

SIDE HUSTLE NAVIGATOR

STEP 1: GAUGE YOUR INTEREST

Place a checkbox next to the pros and cons that interest or concern you the most.

Pros

- I'll make money
- I can develop new skills
- I'll be doing something I enjoy
- It gives me freedom to explore new things
- It gives me an income after I leave the job
- I can create new networks of friends
- It will feel rewarding to have my own gig

Cons

- It will eat into my precious spare time
- There's no guarantee it will succeed
- It will cost money to start and run
- It may require skills that I don't have
- I may need help with accounting and taxes
- It requires self-promotion
- I may have to set up a formal business

My interest-level in creating a side hustle is:

Not interested

Not sure

Interested

Very interested

STEP 2: WHAT KIND OF SIDE HUSTLER DO YOU WANT TO BE?

Career Contessa offers the following side hustle categories:

Emergency Side Hustle: you need money right away for a specific purpose

Financially Responsible Side Hustle: you'd like more money to pay down debt or build up savings

Make it Rain Side Hustle: the extra money can be used to have more fun, like vacations and happy hours

Freelance Side Hustle: you'd like to get a couple of different things going to make it a full-time job

Exploratory Side Hustle: you're not sure what you want to be doing but would like to get out of your work rut

Career Shift Side Hustle: you want to shift industries and get experience with your own side hustle.

Which category do you lean toward and why?

STEP 3: WHAT SIDE HUSTLES CAUGHT YOUR ATTENTION IN THE REFLECTION ACTIVITY? WHAT SKILLS CAN YOU BRING TO THE TABLE?

Write down each side hustle, by the order of interest. Then ask your friends for their opinions!

Side Hustle #1:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit

So-so fit

Pretty good fit

Great fit

Side Hustle #2:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit

So-so fit

Pretty good fit

Great fit

Side Hustle #3:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit So-so fit Pretty good fit Great fit

Side Hustle #4:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit So-so fit Pretty good fit Great fit

Side Hustle #5:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit So-so fit Pretty good fit Great fit

My own idea for a side hustle is:

This side hustle appeals to me because:

Skills that I can bring to this side hustle include:

My friends say that this side hustle, given my skills and personality, would be a:

Lousy fit

So-so fit

Pretty good fit

Great fit

STEP 4: SELECT YOUR TWO FAVORITE “GREAT FIT” SIDE HUSTLES. WHAT DO YOU NEED TO MAKE THEM A SUCCESS?

Do some research to help you estimate what you need to get started and how to make it a success.

Here’s a reminder to consider 3 attributes:

1. Is there a niche market that you can dominate?
2. Can you provide excellent customer service that will set you apart from the competition?
3. Will you offer a product or service that can save people the time or hassle of doing it themselves?

Side Hustle #1:

Resources needed to Launch Hustle

Estimated Expenses

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

TOTAL EXPENSES:

Examples of Resources: websites, software, subscription services, logo, business cards, accounting/tax services, business license, online courses, membership fees, products, expert advice, graphic designs, professional photos.

Resources needed for Ongoing Operations

Estimated Expenses
(per month)

1.	
2.	
3.	
4.	
5.	
6.	

TOTAL EXPENSES:

How much time, on average, can you devote to this side hustle?

hours per week

Side Hustle #2:

Resources needed to Launch Hustle

Estimated Expenses

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

TOTAL EXPENSES:

Resources needed for Ongoing Operations

Estimated Expenses
(per month)

1.	
2.	
3.	
4.	
5.	
6.	

TOTAL EXPENSES:

How much time, on average, can you devote to this side hustle?

hours per week

STEP 5: SELECT ONE SIDE HUSTLE. WHAT EXTRA STEPS CAN YOU TAKE TO MAKE SURE IT PRODUCES INCOME? WHAT'S A REASONABLE ESTIMATE OF INCOME?

Be patient. Side hustles seldom result in overnight success. Give yourself time to put everything in place and to build a solid reputation and process.

My side hustle will be:

The steps I will take to stand out from the competition are:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Once I've established the hustle, I would like to earn \$ _____ per month on this side hustle.

If this side hustle doesn't work out for me, I understand that I can shut it down and explore other options. Life is an experiment.

STEP 6: WRITE DOWN YOUR SIDE HUSTLE SMARTER GOAL.

I will launch _____ (side hustle).

I will spend about _____ hours each week creating my hustle.

I expect to spend about \$ _____ to launch it, and \$ _____ monthly to keep it running.

I will launch my side hustle on _____ (date).

I would like this side hustle to produce an income of \$ _____ per month by _____ (date).

I will measure my success by (profitability, number of website hits, products sold, etc.):

I will re-evaluate my goals, efforts, and outcomes every _____ week/months.

When I reach this goal: _____ I will reward myself by (reward):

STEP 7: WRITE YOUR SIDE HUSTLE PITCH.

Write 5 to 6 sentences addressing the following items.

- Business name and what you are offering
- What makes your side hustle special? What problem does it solve?
- What unique skills do you bring to this hustle? How will you set yourself apart from the competition?
- Why will people will buy your services or products?