

SUN	MON	TUE	WED	THU	FRI	SAT
					WRITE DOWN 5 THINGS YOU HAVE AN INTEREST IN	TAKE THOSE 5 THINGS AND BRAINSTORM SOME SIDE HUSTLE IDEAS
WHAT JUMPS OUT AT YOU FROM YOUR BRAINSTORM?	HOW MUCH TIME DO YOU HAVE PER WEEK TO DEDICATE?	HOW MUCH MONEY WOULD YOU LIKE TO EARN?	IS YOUR IDEA SCALABLE? DO YOU WANT IT TO BECOME A BUSINESS?	WHAT IS THE REASON YOU WANT A SIDE HUSTLE?	CHECK OUT THE COMPETITION. PRICING? OFFER?	WHAT PROBLEM WILL YOU SOLVE THAT YOUR COMPETITORS DO NOT?
WHERE DO YOUR CUSTOMERS HANG OUT?	HOW WILL YOU MARKET YOUR PRODUCT OR SERVICE?	DEFINE YOUR IDEAL CUSTOMER	DEFINE YOUR OFFER	WHAT ARE THE CORE VALUES OF YOUR SIDE BUSINESS?	WHAT IS YOUR MISSION STATEMENT?	SET YOUR PRICING STRATEGY
PICK YOUR NAME!	OPEN YOUR SOCIAL MEDIA ACCOUNTS	PICK YOUR BRAND COLOURS	DESIGN YOUR LOGO	CALCULATE YOUR START UP COSTS	OPEN A SEPARATE BANK ACCOUNT OR PAYPAL	SET UP AN INCOME AND EXPENSES TRACKER
CREATE A BUSINESS PLAN*	MAKE A PLAN FOR LAUNCH DAY	CREATE CONTENT FOR YOUR SOCIAL MEDIA CHANNEL/S	CREATE A POSTING SCHEDULE FOR SOCIAL MEDIA	CALCULATE ANY POTENTIAL RISKS	JOIN THE THRIFTY LONDONER FACEBOOK GROUP FOR SUPPORT	WRITE DOWN GOALS FOR YOUR SIDE HUSTLE
YOU'RE READY FOR LAUNCH DAY!						

*WE COVER HOW TO DO THIS IN THE SIDE HUSTLE TOOLKIT WITH TEMPLATES AND PROMPTS!

MAY SIDE HUSTLE CHALLENGE