

DAY 10: Create Your Origins Story

Like a comic book superhero, your side hustle needs a history. Don't just give 'em the facts; tell them a story.

Side Hustle Stories: Fill in the Blanks

To create your origins story, first consider why you're pursuing this particular hustle in the first place. Of all the ideas you could have chosen, what was compelling, special, or just interesting about this one? These prompts may help:

I've always been interested in _____

so I decided to try _____

_____.

I was frustrated by _____

and knew there was a better way. I made _____

to help other people with the same problem.

I started this hustle because I noticed _____
_____.

There didn't seem to be anyone else doing anything about it (or the existing businesses were missing something important), so I made _____

_____.

Call to Action: Complete this exercise for your idea. You need an origins story!

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