

SIDE HUSTLE

From Idea to Income in 27 Days

CHRIS GUILLEBEAU

CHRIS GUILLEBEAU is a publisher and the founder of the Side Hustle School. He is the author of *The \$100 Startup* and *The Happiness of Pursuit*, both of which became *New York Times* bestsellers. He is also a passionate traveler having visited 193 countries before his 35th birthday. Chris Guillebeau also produces and hosts the World Domination Summit held every year in Portland. His blog receives more than one million hits a month and his newsletter has more than 80,000 subscribers. He is a graduate of the University of Washington.

The website for this book is at: www.SideHustleSchool.com.

ISBN 978-1-77544-925-6

MAIN IDEA

Everyone should have a side hustle – a part-time business you run to generate additional income without giving up your day job. Why?

- ✓ A side hustle gives you job security.
- ✓ You can use the skills you already have to generate more income with a side hustle. No additional training is required.
- ✓ Having more than one source of income will give you more freedom and more options.
- ✓ A side hustle can allow you to do more of what you love to do with no added financial pressure.

Side Hustle

The Side Hustle Plan is all about taking action to go from idea to income in 27 days or less. To achieve that, you don't need to spend any money. Nor do you need an MBA or any employees, assistants or business partners. All you do need is a commitment to act and a willingness to commit no more than an hour a day to growing your side hustle. You'll be amazed at how simple it is to turn your idea into income when you follow the plan.

"In today's environment, where the idea of a business having any sense of loyalty to its workers has all but disappeared, the side hustle is the new job security. It affords you the ability to decide. When you receive multiple paychecks from different sources, you are no longer dependent on the whims of a single employer. More income means more options. More options mean more freedom. No matter what it is you do in your day job, or whether you want to identify as an "entrepreneur" or not, you need a side hustle. If you follow this plan, you'll have one in less than a month. Side hustle skills are not taught in school. The only way to master side hustle skills is by doing."

– Chris Guillebeau

Side Hustle



Week 1 – Think up ideas Pages 2 - 3

Day 1. Predict the future
 Day 2. Generate ideas with the most potential
 Day 3. Brainstorm, borrow or steal ideas
 Day 4. Weigh the opportunities and obstacles of each idea
 Day 5. Do a back of the envelope profit forecast

Week 2 – Select your best idea Pages 3 - 4

Day 6. Compare ideas the smart way
 Day 7. Become an idea implementation detective
 Day 8. Have an imaginary coffee with your ideal customer
 Day 9. Transform your idea into an offer
 Day 10. Create an engaging origins story

Week 3 – Prepare for liftoff Pages 4 - 6

Day 11. Assemble the nuts and bolts.
 Day 12. Decide how to price your offer
 Day 13. Create a side hustle shopping list
 Day 14. Set up a way to get paid
 Day 15. Design your initial workflow
 Day 16. Spend 10% more time on most important tasks

Week 4 – Launch to right group Pages 6 - 7

Day 17. Publish your offer
 Day 18. Sell like a girl scout
 Day 19. Ask ten people for help
 Day 20. Test, test and then test again
 Day 21. Put together some great deals

Week 5 – Refine and improve Pages 7 - 8

Day 22. Frame your first dollar
 Day 23. Track progress, decide on next steps
 Day 24. Grow what works, drop what doesn't
 Day 25. Go after low hanging fruit
 Day 26. Systemize and expand
 Day 27. Your choice – Grow, expand or move on

Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

