential idea. If you are struggling with those ideas and need assistance, let me know. For our next activity, you will be paired with someone in a breakout group to talk about your idea using the questions on page 15 of your workbook to guide your discussion.

1. What kind of money can you make?
2. Your side hustle ideas are:
3. What are your opportunities? If things go right, what's the best-case-scenario when looking at opportunities? How many hours would you like to work a week? How many items could you make?
4. What potential obstacles do you see standing in the way of you launching your side hustle?
5. How hard will it be to get your first sell? Why or why not?
6. Will it be easily repeatable, or will you have that challenge each time?
7. Is it possible?

NAPKIN EQUATION

Now that you know your idea is feasible and you have determined the opportunities outweigh the obstacles, let's figure out how much money you think you can make from your hustle and how to price what you are offering. Pricing your product or service can be done simply in the beginning and adjusted as you learn more. Today we will use a method called the napkin equation.

Determining if your side hustle will generate a profit is as simple as using a napkin equation. You do not need advanced math skills or a calculator. You need to know two basic variables:

1. Expected income
2. Expected expenses

$$\text{Expected income} - \text{expected expenses} = \text{profit}$$

Let's look at the example on page 16.

Example: A product

You have made Native inspired bracelets that you are selling for \$25. They are selling as fast as you can make them.

Bracelet	Expense
Bead cost	\$5.00
String cost	\$.65
Finding (clasp mechanism)	\$2.00
Shipping and packaging	\$1.95
Etsy (transaction costs/hosting costs) Etsy charges 3% plus .25 per transaction and .20 hosting fee per item per month	\$.90
Total Expenses	\$10.50

Using our equation earlier of expected income - expected expenses = profit

$$\$25 - \$10.50 = \$14.50$$

A few things to consider here are how much time it takes you to make a bracelet and how many you will have to make to hit your goal per month. If it only takes 15 minutes to make each bracelet and your goal is \$100 or \$200 a month, this is a great hustle. However, if it takes you two hours to make each bracelet, you may reconsider and place a different price point on your jewelry or try to reduce the time or costs of your items

EXERCISE

Have participants develop an itemized list of expenses and use the napkin equation to determine the profitability of their idea

The expenses for my idea are:

Itemized list of expenses	Expense
Total	

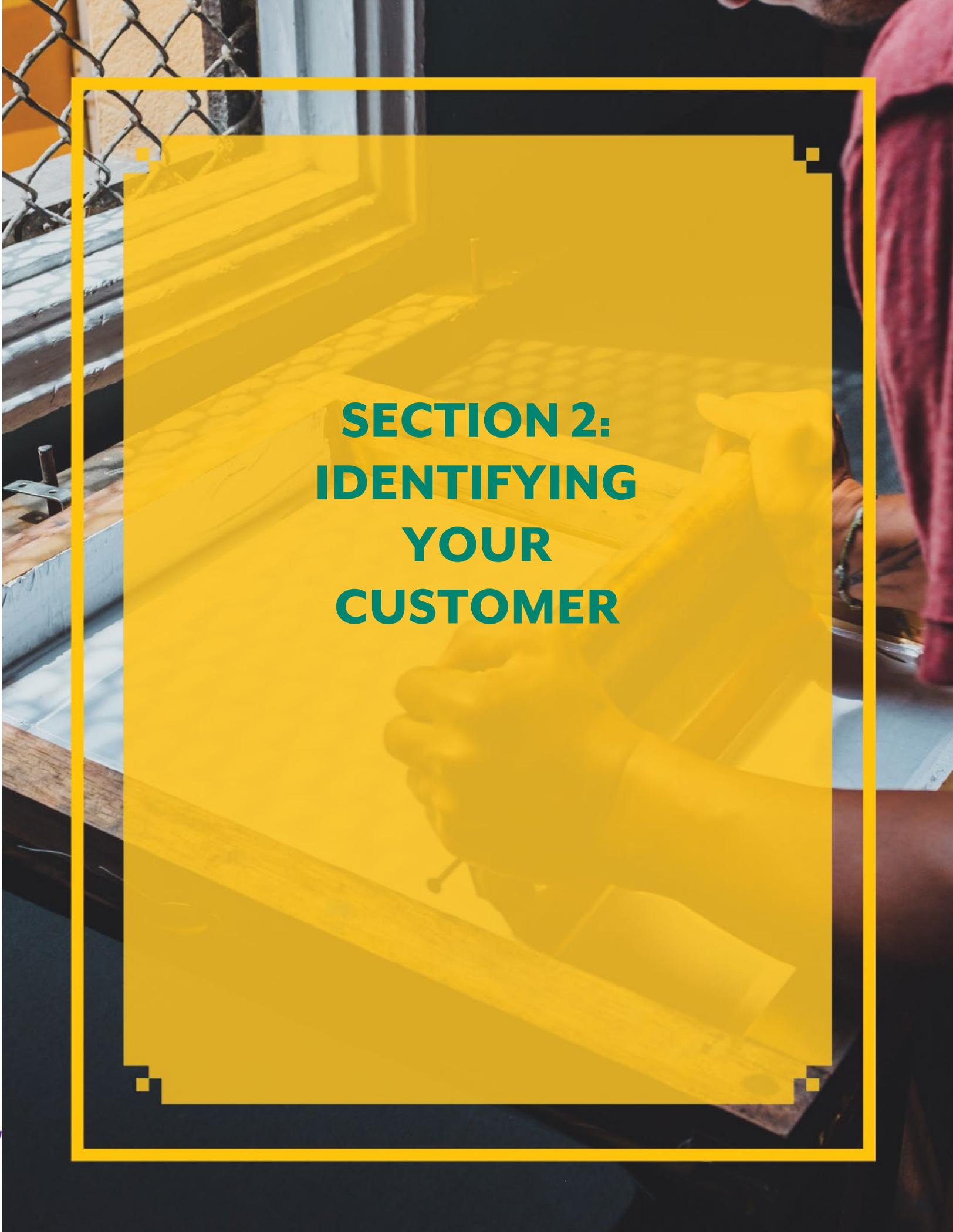
Expected income- expected expenses= profit

