

DAY 3: Brainstorm, Borrow, or Steal Ideas

Side hustle ideas are all around you. Using what you've learned about high-potential ideas, it's time to brainstorm, borrow, or steal at least three possibilities for your hustle.

Ideas are everywhere! If you watch the video module #3, you'll learn about the power of observation. It also goes into starter ideas vs. next-level ideas, as well as several tips for looking for ideas.

Let's add to that here.

This time I'll tell you in advance what our CTA (Call to Action) is: **Our goal will be to come up with at least three *qualified* ideas.** Not ideas that are too grandiose or too vague. We're looking for the Goldilocks of side hustle ideas.

Remember that a good idea is *feasible, profitable, and persuasive*.

Where do these ideas come from? Well, maybe you already have one? If so, great! Spend this time to think about natural extensions or add-ons to it. We'll look at this more later on, but I don't want you to feel left out.

But if not, here are a couple of approaches.

#1. First, get in the habit of paying attention.

Examples: Ep. 280 - Boring Desk Job Leads to \$14,000/Month Coffee Pod Biz

#2. Second, don't follow your passion, follow a problem. Many side hustles focus on solving simple problems. A simple problem can lead to a lot of profit.

Example: Ep. 335 - Coupon Code Site Earns Copious Profits

(Also random things like selling crickets to reptile owners)

#3. Third, think about the connection between your skills and what other people want.

This is called convergence, and you can think of it like two circles positioned next to each other where some parts of the circles overlap. Of all the things you're good at and like to do, which are the most relevant, helpful, and useful to other people?

Example: Canary Islands tour guide ([Ep. 37](#))

A tour guide at an astronomical observatory in the Canary Islands writes a guide book for tourists. The guide book ends up supporting her tour service, while the tour service supports the sales of the guide book.

QUESTION: Should you think about what you do for your job?

Yes and no. Generally, it's best for your side hustle to be substantially distinct from your day job. Among other things, it helps you avoid burnout from doing the same thing in the evenings or weekends that you do during the day.

But you *should* consider how the skills you've acquired and use at your job might be well suited to a hustle.

Okay, so let's get to work. I want you to brainstorm and least at least three qualified ideas. This means they need to be feasible, profitable, and persuasive. Learning the skill of regularly coming up with ideas is one of the most valuable lessons you can carry forward in lots of different ways, no matter what you end up doing next.

Let's do this!

- Idea #1: _____
- Idea #2: _____
- Idea #3: _____

I don't want you to go on until you have some ideas. If you need to, you can steal them from me. In the resources section on the member site, you'll find a free report with 48 ideas. Not all of them will work for you, of course, but maybe one of them will!

Either way, be sure you have some hustle ideas before proceeding to the next section.

Call to Action: Brainstorm, borrow, or steal at least three qualified ideas.

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