



DEVELOPING THRIVING COMMUNITIES

Your First Side Hustle

DEVNW WORKSHOP

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Side Hustle Testing Process

Test Before Invest.

Thesis

What Side Hustle idea do you want to test?

1

Identify what service/product you are providing and it's revenue model.

Prototype

Where you want your customers to go to access your product/service?

2

Create a landing page for your product or service. Use Facebook, Square Space (\$8/m) or Etsy (% of sales).

Deliverable

What action will customers do to validate your thesis?

3

Create a MailChimp (free) account or a Facebook Lead Ad if you want measure interest. Create a PayPal account (POS) if you measure sales interest out of the gate.

Test Thesis

Who is your customer? Will they take action?

4

Create an A/B test using Facebook (\$10), Google AdWords (varies), or the social marketing platform of your choice.

Evaluate Thesis

Do you want to pursue the idea? Does the test suggest you have a revenue model?

5

Evaluate your idea A/B test. Did your test generate desired action you need to pursue the idea? At this point you either (a) fine-tune your test, (b) pursue idea, or (c) scrap the idea with little invested.

Side Hustle Models

Revenue Model	Top Skill	Set-up Time	Ongoing Time	Start Up Capital	Fulfillment	Passive?	A/B	Resources
Revenue through advertising and affiliate marketing								
Authority Website	Writing	High	Possibly Low	Minimal	N/A	Possible	Yes	Wordpress
Blogger	Writing	High	Possibly Low	Minimal	N/A	Not likely	Yes	Wordpress
Hyper-Local News	Writing	High	Low to High	Minimal	N/A	Not likely	Yes	Wordpress
Niche Websites	Writing	High	Possibly Low	Minimal	N/A	Possible	Yes	Wordpress
Niche Newsletter	Writing	High	Possibly Low	Minimal	N/A	Possible	Yes	Mail Chimp
Podcasting	Speaking	High	Medium	Equipment	Platform	Not likely	Yes	iTunes, Soundcloud
YouTuber	Videography	High	Medium	Equipment	Platform	Possible	Yes	YouTube
Revenue through selling the product								
Crafts	Your Craft	High	Medium	Cost of Goods	You	Not likely	Yes	Etsy, Local Market
Create Product	N/A	High	Possibly Low	Product Order	Dropship	Possible	Yes	Alibaba
Develop App/Software	Computer	High	Possibly Low	Software	Platform	Likely	Yes	appery.io
EBooks Publishing	Writing	High	Possibly Low	Minimal	Platform	Possible	Yes	Kindle Publishing
Selling Products	N/A	High	Possibly Low	Products	Dropship	Possible	Yes	Amazon FBO
Online Course	Writing	High	Possibly Low	Equipment	Platform	Possible	Yes	Udemy
T-shirts	N/A	High	Possibly Low	Minimal	Dropship	Possible	Yes	Teespring
Revenue through renting								
Rent a Bike	N/A	Low	Medium	Bike	You	Not likely	Yes	Spinlister
Rent a Car	N/A	Low	Medium	Car	You	Not likely	Yes	Turo, RelayRides
Rent a Room	N/A	Medium	Medium	Home	You	Not likely	Yes	Airbnb, VBRO
Pet Boarding	N/A	High	Medium	High	You	Not likely	Yes	DogVacay
Share Wifi	N/A	Low	Possibly Low	Wifi	?	Not likely	Yes	Fon
Revenue through selling a service								
Bookkeeping	Certification	High	Low to High	Minimal	You	Not likely	Yes	Networking
Carpet Cleaning	N/A	High	Low to High	Equipment	You	Not likely	Yes	Networking
Catering	Certification	High	Low to High	High	You	Not likely	Yes	Networking
Child Care	Certification	High	Low to High	High	You	Not likely	Yes	Networking
Cleaning Service	N/A	High	Low to High	Equipment	You	Not likely	Yes	Networking
Craigslist Gigs	N/A	High	Low to High	Minimal	You	Not likely	?	Craigslist
Delivery Service	N/A	High	Low to High	Minimal	You	Not likely	Yes	Varies by City
Driving	Drivers' License	High	Low to High	Car	You	Not likely	?	Uber, Lyft
Freelancing	Varies	High	Low to High	Varies	You	Not likely	Yes	Fiverr, Elance
Ghostwriting	Writing	High	Low to High	Minimal	You	Not likely	Yes	Contenta
Gigwalking	N/A	High	Low to High	Minimal	You	Not likely	Yes	Gigwalk, EasyShift
Graphic Design	Design Software	High	Low to High	Minimal	You	Not likely	Yes	99designs
Home Inspections	Certification	High	Low to High	Equip/License	You	Not likely	Yes	homeinspectionexam.org/
House/ Petsitting	N/A	High	Low to High	Minimal	You	Not likely	Yes	Friends/Family
Mobile Laundry	N/A	High	Low to High	High	You	Not likely	Yes	Networking
Moble Oil Change	N/A	High	Low to High	Equipment	You	Not likely	Yes	Networking
Party Planning	N/A	High	Low to High	Minimal	You	Not likely	Yes	Networking
Personal Organizer	N/A	High	Low to High	Minimal	You	Not likely	Yes	Networking
Persona Yoga Instructor	Training	High	Low to High	Minimal	You	Not likely	Yes	Networking
Photography	Photography	High	Low to High	Equipment	You	Not likely	Yes	Your Website
Proofreading	Proofreading	High	Low to High	Minimal	You	Not likely	Yes	Fiverr, Referral
Sell Clothes	N/A	High	Low to High	Minimal	You	Not likely	Yes	Poshmark
Tour Guide	N/A	High	Low to High	Minimal	You	Not likely	Yes	ToursByLocals
Tutoring	Topic Knowledge	High	Low to High	Minimal	You	Not likely	Yes	WyzAnt, Craigslist
Vehicle Advertising	N/A	High	Low to High	Minimal	You	Not likely	Yes	Wrapify
Video English Teacher	N/A	High	Low to High	Minimal	You	Not likely	Yes	VIPkid
Virtual Assistant	N/A	High	Low to High	Minimal	You	Not likely	Yes	BELAY
Visiting Teacher	Masters' Degree	High	Low to High	Minimal	You	Not likely	Yes	Community Colleges
Window Cleaning	N/A	High	Low to High	Equipment	You	Not likely	Yes	Networking
Yard Work	N/A	High	Low to High	Equipment	You	Not likely	Yes	Networking
Revenue through arbitrage and middleman-ing								
Arbitrage Seller	N/A	High	Medium	Buy Goods	You	Possible	No	Ebay, Amazon

