

DAY 1: Predict the Future

A side hustle has many benefits and no downside. It all starts with your answer to an important question: Twenty-seven days from now, what will be different about your life?

“Before beginning, prepare carefully.” -Seneca

This is pretty simple, but also worth spending some time on. What are your goals? Why are *you* doing this *now*? If you’ve listened to Side Hustle School, you know that people start projects for all kinds of reasons.

- Money
- Security
- A sense of ownership and pride
- Creativity
- Backup plan

Overall: more freedom and options.

Still, even those values can be expressed in lots of different ways, most people tend to want something specific.

Examples:

- [Ep. 87 - College Student Earns \\$20,000 a Month Cleaning Houses \(huge!\)](#)
- [Ep. 227 - Animal Lover Breeds Rabbits; Graduates College Debt Free](#)
- [Ep. 252 - Managerial Accountant Earns \\$1,000/Month Hosting Poetry Slams](#)
- and of course, many more stories from the daily podcast and the Side Hustle book

So what might your goal be? Here are a few general ideas.

- GOAL #1 - Make some extra cash for a specific purpose, whether to pay off a loan, buy a big-ticket item, take a vacation, or just build up your emergency fund.
- GOAL #2 - Create a sustainable and ongoing source of income that makes a real difference in your quality of life.
- GOAL #3 - Replace or exceed the income from your current job.
- OTHER - Choose your own goal! _____

A couple of parameters:

- It has to make money!
- These goals aren't *good, better, best*
- Goals can change over time

Last: What if you're not sure? What if you're like, I'm really into this concept but I don't know exactly where I want to take it? Well, if you're just in the exploratory phase, that's okay too.

In that case, set a simple goal. "Three months after starting, I want to earn at least \$1,000 a month."

Why It Matters

The reason why this matters so much is because when we go into the idea phase, you want to select ideas that compliment your goals. You may already have a bunch of ideas—that's great! If not, you will soon.

In one of the video modules, I refer to [Ep. 257](#) of the show where a construction project manager has a mission to create a new type of boat that fits into a backpack.

When I first heard this story, I thought it might not be right for Side Hustle School because it's a 10-year project. I'm trying to help people start their project in 27 days, or at least a lot shorter than 10 years.

But then I realized that the outdoorsman who invents the boat is able to do this *because* of his full-time job. He's able to devote this time and take some risks while working full-time, and he can take his time building his side hustle intentionally.

I mention this story because if your goal is to invent a new kind of boat, you're probably not going to have your first sale in a short period of time. If you want to make \$1,500 next month, you'll need to pick a different project.

Call to Action: Decide on your goals, because they will guide your decisions as we go along.

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