I will sell my product/service for this price \$ _____

My profit per product/service is \$ _____

The number of products/services I anticipate selling per month is \$ _____

My side hustle has the potential of profiting \$ _____ per month

A person wearing a red long-sleeved shirt is working on a construction site. They are holding a yellow object, possibly a piece of paper or a tool, over a wooden structure. The background shows a chain-link fence and a concrete wall. A large yellow semi-transparent rectangle is overlaid on the image, containing the text.

SECTION 2: IDENTIFYING YOUR CUSTOMER

IDEA TO IDEAL CUSTOMER

To sell your product or service, you need to get as clear as you can about who your customer is. Let's take a look at the information we need to know about our potential customers. Does someone mind reading the six questions listed on page 19.

In order to sell our product, or service, we need to get as clear as we can about who our customers are.

We know we need to identify our customer for important reasons, some are:

1. To know their needs
2. To provide a product or service that best fits their needs
3. To know how to serve them
4. To know the price, they can pay for a service
5. To know to best ways to reach them
6. To know the level of expertise they expect

EXERCISE

A way to get people thinking is to pair them up in breakout rooms and have them learn as much as they can about each other. They will need to write what they learn because the person who has the highest number will introduce us to their partner and tell us all the details about them. If you can offer door prizes, this is a good place to offer one.

After completing this activity, have each participant use the following questions to identify their ideal customer based on one or more ideas that they are moving forward with.

1. Who is your ideal customer? Explain them here:
2. Who is the one person who would benefit the most from your product or service? What are they like?
3. What is their lifestyle? Busy, have extra time, running kids to activities?
4. What is their economic status? Do they have extra money for products or services, or will they need to budget it into their finances? How can you message your product in such a way to capture their economic status?
5. What are their likes/dislikes? What do they value?
6. If you had to create an avatar for them, describe them every way you can?

CREATING THE OFFER

What is a sales offer? Can anyone give me an example?

The offer you will create has three parts:

1. Promise
2. Pitch
3. Price

The *promise* of an offer is pretty simple. It is a statement that tells how you will change someone's life or how they will benefit from your product or service. Will you improve their life? Leave their lawn looking freshly manicured? How will it make them feel?

The *pitch* is everything your ideal customer needs, without getting bogged down in super detail level information, that will allow them to follow through with the purchase. This is the why they should purchase, and why they should purchase now.

