

The SIDE HUSTLE Quickstart Checklist



12 STEPS TO DIY YOUR SIDE HUSTLE THE RIGHT WAY

The 4 Stages Of

STARTING A SIDE HUSTLE

This Quickstart Handbook is here to help guide and encourage you on your side hustle journey. It aims to serve as an overview of the 4 different stages involved when it comes to starting a side hustle that not only brings in income, but runs and operates smoothly.

Each of the 4 stages is broken into 4 parts, totaling 16 tangible steps. So whether you're just starting out on your side hustle journey, or you are already knee deep in the game, this Quickstart Handbook will help you assess where you are and where you need to go.

The Side Hustle Quickstart Roadmap

1 NAIL YOUR NICHE

This stage is all about building the basis for your brand. First it's important to explore your interests and ensure there is something in this business for you. Next you need to figure out the real problem you're solving, who you're solving it for, and the best solution you're actually able to give them. Once you know these key pieces, it's time to name your business and set guidelines for your business profit plan.

2 BUILD YOUR BRAND

This stage is often the most fun as it's where you finally decide the visually identity of your brand. From your brand colors & logo, to your social media graphics & website, DIYing your visual brand is all about using a concept to guide all your design intentions in order to create a brand that resonates with you and your ideal peeps.

3 SET YOUR SYSTEMS

This stage is about putting all the pieces together in a way that allows your side hustle to run smoothly. It includes choosing the best tools to run and systematize your products & services, setting up an efficient & organized managing system, and planning out both a content & social media strategy to help spread the word about what you do. All of this through systems that, once in place, will run themselves.

4 FORM YOUR FUNNEL

This stage is all about implementing your business profit plan by transforming your ideas into an actual business. To do this we focus on completing 4 steps that all flow together to create your Focus Funnel. Here you finally create your interest opt-in, email welcome series, intro product, and your signature service.

STAGE 1

NAIL YOUR NICHE

The Side Hustle Quickstart Roadmap

FIGURE OUT YOUR FOCUS

1

figure out your personal set of strengths from your interests, skills, and experiences

figure out an area of focus that you'd like to be known for, based off of your personal set of strengths

figure out a topic within your area of focus that has a common problem you're able to address

figure out your ideal audience member and your top content & social methods for engaging them (*use this business plan workbook for help*)

FIGURE OUT YOUR MISSION

2

figure out the pain points of your ideal audience and research other businesses operating in your focus area

figure out ways you're able to address the pain points and solve the problem your ideal audience faces

figure out your business mission statement and develop your business taglines

figure out your business name, purchase your website domain, and set up your social media profiles

FIGURE OUT YOUR PROFIT PLAN

3

figure out your intro product's main topic of focus and develop an outline overview

figure out your email welcome series topic of focus and develop an outline overview

figure out your interest email opt-in topic of focus and develop an outline overview

figure out your profit plan and interest to income funnel to drive traffic to your interest email opt-in (*learn how in this Side Hustle DIY Guide*)

STAGE 2

BUILD YOUR BRAND

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CREATE YOUR CONCEPT

4

create your brand concept and prepare yourself for the next steps of the branding process ([*learn how to do this + more branding advice with this*](#))

create your brand color palette based off of your brand concept and basic color theory & psychology

select your brand fonts by using your brand concept to choose 2 contrasting font styles

create your brand mood board by applying your brand concept, colors, and fonts

CREATE YOUR GRAPHICS

5

select your additional brand design elements by using your brand mood board as inspiration

select your brand's iconic symbol and create it in your design platform of choice

combine one of your brand font styles and your brand's iconic symbol to create your brand logo

apply your brand colors, fonts, design elements, and icon/logo to create your brand's media graphics ([**my fav branding resource hub**](#))

CREATE YOUR WEBSITE

6

setup website platform account, choose a template, and setup your professional website email address

add your brand colors, fonts, and logo to your website template and get familiar with the platform

create your "coming soon" page and a mockup outline of your intro product's sales landing page

create your about page, contact page, and blog page setup, then create any additional pages that you'd like ([*use this free webpage style guide*](#))

STAGE 3

SET YOUR SYSTEMS

The Side Hustle Quickstart Roadmap

IMPLEMENT SMART TOOLS

7

setup your business bank account, business mailing address, and business payment processors

research email providers, select your email provider, setup your account and connect it to your website platform

research product delivery systems, select your product delivery system, setup your account and connect it to website & email provider

based on your preferred social platforms, select tools to make managing them easier and setup your accounts (*my favs: [here](#), [here](#) & [here](#)*)

IMPLEMENT A CONTENT STRATEGY

8

develop a list of specific content ideas that utilize and showcase your personal set of strengths

decide a content schedule you can maintain and then develop a quarterly content plan to begin carrying out

based off of your weekly content plan, develop a weekly social media schedule to promote your content

setup an organized folder system and create a formal checklist of necessary tasks for your content mediums (*[learn how in the DIY Guide](#)*)

IMPLEMENT CONTENT CREATION

9

develop detailed outlines for your content pieces and choose smart headlines for each

following your content checklist, create a “how to” content piece that directly relates to your niche topic

following your content checklist, create a “list” content piece that directly relates to your niche topic

following your content checklist, create a “review” content piece that directly relates to your niche topic

STAGE 4

FORM YOUR FUNNEL

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COMPLETE YOUR EMAIL SERIES

10

create a detailed outline of your email series and write your welcome email (*[learn about the 3 types I recommend in the DIY Guide](#)*)

write an email for the series about the problem your addressing within that topic

write an email for the series about a common agitation within that specific topic

write an email for the series about your (product) solution for that specific topic

COMPLETE YOUR INTEREST OPT-IN

11

create a detailed interest email opt-in outline, outlines for featured content pieces, and setup your opt-in page

create your interest email opt-in and interest graphics to promote your opt-in (*[find out the top email opt-in ideas with this free printable](#)*)

following your content checklist, create a content piece that relates directly to your interest email opt-in

following your content checklist, create another content piece that relates to your interest email opt-in

COMPLETE YOUR INTRO PRODUCT

12

create a detailed outline of your product, develop product branding, & create promotional graphics

begin creating your product by filling in/developing the detailed outline you previously created

continue creating your product and incorporate the review/suggestions notes you added from the previous day

finish creating your product and update your sales page with more features, benefits, & promotional images

HEY THERE, I'M YURI!

HERE TO HELP YOU
DIY YOUR SIDE HUSTLE
ONE SMART STEP
AT A TIME



WHO I'M HERE FOR

I teach how to create digital products in order to generate passive income online - helping you run a side hustle on auto pilot.

YOUR CURRENT STEP

Use this *Side Hustle Quickstart Checklist* to outline the 4 stages and 12 steps needed to start a serious online side hustle that means business.

YOUR NEXT STEP

The DIY Side Hustle Starter Guide || STAGE 1: NAIL YOUR NICHE



CHECK OUT THE GUIDE HERE

VIA YURI.COM