

SideHustleStartup: How to build a part time business!

Not everyone wants their own full time business, but a side hustle sounds perfect.

The idea behind building a side hustle, or part time business, should really be no different to building a full time business. The process follows the same basic principles, that then makes the chance of success much better and much easier. Even with a side hustle, the idea is to make it work and make money fast. The mistakes that businesses make, even well established ones revolve around the same core ideas and lack of implementation, that a side hustle should also get right, from the get go!

Work through the checklist, rate your business now, what are you expected outcomes, and what needs to change.



Aspect	Objective	Rate	Outcomes	Plan 2.0
The idea	Get crystal clear about your idea. What is it that you do, what's unique and what's the gap you fill. How do you stand out?			
The plan	Business planning is critical. It doesn't need to be war and peace, but an outline of where you are going and how you'll get there is key!			
The brand	It may not be the most important thing, but a brand that stands out, can be found and seen is much better than not having it.			
The marketing	Even side hustles, need marketing. Build an online and offline profile so that potential customers can at least know you exist.			
The selling	If you're in business, you need to know that basics of the sales process. An elevator pitch is a good start. Know what to say.			
The service	(This is an added extra) Service clients well. Ongoing relationships, helps retain customers that have bought once.			