The *price* is just what it sounds like. Your price should tell your prospective customer not only what the product or service is that they are getting, what is included in the price, and what they need to do to receive it.

Your *call to action* is how they move to the next step and purchase your product or service. Do they pay online and do you contact them? Do they pay when the service is rendered? If it is a recurring service, such as mowing, do you bill them automatically every two weeks? What forms of payment do you take? How they close the deal is your call to action. Call this number, click below, etc.

Your offer is a combination of the four items below. Let's look at an example.

Kade is 24, is going to college, and needs to make extra money. He is living with several other college students in a rental home in an older neighborhood called Riverside South. Kade decides to start a handyman service in his neighborhood. He is going to advertise through the neighborhood Facebook group and hand flyers in the neighborhood.

Idea: To do small handyman projects for people living in Riverside South

Promise: To provide my expertise and abilities to help meet the needs of my neighbors and to provide excellent work for a price that everyone can afford.

Pitch: Do you need a handyman to do those things that you just can't get done? Do you help to change light bulbs, or take care of your lawn?

Price: \$20 an hour, one-hour minimum. Contact Kade Koster at 918.932.4777 or email kkoster@gmail.com

Kade's offer:

Do you have projects around your house that you do not have the time or ability to do? Are you looking for a trusted neighbor that lives within the neighborhood that you can call when you need something done? From changing light bulbs to small painting projects, I do it all. For only \$20 an hour, I will provide small handyman services, computer service, childcare, and much more, all at a price you can afford. For more information or to schedule me today, call 555-555-5555 or email me at handyman@gmail.com.

Now it is your turn to create your offer:

EXERCISE

Give participants 10 minutes to develop their offer.

Let's take these three elements and put them together with your idea:

Your Idea:

Your Promise:

Your Pitch:

Your Call to Action:

Your Offer:

CREATING YOUR STORY

What can you share with the customer that will allow them to connect with you in some way and want to purchase your product or service? Your story, (a paragraph or two) will allow the customer a greater connection to the customer and if written well could differentiate you from the competition. Fill out the statements below to start telling your story:

Let's start with the why. Here are some statements to help you get started.

1. I have always been good at _____ so I decided to start a business doing _____.
2. I saw that others needed _____ in our community.
3. I want to help others by _____.
4. I started this hustle because _____.
5. Although others are running this same business, I am starting it because my business will be different, how _____?
6. I would like to do _____ in the future, so I am starting this hustle.
7. I want to be financially independent so that I can _____.

EXERCISE

Have participants write a draft of their story by putting together some of the statements above. They just need a short paragraph. They only need three or four sentences. Allow them to start with statements or bullet points that need transitions to put them together.

Note: It might be helpful to see examples of how other entrepreneurs tell their stories. Go to [Etsy.com](https://www.etsy.com) and find an example to share with participants. You can also have them repeat this exercise if time allows.

Write a draft of your story by putting together some of the statements above. Write a short paragraph. Three or four sentences, not a page! You may start today with statements or bullet points that need transitions to put them together.

A hand holding a pen writing on a notepad. The notepad has several icons: a lightbulb, a gear, a hand holding a pencil, a house, and a starburst. The background is a blurred image of a person writing on a notepad.

**SECTION 3:
DEVELOP WHAT
IS NEEDED**

ASSEMBLING YOUR TOOLS/RESOURCES

As you begin to think through the launch of your business, here are a few business principles that Chris talks about in the book *Side Hustle* that apply to almost every hustle:

1. Get a bank account that you use only for your side hustle. It does not matter if it is a personal or business account, for a small business, A small business only requires a personal account, but use it only for your business.
2. Get a business license.
3. Get a debit card attached to that account that you use for expenses. You can establish an account that cannot overdraw. If the money is not there, you will not be able to use the card. This is a great way to not go in debt as you launch your business.
4. Pay for everything you can upfront. Can you use money from another job to get that first \$100 you need to open an account? Can you sell a few of your items/services to family and friends and let them know what you are spending the money on?
5. As you begin to make money, set aside 25% to pay taxes. You can create a savings account that is connected to your checking account and move the 25% over weekly or monthly. If you don't owe it all at the end of the year, bonus! You have money to reinvest in your business or/and give yourself a bonus. An easy way to do this is to connect a savings account to your checking account you have already opened. That way you can easily move that 25% from checking to savings and it will be there when you need to pay your taxes.
6. Invoice quickly. Don't wait until the end of the month. Set up your template and make it easy to fill in and send out. Invoice within 48 hours of the service. There are invoice templates on Microsoft Office, Google, free invoice templates. Try using an app.
7. Whenever possible, insist on a written agreement. Create a doc on google docs that you have to fill in the blanks of who it is to and the amount each time. Cut and paste into an email.
8. Keep your accounting simple. Keep a simple spreadsheet of expenses as they come in.
9. If at all possible, make a space for your hustle. Create a place in your room, on a desk, make it portable, whatever works for you.
10. Once you begin to make money, pay yourself first! Remember this is a hustle to make money to meet a goal, remind yourself of your goal and why you are making the money. Do you need to transfer it to another account as you bring the money in?

