

DAY 11: Assemble the Nuts and Bolts

Resourcefulness is your most valuable hustle skill. Get all the logistics out of the way so you can focus on more important things.

You've settled on your idea, you've transformed it into an offer, and you know who your ideal customer is. This week you'll learn how to help that person understand why they can't live without your offer, without getting bogged down in unimportant details.

The Mini-Toolkit

No matter how resourceful you are, it never hurts to start with a mini-toolkit—so here are some recommendations and general principles that will apply to many people and many different kinds of hustles.

- ❑ **Get a bank account that's just for your side hustle.** There is little to no difference between what the bank calls “business” and “personal” accounts, so just get the option that's easiest for you. The most important thing is to keep your funds separate.
- ❑ **Similarly, get a separate credit or debit card** you use only for expenses associated with your hustle. Bonus tip: make sure you're earning airline miles for them!
- ❑ **Set up your legal structure:** operating as a sole proprietor is perfectly acceptable for many hustles. If you need to incorporate your hustle, you can often do that yourself online for much less money than it would cost to hire an attorney.
- ❑ **Set up a very simple accounting system.** This should be cheap or free and can grow with you if the hustle takes off, but do have a means of tracking income and expenses. *(See Day 23 for a couple of options)*
- ❑ **If at all possible, set aside a dedicated hustle workspace**—even a small one—in your home or apartment. If that's not possible, create a mobile one. The idea is to create a pattern and a routine that will make it easier to work on the hustle consistently.

Call to Action: Establish a pattern or routine of how and when you'll work on your side hustle. Don't hold yourself to perfection, but do try to make it a regular habit as much as possible.

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