

# Side Hustle Launch Plan — Workbook

This workbook turns the course into your own 30-day launch. Each section maps to a course module, taking you from a scored shortlist of ideas, through a real demand test, to a priced offer and your first paying customer. Use real names, real numbers, and real deadlines instead of placeholders; the included spreadsheets do the scoring and bookkeeping arithmetic so you can focus on the decisions and the outreach. The whole point is action, so fill in the dates and send the messages, do not just read.

## Choose the Right Hustle for Your Life

Inventory your skills, real hours, and startup cash, then score a shortlist of ideas to pick one winner most likely to pay fast.

### Worksheet: My Assets Inventory

Be honest and specific. For hours, track three real days first, then write only the time you would genuinely trade for income, not the time you wish you had. For budget, write the cash you could lose entirely without affecting rent or bills.

Skills I would be paid for today, even at a beginner rate (list 3 to 6)

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Skills I could reach a paid level in under 4 weeks (list 2 to 4)

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My true spare hours per week, from a 3-day time check

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My hard startup budget ceiling (cash I can lose, 0 to 300 dollars)

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Equipment, software, audience, or network I already have that lowers costs

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One sentence on the kind of work I can stand doing for months

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### Exercise: Brainstorm and Shortlist Ideas

Generate ideas that start from your assets, not from trends. List everything, then circle the 3 to 6 that best fit your skills, hours, and budget to carry into the scoring matrix.

- What problems do friends, coworkers, or community members regularly ask me to help with?  

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- What would I pay someone else to do, suggesting others would pay me for it?  

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- Which of my skills could be sold as a quick, repeatable service rather than a big project?  

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- Which 3 to 6 ideas respect all three of my constraints (skill, time, cash) and deserve scoring?  

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## Checklist: Score and Pick the Winner

- Score each shortlisted idea 1 to 5 on skill fit, time to first dollar, startup cost, demand, and enjoyment
- Apply the weights (skill x2, time x3, cost x2, demand x3, enjoyment x1) and total each idea
- Confirm the highest-scoring idea also fits my real hours and budget ceiling
- Write my chosen idea in one line with its total score
- Name my number-two idea as a backup in case validation fails

## Validate Before You Build

Design and run a fast, cheap demand test that gets strangers to commit money or a deposit, then make a clear go, pivot, or drop call.

## Worksheet: My Validation Test Plan

Choose one test method and set a clear pass or fail bar before you start, so you cannot rationalize a weak result. Keep the test time-boxed to one or two weeks.

Test method (direct pre-sale, smoke-test landing page, or concierge delivery)

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Exact offer and price I am testing

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Who I will reach and how many (for example 25 warm and community contacts)

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My pass bar in numbers (for example 3 paid commitments from 20 messages)

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Test start date and hard end date (1 to 2 weeks out)

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Where I will record every response (link or doc)

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## Exercise: Apply the Mom Test to Conversations

Practice talking about the other person's life and past behavior, never selling your idea. Draft questions that surface what people actually do and pay for today, not what they politely say they might.

- What questions reveal how the person handles this problem today and what it costs them?
  - How will I ask for a real commitment (deposit, booking, paid pre-order) rather than a compliment?
  - Which responses count as behavior (they did something) versus talk (they only said something)?
  - What will I say when someone says no, to learn why and uncover a possible pivot?
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## Checklist: Decide: Go, Pivot, or Drop

- Tally how many people reached rung 3 or higher (waitlist, booking, deposit, payment)
- Compare the result against my pre-set pass bar honestly
- Note any consistent redirect (people wanting a nearby different offer) that signals a pivot
- Ignore sunk cost: judge only on whether the evidence predicts future sales
- Write my decision in one sentence with the number that justifies it

## Price It and Build the Offer

Package the validated idea into a one-sentence offer, set a confident price using cost-plus and value, and define the smallest deliverable you can ship now.

### Exercise: Draft My One-Sentence Offer

Use the formula: I help [specific person] [achieve specific result] without [common pain], in [timeframe]. Write at least five versions and read each aloud to someone, keeping the one that makes them say I know someone who needs that.

