

DAY 23: Track Your Progress and Decide on Next Steps

As you learn more about the response to your hustle, take note of the most crucial metrics—then take action on what you learn.

Your hustle is out in the world! Congratulations—now let's see what you can do to raise the game.

This is critical!

Video module 7: "Resourcefulness is your most valuable hustling skill! (after observation)." What happens after launch is what separates big wins from small wins.

Measure your original idea: Is it working?

You must objectively evaluate your hustle, and be honest with yourself about whether it's actually making money or not.

- Evaluate your side hustle so far and ask yourself—is it working? (*See Outcomes 1, 2, & 3 on pgs 209-210*)

Answer: _____

How did you define success? Let's think about objective data as well as your intuition and gut feeling so far.

- What is your profit (income minus expenses) so far?

Answer: \$ _____

- What kind of growth (# of new prospects, customers, or clients) are you experiencing?

Answer: _____

- How many hours per week do you spend starting and operating the project?

Answer: _____

I mentioned intuition and gut feeling. I don't think it's all about data—or I suppose you could say this is another form of data as well. Maybe you spent a lot of time on the project, but you also learned a lot along the way. Well, that's valuable!

Maybe this product you made didn't sell, but you noticed another, much bigger need for something else you could make. Pay attention to the numbers—they aren't irrelevant—but also pay attention to how you feel.

Side note for free lesson in life: ask often, "How does this make me feel?"

But back to side hustling...

Call to Action: Take stock and determine your next three actions.

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