

SIDE HUSTLE

BLUEPRINT

Fillable Workbook



Side Hustle Blueprint

How to Make an Extra \$1000 in
30 Days WITHOUT Leaving Your Day Job!

WORKBOOK

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STEP 1: Choosing an Idea

CHOOSE IDEAS

It's time to choose your idea! Start by reviewing the list below (or inside the book). Highlight the ideas that you're interested in the most and then create a short-list of options.

Writing

- Blog writer
- SEO articles
- Website content
- Resume writer
- Report writer
- Essay writer
- Podcast transcriber
- Ebook writer
- Ghost writer
- Proof reader
- Copy editor
- Content editor
- Magazine editor
- Copywriter
- Song writer
- About page writer
- Autoresponder writer
- Email writer
- Speech writer
- Press releases

Graphics

- Logo designer
- Banner image designer
- Ebook cover designer
- Facebook Header designer
- Twitter Header designer
- Cartoons
- Illustrator
- Kindle comic book creator
- Presentation designer (think PowerPoint!)
- Photographer
- Flyer designer

STEP 1: Choosing an Idea

- Brochure designer
- Business card designer
- Landing page designer
- Facebook post designer

Programmer

- .Net coder
- C++ coder
- PHP coder
- App designer
- App coder
- Wordpress websites
- Wordpress plugins
- Joomla/Drupal programmer
- JavaScript coder
- Database creator/designer
- Software tester
- SaaS developer

Audio/Video

- Podcast editor
- YouTube video creator
- Animated videos
- Promo videos
- Ebook trailers
- Audio book narration
- Podcast voiceover (intro and outro)
- Sound effects
- Music intros and outros
- Music lessons (teach an instrument)
- Custom ringtones

Online Marketing

- Web analytics
- Search engine optimisation
- Blog mentions/commenting
- Forum posting
- Domain research
- Keyword research
- Social media manager

STEP 1: Choosing an Idea

- Facebook ad manager
- Pinterest promotion manager
- Twitter list builder
- Twitter chats manager
- Bookmarking
- Link building
- Website analysis

Advertising

- Radio adverts
- Banner advertising (physical and online)
- Flyer management
- Newspaper adverts
- Direct mail outs

Business

- Event planner
- Program manager
- Project manager
- Brand strategy
- Consulting (your specific skill set)
- Business advice/planning
- Virtual assistant services
- Financial planning and advice
- Startup strategy
- Crowdfunding campaign manager
- Market research
- Legal consulting
- Accounting services

Other

- At-home hairdresser
- Beautician services
- Dog walker
- Pet carer
- Babysitter
- Tech support (computer help)
- Specific software support (think Excel, Word, Outlook, etc.)
- Cleaner
- Home shopper
- Personal shopper

STEP 1: Choosing an Idea

NARROWING IN

Now that you've got a shortlist, it's time to ask yourself some questions to narrow down to your idea:

1. Is there a skill set that you already have from the list?
2. Which skill set will allow you to get started as soon as possible?
3. If you do need some additional training, how long will this take?

Write your answers to these questions below:

TRAINING?

Do you need extra training? If you do, look at starting that now. Make a list of the skills you need training on and where you'll get that training below:

STEP 2: Profiles

CHECK CONTRACT

Before you get started on your profiles, make sure you've checked your employment contract to make sure you're all good to forge ahead. If you're not, then you need to make a decision about how you want to approach your side hustle:

Choose to go ahead anyway and damn the consequences

Opt to operate your side hustle using a pen name

CHOOSE ONLINE PROFILES

Decide on the online profiles you're going to use for your side hustle. Choose from the options below so you know what you need to focus on:

LinkedIn

Twitter

Facebook

Pinterest

Instagram

About.me

Personal website

OPTIMIZE PROFILES

Once you've decided on which profiles you're going to use, it's time to either create them or update them, ensuring you have:

- Good profile image (showing your face)
- Link to your website or portfolio of work
- Keywords mentioned that you want to be found for

STEP 2: Profiles

WEBSITE

Use a website to tie everything together. Your perspective clients or customers are going to expect you to have some type of website. What you have to decide is what platform will it be on and how much effort will you put in?

Below is your platform options. About.me is the easiest and WordPress.org is the hardest.

BONUS: If you choose WordPress you can grab the H&G Live Workshop on how to set up a WordPress site here: <http://www.hustleandgroove.com/wordpress-workshop-tutorial>

- About.me
- Wix.com
- Weebly.com
- Portfoliobox.net
- Crevado.com
- Wordpress.org
- Squarespace.com

STEP 3: Customers/Clients

FINDING CLIENTS/CUSTOMERS: NETWORK

It's time to find your first few clients and/or customers. Follow the steps below to get started:

Step 1: Email your network

Step 2: Reach out via Twitter or LinkedIn

Step 3: Find 3-4 people willing to use your product or service in exchange for a testimonial/review

Step 4: Ask for referrals

FINDING CLIENTS: JOB BOARDS

If your side hustle is service-based, then job boards are your friend! Start looking at job boards and applying for gigs daily until you land your first few.

