

PASSION TO PROFIT



WORKSHEET

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Chapter #1: Prepare Yourself

Are you prepared to put in the hard work that is necessary to create a profitable side hustle? How will you generate the motivation necessary to get things done?

What keeps you from starting your side hustle? How can you overcome this?

How would your life change if you were doing work that made you happy?
What would your best life look like? Write out your vivid vision of your life.

Chapter #2: Identify Your Passions and Interests

What are you most passionate about? What do you absolutely love to do?

What are you really good at? What are people constantly asking you to help with?

What do you lose track of time doing?

When do you find yourself in a state of “flow”?

Chapter #3: Validate Your Side Hustle

Why is it so important to validate your side hustle? How will you validate your side hustle?

What audience will you use to give you feedback on your side hustle idea?

If it seems like your side hustle won't work, how could you adjust your product or service to make it more marketable? Would a different side hustle work better for you?

Chapter #4: Determine What Sets You Apart From Your Competitors

Why is it so important to differentiate yourself from your competitors?

What specific ways will you be different from your competitors?

Why should customers purchase from you and not someone else?

Chapter #5: Define Your Goals

How does defining your goals help you make your side hustle a reality?

What goals do you need to set in order to start your side hustle?

Why is it so important that goals be realistic? How will you ensure that you're making progress on a daily, weekly, and monthly basis?

Chapter #6: Create Milestones

Why is it so tempting to put off actually launching your side hustle?

What does it mean that side hustles are “iterative”?

Why are milestones so important and how do they help you achieve your goals? Are your milestones both achievable and realistic?

How does achieving your milestones encourage you to keep going?

Chapter #7: Determine How You Will Sell

How will you sell your product?

If you plan on selling online, what is the best platform(s) for you to use?

What steps do you need to take to get selling ASAP?

Chapter #8: Start Selling

Will your side hustle be perfect when you first launch? After you launch, how can you improve and refine your sales process?

What questions can you ask your friends, prospects or existing clients to help you improve your product messaging and sales?

Chapter #9: Market Yourself

Why is marketing so important for your side hustle? What specific ways will you market your side hustle?

Do you feel awkward about marketing yourself? How can you move past that?

Why are people more likely to buy from you when you provide them with maximum value?

Chapter #10: Get Feedback From Customers

Why is it necessary to consistently get feedback from your customers?

How does asking for feedback make you seem more authentic and transparent to your customers?

What feedback strategies will you implement in your side hustle?

Chapter #11: Provide Amazing Experiences For Your Customers

Why should you create amazing experiences for your customers? What are some simple ways you can create these experiences?

What is the connection between delighting your customers and getting referral business?

Chapter #12: Build Sustainable Income

How do you know when you're ready to make the leap from side hustle to full-time gig?

Do you have enough sustainable income to enable you to take your side hustle full-time? What expenses do you need to account for?

Is fear keeping you from following your dreams? If so, what are you afraid of?
How can you get past this fear?