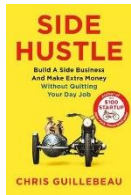


Definition: Side Hustle (n.): "A moneymaking project you start on the side, usually while still working a day job."

Everyone should have a side hustle! Here are some reasons why:



1. Making money for yourself is a transformative experience.
2. You are finally in control of your work and income.
3. It is a form of job security.
4. It is cheaper to get started than you probably think.
5. It takes up less time than you probably think.

Key Concept: "Side hustles are all about action!"

The book breaks down how to create a side hustle in 27 days. Here are some key ideas from each week:

Week 1 - Build an Arsenal of Ideas

A side hustle starts with an idea. You might find that generating ideas is more of a skill than an art. This means that the more you exercise the skill, the better you will get at it. The right idea for you must be feasible, profitable, and persuasive. Look for a *next-level idea*. Make simple forecasts on profitability for each idea.

Week 2 - Select Your Best Idea

Look at your options again. Try to figure out if they are feasible, profitable, persuasive, efficient, and motivating. Based on the results, choose the best option for you for right now. Do not save your best ideas for last. Remember, no decision is for life. Think about your ideal customer. Figure out who they are and what they need and want. Focus your product or service directly at them.

Week 3 - Prepare for Liftoff

"Everything is figureoutable!"

You don't have to be an expert at the beginning. Identify the most important things and figure out how to do them. For one, create a plan for generating income. Have a great product or service and select a fair price. Make a workflow to better understand the customer experience and to troubleshoot problems if they arise. Always focus on providing more value to people and making more money for yourself. Spend more time working on these two areas and less time on things that are not important.

Week 4 - Launch Your Idea to the Right People

"Done is better than perfect!"

You will probably never feel ready to launch your side hustle. This is normal. Launch anyway. The sooner you do, the sooner you will get feedback to see if you are on the right track or not. Have a selling strategy that focuses on the benefits on your product or service, not just the features. A/B test to make improvements on the big things. Offer a deal, sale, or special offer to get the word out, encourage action, and generate some sales. Don't forget to celebrate your first sale. Take the win and use it to inspire you further.

Week 5 - Regroup and Refine

You made it this far... now what? Track important KPIs. Identify what is working and what is not. Do more of what works and forget the rest. Use iteration to make repeated general improvements to your side hustle. Audit your side hustle. There may be ways to make more money and save time for yourself.

If all that fails... try a new idea from your original list. Good luck!