Side Hustle Idea Evaluation

SIDE HUSTLE IDEA 1

What is your Side Hustle? (One Sentence)

Who will you target it to?

How will it make money?

Evaluate your idea

	High (3)	Medium (2)	Low (1)
Motivation			
Feasible			
Time Needed			
Profit Potential			
Connections			

Total Points: _____

Adapted from "Side Hustle" by Chris Guillebeau

SIDE HUSTLE IDEA 2

What is your Side Hustle? (One Sentence)

Who will you target it to?

How will it make money?

Evaluate your idea

	High (3)	Medium (2)	Low (1)
Motivation			
Feasible			
Time Needed			
Profit Potential			
Connections			

Total Points: _____



Side Hustle Back of Napkin Costing

$$\begin{array}{l} \text{Start Up Expenses} \\ + \text{Desired Profit} \\ \hline \text{Sales Needed} \end{array}$$

$$\begin{array}{l} \text{Sales Needed} \\ \div \text{Price per product/service} \\ \hline \text{Number of products/service} \\ \text{to reach Desired Profit level} \end{array}$$

What are your expected expenses to get your side hustle up and running?	
Total:	\$
How much profit would you need to make to the project worth your time?	\$
You'll need to generate this much sales to make your desired profit.	\$

Use your sales number from the previous napkin.	\$
How much are going to charge per product/service?	\$
You'll need to sell this many units of your product/service to hit your desired profit.	#
<i>Now, is this possible?</i>	

A/B Testing

A/B testing (sometimes called split testing) is comparing two versions of a web page to see which one performs better. You compare two web pages by showing the two variants (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!

Demographic Variation

Example A Test: <i>Women 35-45 who love cats</i>	Example B Test: <i>All women</i>
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Product Offering Variation

Example A Test: <i>Cute Cat Basic T-shirt</i>	Example B Test: <i>Cute Cat Organic Cotton V-Neck</i>
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Pricing Variation

Example A Test: <i>\$50 with 20% off code</i>	Example B Test: <i>\$40</i>
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Side Hustle Productivity Tools

There are many online and app-based tools that can make the work of getting work done more systematized and ideally, more efficient for your small business. To research the following tools, just google their names:

A/B Testing

Google Analytics
Facebook Ad Manager
Offermatica

Customer Relationship Management (CRM)

SalesforceIQ
pipedrive
Microsoft Dynamics
Insightly

Designers - Crowdsourced

Craigslist
LogoTournament
99Designs
ELance

Form Creation

Google Forms
Congnito Forms
JotForm

Ecommerce

Shopify
Paypal
WooCommerce

Fulfillment

Fulfillment by Amazon
Shipstation

Event Ticketing

Brown Paper Tickets
Eventbrite

Cloud Accounting

Freshbooks
Quickbooks
Wave

Freelancing

Fiverr
Craigslist
Elance
Upwork

Manufacturing

Start local first of course!
Craigslist
Alibaba (China)

Tracking Business Expenses

Mile IQ' (for Mileage tracking)
Shoeboxed
Evernote

Scheduling

Google Calendar
Doodle

Social Media Managers

Hootsuite
TweetDeck
CrowdBooster

Online Webinars/Class

Udemy
Squarespace
YouTube Live

Websites & Hosting

Wix
Squarespace
Wordpress

Virtual Assistants

Elance
AskSunday (India)
TasksEveryDay (India)

Sources: fourhour.com, pcmag.com, forbes.com, zapier.com

5 Week Side Hustle Action Plan

S.M.A.R.T. Goals						Time/Week		
Goal 1: Test & evaluate my side hustle idea								
Goal 2:								
Goal 3:								
Weekly Actions	1	2	3	4	5	Start Week	End Week	Complete
Goal 1								
> Generate my side hustle idea and revenue model								
> Prototype a landing Facebook Page								
> Create a A/B Test using Facebook Ad Manager								
> Evaluate my idea; move forward, pivot or scrap								
Goal 2								
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Goal 3								
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