

DAY 13: Create a Side Hustle Shopping List

Your hustle will require specific tools, resources, and deliverables. Learn to find, gather, or create everything you'll need to bring your offer into the world.

Here are a few common deliverables for a lot of products and services:

- ❑ **Your Website.** A website is essentially an online home— and you probably don't want to be homeless.
 - ❑ Hosting—where the website lives [our offer: shs.com/website]
 - ❑ Content Management System—Wordpress, Squarespace, Wix, etc.
- ❑ **Social Media Profiles.** Don't worry about trying to be everywhere in the social media universe at once. Pick one or two networks and spend your time on those.
- ❑ **Scheduling Tools.** This is especially important for coaches, consultants, or anyone who makes time-based commitments that involve other people. [calend.ly]
- ❑ **Workflows.** Create a detailed sales or service process, or an on boarding campaign for your new customers. [whole module on this coming up]
- ❑ **Payment Systems.** This could include a shopping cart on your website, a PayPal account, an invoicing system, or any of the number of options you'll learn about in tomorrow's lesson.

Time to Test the Recipe

Let's return to that bread analogy.

A recipe is only as good as the finished product you take out of the oven. So as you craft yours, the answers to two questions should be at the front of your attention.

- What will people experience after purchasing your offer?

Answer: _____

_____.

- What needs to happen for you to deliver that experience to them?

Answer: _____

_____.

Call to Action: Make your shopping list and get to work!

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