

DAY 6: Use the Side Hustle Selector to Compare Ideas

Once you have multiple ideas, you need to be able to identify the best ones. Learn how to instantly rank and compare ideas so that you'll have confidence to proceed with the highest possible odds of success.

Once you start thinking about side hustles, the ideas don't stop. This tool will show you how to apply "Tinder for Hustling" logic to pick the best one at any given time.

This is going to be a day in which video module #4 will demonstrate the concept more visually. I also encourage you to make sure you have either the worksheet or a copy of the SIDE HUSTLE book to accompany you. (And just FYI, the next 3 days are all completely unique to audio—as I said earlier, there is some duplication as we go along, but not a ton.)

Principle of Making Decisions

One of the most common struggles I hear from people is that they get stuck somewhere along the way. They worry about making wrong choices, and this worry ends up hampering their ability to make any choices at all.

At Side Hustle School, we have a few core principles. One of those principles is that you should make active decisions. By not making a choice, you are making a choice.

It can be helpful to create what's called a "bias toward action." This is the opposite of a bias toward indecisiveness. Sometimes what we call research and careful consideration is really just procrastination. I want you to be able to decide with confidence... but mostly I want you to be able to decide.

Side Hustle Selector

Use the Side Hustle Selector below to determine which of your ideas is the best.

Scoring: assign 3, 2, or 1 to each quality based on High, Medium, & Low. The highest total wins in comparison to other ideas.

IDEA #1: _____			
	High	Medium	Low
Feasibility			
Persuasion			
Profit Potential			
Efficiency			
Motivation			

Total # of points: _____

IDEA #2: _____			
	High	Medium	Low
Feasibility			
Persuasion			
Profit Potential			
Efficiency			
Motivation			

Total # of points: _____

Examples from the *Side Hustle* book:

- Meredith the Waldorf teacher considered both individualized coaching *and* creating curriculum guides

Video module's examples:

- Example #1: Career Coach ([Ep. 320](#))
- Example #2: Law Student Creates \$6,500/Month Morning Routine Journal ([Ep. 206](#))

Story:

- My example of making Side Hustle School

Note that in this example, I wasn't necessarily deciding between Side Hustle School and something similar. But I was able to use the same criteria to decide with confidence. Was this a big thing? Yep. Was I a little worried about being able to see it through, as well as whether it would resonate with people? Absolutely.

But because I was able to observe that it met nearly all the "high" or "medium" criteria in the matrix, it wasn't hard to commit.

Final checklist for the idea. Are you almost ready to get to work on a real- life side hustle? Let's do a quick review to find out:

- Do you have an idea you can explain in very simple language?
- Is your idea feasible, profitable, and persuasive?
- Is it clear how the idea will make money?
- When you think about the idea, does it make you feel excited?

Call to Action: Become comfortable with the Side Hustle Selector. At this point you should have no more than 2-3 ideas that you're seriously considering for your first (or next) hustle—if you have more, eliminate some using what you learn from this tool.

###