Some job boards to check out include:

- Craigslist.com
- Upwork.com
- Dice.com
- Probloger.net
- Smashingmagazine.com
- WeWorkRemotely.com
- HireWriters.com
- AuthenticJobs.com
- ClearVoice.com

FINDING CLIENTS/CUSTOMERS: SOCIAL MEDIA

Utilize your social media accounts (where you've just setup your profiles) and start to connect with potential customers and clients here.

Join groups on Facebook and Pinterest and start interacting. Only pitch when asked or when appropriate.

STEP 3: Customers/Clients

FINDING CUSTOMERS: ECOMMERCE PLATFORMS

If your side hustle is product-based, consider different ecommerce platforms for your products.

Checkout places like etsy.com, shopify.com or ebay.com and see if your customers are hanging out here. If they are, jump onboard!

Make notes below on any sites you find that you'd like to try.

STEP 4: Proposals

PITCHES AND PROPOSALS

If your side hustle is service-based, then you need to refine and develop your own way of chatting with clients.

Download the templates provided on the resources page and adapt to suit your needs.

Use the space below to brainstorm ideas of what your pitch, proposal or cover letter might look like.

STEP 4: Proposals

PRICING & RATES

Before you can really start pitching clients or pricing your products, you need to have an idea of where you're going to start.

For service-based businesses, use the following formula:

Estimated # hours + buffer hours + 10% = project fee

For product-based businesses, look at similar products already available and price yours accordingly. Don't forget to incorporate the cost of the product to manufacture, ship etc into the equation.

Use the area below to come up with your own rate or pricing. You might decide to have packages as well, so decide on that too.

STEP 5: Contracts, Terms & Biz Setup

CONTRACTS 101

For service-based hustlers, you need to have a contract in place BEFORE you start working with a client.

If you're applying to outsourcing sites like Upwork, make sure any client you're working with is payment verified.

If you're working with a client direct, implement a contract by grabbing one from ourdeal.com or using the template provided on the resources page.

Use the area below to make a note of the terms you want to make sure are included in your contract:

STEP 5: Contracts, Terms & Biz Setup

TERMS 101

For product-based hustlers, you need to have the correct terms on your website so that you're not leaving yourself exposed.

At a minimum, you should have the following pages on your website:

- Shipping terms
- Return terms
- Faulty goods terms
- Terms of service (for online stores)
- Payment method terms

Use the area below to list the terms you need to add to your website and what you'll include for each one.

STEP 5: Contracts, Terms & Biz Setup

PAYMENTS

Decide on which payment platform you're going to use, whether you're service or product-based, it doesn't matter.

Options to consider include:

- Paypal
- Dwolla
- Payoneer
- Stripe

BUSINESS SETUP

This is the area that a lot of side hustlers forget to consider. You don't have to do everything right now, but you do need to be aware of it.

At the very least, you should be tracking income and expenses. Grab the spreadsheet from the resources page if you need help getting started.

Review your local tax department's website for details on your tax obligations and if you're really stuck or unsure, speak to a professional.

Use the area below to make a note of any areas you need to follow up:

STEP 6: Time Management

CALENDAR

If you want to stay on top of everything, you need to manage your time effectively. Your calendar is the place to start.

Review the section on calendar management and workout how you're going to manage your time in your side business.

Use the area below to make your own notes.

STEP 6: Time Management

PROJECT MANAGEMENT

For those service-based side businesses, you'll probably find that you'll need to have something more robust than Google Calendar to manage all your client work.

Grab the Trello Board template and set it up to work for your business.

If your business is product-based, you can still use the Trello Board to manage all your projects, simply adjust each card to meet your needs.

Use the area below to make notes on what you want to include in your own Trello Board.

QUICK START CHECKLIST

Print off this page and use it as you work your way through this workbook to keep track of each step as you complete it.

Decide on your side hustle idea (Step 1)

Enroll in and complete any training needed (Step 1)

Review your contract - what do you need to do? (Step 2)

Setup your online profiles (Step 2)

Setup your website (Step 2)

Reach out to your network (if able to) and let them know what you're up to (Step 3)

Join job boards (if appropriate) and setup your profiles (Step 3)

Review ecommerce platforms (if applicable) and get yourself setup there (Step 3)

Craft your own pitch, proposal and cover letters and apply to gigs (Step 4)

Work out your rate and/or pricing so you have somewhere to start (Step 4)

Prepare for any interviews you might have, making sure Skype works! (Step 4)

Get your contracts setup and/or make sure clients are payment verified (Step 5)

Set up any terms needed on your website (Step 5)

Decide on your payment platform and implement (Step 5)

Review the business information and implement what you're comfortable with (Step 5)

Decide how you'll balance your day job with your side hustle hours and schedule it! (Step 6)

Choose a system to manage client work and/or projects (Step 6)

REVIEW THE 30-DAY PLAN AND IMPLEMENT!

Don't forget you can find more tools and resources by accessing the Tips & Tools Resources Page here: www.hustleandgroove.com/shb-tips-and-tools-page

Questions?
Want to learn more?

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