CREATE YOUR SHOPPING LIST

Creating a shopping list for your business is different than the shopping list you create to go to the grocery store, this shopping list is all about what you will need to make your business happen. You don't have to start with everything from day one, but what will you need to get started. Some basic questions to ask are:

- How will you accept money and handle returns?
- What platforms will you use to sell your product/service on?
- Will you need business cards, rack cards, or fliers?
- Do you have a bank account to tie your online payments to, if you will be doing any- thing online? PayPal? Venmo or Cash App?
- Will you be creating a new email account that has the name of your business in it?
- Will you be creating a FB business page? Will you try Instagram? Start with one and use it to its fullest before you begin posting to multiple pages.
- Will you use other platforms such as Etsy, Fiverr, FB Marketplace, or Shopify?
- Do you have an invoice template created so that invoices will be easy to send?
- How will you receipt cash?

CREATE YOUR FIRST WORKFLOW

As stated in your workbook, you need to create a workflow for the buying process. Before a customer buys a product or service, they must be able to find the product, know how to purchase the product, put it in the cart, and check out. Then, the business owner prints a label packages the purchase and sends it to the customer.

If we back up some, there is a workflow to creating a product or completing a service. A workflow will enable you to make your product or service easier, repeatable, and reduce errors. Start at the very beginning and work through what you will need to do, this will be your workflow.

A workflow is simply a series of activities or processes that occur to complete a project. Start your workflow with how you make your product or how to complete your product or service.

How will a customer buy from you?

CASE STUDY: WORKFLOW

Gina has been sewing her entire life. She learned at a very young age how to create ribbon skirts. As the years have gone by, she is seeing fewer people having the time or even knowing how to design and sew a ribbon skirt. As she begins to think about the process of how she could create custom ribbons skirts she begins to identify the possible steps.

- First, she would have to identify where she would advertise and create a Facebook page, a website, or something to get a sale.
- Next, she would need the customer to tell her their size, the colors they are wanting, and anything specific about the skirt that they would like.
- Next, she would need to buy fabric and supplies to make the skirt.
- Then, she would ship the skirt or deliver it if local.
- Lastly, she would get the money for the skirt.

DEBRIEF

Looking at the workflow above, would you change the order?

Is there anything she missed that she should add?

Using this example, how would you create your workflow?

MY WORKFLOW:

EXERCISE

Have participants create a workflow for their product or service. A space has been provided for them on page 25. Ask for a few participants to share their workflow with the group and allow the group to provide positive feedback and ask questions.

BUILDING YOUR BASIC STORE/PAGE

EXERCISE

Begin this section with the building your store activity on page 26 in the participant workbook. Break participants up into groups three. Participants will be assigned an e-commerce site to review and answer the questions below in the workbook. Consider using Etsy, Facebook Marketplace, Facebook Business Suite, Craigslist, eBay, Amazon Merchant, Amazon Handmade, and any other you have identified that people in your area use. After each group has completed their research, give each group 3 minutes to present their findings. Encourage the group to ask questions if they have any. Think about the products or services that participants are using and assign the platforms that will best serve their selling needs. Ask them to not complete questions 8 & 9 until everyone has presented.

Assign the following platforms:

Etsy - If you have an artist in a group of any kind or those who will make handmade items, assign Etsy to a group.

