

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.

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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