- Who exactly is my buyer, named as narrowly as possible?  
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- What concrete result do they get, stated as an outcome, not an activity?  
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- What pain or hassle does my offer remove for them?  
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- What timeframe, guarantee, or proof can I attach to make it credible?  
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### Worksheet: Price Build-Up

Work from cost-plus to a floor, then sanity-check against the market and the value of the result. Use the flinch test: if you cannot say the price out loud plainly, reconsider. Anchor any founder discount to your real price.

Direct costs per job (software, materials, fees, subcontracting)  
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Real hours per job, including admin and revisions  
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My target hourly value as a beginner (for example 25 to 60 dollars)  
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Cost-plus floor (costs + hours x target rate)  
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Three competitor prices I found and the value of the result to the buyer  
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My starting price (at or above floor, near market middle)  
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Founder offer, if any, written as a discount off the real price (for example 50 off 250)  
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### Worksheet: Minimum Viable Offer Spec

Define the smallest package that still delivers the promised result and that you can deliver well today. State clearly what is and is not included to prevent scope creep.

Deliverable: exactly what the client receives  
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Turnaround: how long, with a clear date or window  
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Revisions: how many rounds before extra fees  
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Format and handoff: how the work is delivered  
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Out of scope: what is explicitly not included

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Price and deposit terms

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### Checklist: Offer Ready to Sell

- My one-sentence offer is concrete enough that a stranger could repeat it
- My price is at or above my cost-plus floor and I can say it without flinching
- I am leading with one sharp offer, not three diluted ones
- My minimum viable offer fits on a single page with scope and boundaries
- I have decided my founder-client testimonial-for-discount terms, if any

## Launch and Land Your First Customer

Set up the bare-minimum way to take money, run focused outreach on one channel, and close your first paying customer within 30 days.

### Checklist: Bare-Minimum Setup to Take Money

- Set up a payment method that sends a clean link or invoice (PayPal, Stripe, Wise, or Square)
- Open a separate free account so business money never mixes with personal
- Start a simple income-and-expense ledger logging from the first dollar
- Open a tax set-aside account and commit to moving 25 to 30 percent of each payment in
- Confirm local registration thresholds and prepare a one-paragraph scope-and-price agreement

### Worksheet: My First-Channel Outreach Plan

Pick one channel and go deep. Start with your warm network for the fastest first sale. Set concrete week-one targets and track every contact and reply.

Chosen first channel (warm network, a community, a marketplace, local, or one social platform)

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Why this channel matches my offer and audience

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Week-one outreach target (for example 20 personal warm messages)

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Week-one give-first target (for example 5 helpful posts or comments in 2 communities)

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My short, specific outreach message draft

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Where I will track who I contacted and who replied

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### Exercise: Close the First Sale

Rehearse asking for the sale plainly, then going quiet. Plan how you will reduce friction so yes turns into paid fast, and how you will ask for a testimonial and referral after delivery.

- Exactly how will I state the offer, price, and next step, then stop talking?
- How will I make paying easy (link or invoice sent immediately, deposit for service work)?
- How will I handle a price objection with questions instead of reflexive discounting?
- What two questions will I ask after delivery to get a testimonial and a referral?

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## Checklist: First Customer and Next Decision

- I asked for the sale plainly and let the buyer respond
- I sent the payment link or invoice and collected a deposit where appropriate
- I confirmed scope and turnaround in writing and delivered on or ahead of the promise
- I asked for a testimonial and a referral right after delivery
- I made a deliberate next call: double down, raise price, pivot, or pause

## Your Action Plan

1. Inventory your skills, true spare hours, and startup-cash ceiling from a real 3-day time check
2. Shortlist 3 to 6 ideas and score them in the matrix, then pick the highest-scoring winner
3. Design one validation test with a pass bar set in numbers before you begin
4. Run the test in 1 to 2 weeks and get at least 3 to 5 people to commit money or a deposit
5. Make a written go, pivot, or drop decision backed by the number you got
6. Write your one-sentence offer in five versions and choose the clearest
7. Set a starting price from a cost-plus floor checked against the market and the value of the result
8. Set up payments, a separate account, a simple ledger, and a 25 to 30 percent tax set-aside
9. Pick one sales channel, start with your warm network, and send your week-one outreach
10. Ask for the sale plainly, collect your first payment, then ask for a testimonial and decide your next move