- Most buyers are female, ages 25-40
- Easy to open a shop- usually in about 30 minutes or less
- A well-trusted site that people go to buy
- Advertising is affordable and easy. You choose how much you want to spend and Etsy does the work for you.
- There are international shoppers (make sure and check what the shipping costs are before giving them the final price).
- Digital products can be sold.
- Etsy is highly competitive because there are so many sellers.
- Difficult to customize your shop- not much customization available.
- The name of your shop is limited to a certain number of letters and has to be one word.
- There is little brand recognition, if someone posts they have bought your product, it shows they purchased it on Etsy, not from your particular shop.
- Etsy takes .20 per month for every listing and 3.25% per item sold.
- Brings a large amount of traffic to your site.
- The store can be turned on and off if you need a break or cannot fulfill orders during a certain time.
- Make sure you know how to use descriptors to your advantage- watch YouTube videos to understand SEO
- Gives you a place to tell your story in the About section- take advantage of it.
- Perfect for handmade or artisan products.

FB Marketplace- if you have those who want to sell locally or create a product that their general market would be to their community. This is also good for those who create a middle man service

- FB Marketplace is a social network, not a selling network. Although you get lots of views, people may not be there to buy or want to buy. There are 1 billion users on Facebook.
- This can work if you are social and have a great story that seems social and ends with a sale.
- FB Marketplace allows the buyer and seller to research each other, unlike Craigslist
- There is not a required return policy on FB Marketplace like other platforms.
- Facebook does not charge a hosting fee or transaction fee.
- There is no way to look at your platform analytics like you can on Shopify, Amazon, Etsy, or Fiverr.
- You can do live sales and upload videos of you making your products on your FB page.
- You can purchase ad space for very cheap!

TikTok - used to create engagement and for sales

- Gen Z is an up-and-coming consumer segment with an expected buying power of \$142 billion in the U.S. Marketers need to pay attention to their unique beliefs and behaviors, especially online.
- There are over 1 billion people on TikTok daily- mostly under 30.
- Regardless of the size of your business, you can get traction on TikTok.
- If you're trying to reach a younger audience, and you have a budget to test a new ad platform's effects on your brand's main metrics, TikTok might be an excellent space to explore.

Amazon handmade

- Amazon is a trustworthy site. When people shop on Amazon, they know that they are getting good quality for a fair price. They also know that Amazon will usually always side with the buyer. They put customer service as their top priority. There are a large number of buyers.
- Amazon has a wide variety of products. If you are selling on Amazon, and your products are unique, there is still a good chance that you will get found. There are many different types of buyers, and the odds are that the people who are shopping on Amazon will search and find your products.
- Amazon lets you sell pretty much whatever you want. Compared to other sites, like Etsy, Amazon has very few restrictions regarding what you can and cannot sell. Etsy however, has more restrictions when it comes to selling on that platform. If you have your website, then obviously you can sell what you want, but you still have to drive your traffic there to get found for those items.
- There are cons of Amazon, such as lost or not delivered packages. Amazon offers protection to the customer.
- Also, your money does not get deposited immediately. The money will only be available in your "funds section" once you ship your order. However, it only deposits every two weeks. That could be a big con for some people who need the funds immediately. Or for those who need the money so that they can fulfill the order.
- You can't control the look of your shop and where things go. The reality is that there is almost nothing you can do to control the look of your shop on Amazon. It's laid out generically. There

is no visible branding besides your name. And to be honest, it can be difficult for people to search within your Amazon shop.

- The customers aren't yours, their Amazons.

1. What can be sold on this platform?
2. What do they charge?
3. Is it easy to use?
4. Is it good for one product or many?
5. Is there a price limit or price cap?
6. What are the cons that most people say?
7. Will it require a lot of time to get started, do you know how long?
8. How do you know if this would be the best platform for you?
9. What platform will work best for your product/service? Is there a backup that could work?



**SECTION 4:
THE LAUNCH**

HOW TO PUBLISH YOUR SALES OFFER? SALES 101

When is the best time to launch your offer and see what happens? Side Hustle School, Chris Guillebaeus' podcast, suggests to always launch before you think you are ready because you will never truly be ready. If you try to make sure assets such as your website are perfect, you will never get started.

The best time to start a hustle was yesterday because a side hustle is proof of concept that grows into a micro-enterprise. A proof of concept is an idea that you put out into the world to see if it will work- that's what it is. As the concept is proven, you will be motivated to go back and refine to add more details, those pictures, the better wording, the next steps.

Some things to consider are:

Should you create a FB page before you create a website? Get people looking and asking questions before you spend the time on a website. FB can do nearly everything today that is needed in a side hustle. If you find that you need a website out of necessity, design it. If not, stick with FB while it's working.

Launch even if you're still in the Beta phase. What does beta mean? It means launched, but not quite ready. Anyone ever used Gmail? Gmail was launched in beta for the first five years and had over 300 million users while the product was still in development phases. Large companies launch in beta all the time, look at the iPhone. They have bugs, but still launch and allow the customers to help work out the bugs.

EXERCISE

Partner participants in groups of two in breakout rooms and have them walk through the questions below, explaining to their partner how they will market, what technology they will use, do they have any sales ideas?

What will it take for you to launch? Partner with someone and verbally tell them how you will launch. Have them make a list of the things you need to do below: Be ready to tell us about your partner's launch ideas!

1. How do you think you will market?
2. What technology will you use to sell your product?
3. What sales techniques can you use to get sales?

ASK 10 PEOPLE FOR HELP

At one time, the U.S. Army use the slogan "Army of One. Of course, we know there is more than one person in the Army." What does that mean? That means that each person is accountable for their success, but they can't do it alone. It means when everyone is achieving their best, they will be able to offer their best to others. Who is around you that can help you with your next step? Who could help you identify your next step? Look for the following people:

Surround yourself with a group of people that can assist you in your success. Think of it as your personal board of directors. The people you are looking for are:

Supporters- those are general cheerleaders to you who can provide support and help you hone in on your pitch and product. Who are your cheerleaders?

Who are supporters you could reach out to?

Mentors- An expert who gives you specific feedback and know things that will specifically help you in your business. You may know someone in sales, someone who has run a service industry business, or ran an internet business. Who are you mentors?

Who could mentor you and with what?

Ideal customer- who is your ideal customer and can offer detailed, honest, opinions.

Who is an ideal customer that you could ask for feedback?

Here are some pointers when you ask for help:

Ask for one specific thing, not a list of items. Make sure it's something the person you are asking can do or is good at. For instance, if you see that your social media is not doing well, ask someone that you are connected to that is killing social media- not because they are posting garbage, but because their business is killing it on social media.

What is the one thing you need to know now?

Explain one thing about yourself and something about why your hustle will help people, do they have any pointers?

What pointers could I seek out, because I do not know how to do _____?

Lastly, don't make the other person feel guilty if they cannot give you what you need. It may be a time constraint, they may not feel they have the skill that you are asking for, or they are simply not willing. That's okay, tell them that you and look for someone new.

SALE! SALE! SALE!

Chris refers to offering a big sale as burning down the store. Burning down the store refers to: offering specials, flash sales, discounts, free samples, or holding a contest to build your business. Here are some ideas and explanations below:

- Offer Discounts- a percentage off for a certain period.
- Flash Sale- large, widespread price reduction for a short period, shorter than you would offer in a discount sale.
- Rebate- give them an extra half hour to use another time when they book an hour of your time. Give them a bonus 20% off their next purchase.
- Buy one, get one free- or something similar.
- Refer-a-friend- give a discount or a free gift when they refer a friend that purchases. If you can get two purchases, instead of one, what percentage off would you be willing to give?
- Free sample or trial offer- offer a small amount of what you offer or sell, if you sell a service, it may be a free guide on how to declutter a closet (if you do home organization), it could be an easy make at home weed killer if you do lawn maintenance. What can you share with your customer that will encourage them to use you for the service you are providing?
- Contests- have a contest to give away something. Purchasers are entered in the contest for a free product or service.

A photograph of a laptop on a desk, with a large yellow semi-transparent overlay. The laptop screen shows a design process with a lightbulb icon, several small image thumbnails, and a larger image of a building. The text 'SECTION 5: REFINE AND REGROUP' is centered in bold teal letters. The background includes a blurred coffee cup and a glowing candle.

SECTION 5: REFINE AND REGROUP

TRACK YOUR PROGRAM AND REGROUP IF NEEDED

The most common adjustment is adjusting your offer itself. Did you find that one item sold out, but another only sold once? Did you move more when you offered a special like \$10 each or three for \$25? Did you try something that didn't go well at all? That's okay, throw that part of your business out and focus on what is working well.

As you look at your business and what has taken place, there are three common scenarios that people see with a side hustle:

You're crushing it. Your results are even better than your back of napkin projections! This has been an exciting ride and you are ready for more.

Not so great. You know you have a great idea, but it just does not seem to be working out quite as you planned. There has been interest, but no real sales.

Your idea works, sort of. Your idea in general hasn't made a lot of money yet, but you still are hopeful and see the potential that it can. You have seen some positives and areas you need to refine, and want to give it another go

How is your hustle? Is it 1, 2, or 3?

So now what? It's time to look at the next step of business development, Tracking your metrics. What is a metric? It is a measure used to track the status of your business. What important metrics should you be focused on?

Profit (income minus expenses)

Growth (number of new prospects, sales, customers)

Time (how many hours will you spend operating your business)

Platform analytics. If you are using Etsy, FB, Shopify, or a website, look at your numbers and see who is looking at what. Are there any sales that were not completed? Are you getting traffic to your page?

Take some time and work through each of these questions. Take a look at these metrics a few times a month to see if you are on target to hit your goal. If not, how can you regroup and improve your hustle?

Grow What Works, Dump What Doesn't

Just like in life, when you find a way to be successful, you want to do more of it. The same applies here, do what works, and dump what does not. You will have some ideas of what needs to be refined from our last session together. Ask yourself these two questions as you move forward:

What do I need to adjust?

How will I improve my hustle?

The most common tweak that needs to be made is usually the offer. Here are a few questions to ask that will get you thinking:

What's working well with this hustle, and how can I develop this idea further?

Is there anything I could automate? If yes, what?

What could I do to make more money without spending a great deal more on my product or service?

Could I increase the price as I improve, even 5%?

GET YOUR WORK OUT OF YOUR HEAD

As the sole owner of your side hustle, all the business development you have done is probably in your head, not on paper. This week, take the time to write down how you built your business, your business processes and continue to focus on refining your side hustle. Are there processes that can be automated or systemized? An example of this may be:

You are making a product for customers, you have noticed that orders come in throughout the day on your Etsy account because you get notifications on your phone all day long. Because you haven't taken the time to set up the shipping options tab on your Etsy account you have been handwriting your labels and going to the post office every night to send the items ordered. After looking at your system, you decide to take ten minutes and systemize your process. You experiment for a few minutes and learn to print postage and labels. You also decide to pre-pack your items when you make them so they are ready to ship when an order comes in. Now, you decide to get up 30 minutes early every morning to print, label, and pack the items ordered the previous day so you can drop them off at the post office before school. By systemizing your process, you cut your time drastically.

What can you systemize in your business this week to reduce time or increase profits? Make sure and update your workflow.

This week, take the time to write down how you built your business, your business processes, and continue to focus on refining your side hustle. Remember you created workflows a few weeks ago, are there things that have changed that you need to update? Are there processes that can be automated or systemized?

1. How I started my business?
2. How I got my first sale?
3. What changes have I made to my workflow? Go back and update your workflow.
4. Looking back, I could have done this differently?

BUSINESS PLAN PULL OUT

At this point, your workbook should be done and you should have all the information you need to complete the business plan pull out on page 35.

1. My idea for my side hustle:
2. The monetary goal I am working toward is _____ a month.
3. Using the Napkin Equation of expected income- expected expenses= profit, my expected profit per product/service is \$ _____
4. The ideal customer that I will be selling to is:
5. The offer, that includes my promise, my pitch, and my price is:
6. My story that tells my ideal customer who I am and why they can support me is:
7. The resources I need to launch are:
8. The platform I have chosen to sell on is:
9. The workflows that are important to my side hustle are:
10. Who will I ask for help as I launch my side hustle? What do I need from them?
11. What final work do I need to do to launch?
12. What is my projected date for launching my side hustle?

WRAP UP

As we wrap up our time, there is so much more than what we have learned over the last 8 weeks that can help you with your hustle. Visit the links below to learn more, to hear about other successful hustles, and stay connected to learning. Feel free to reach out to us if you need additional help.

- <https://chrisguillebeau.com>
- <https://sidehustleschool.com>
- <https://www.facebook.com/chrisguillebeau>
- <https://nativebiz.org>

SECRETS TO STARTING A SIDE HUSTLE

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