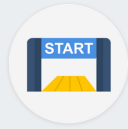


# SIDE HUSTLE BRAINSTORM



**1. Create the resource or service you wish you had.**  
*What would make your life easier?*

**2. Improve upon a product or service you already use.**  
*What improvements could you make, big or small?*

**3. Test your concept before investing a lot of time and money.**  
*You may not need to come up with a new idea at all. What successful business models do you see that you might want to replicate?*

**4. Look for existing opportunities within your network of family and friends.**  
*Could any of your connections use some assistance with their own projects? Think about the personal and professional conversations you've had recently.*

**5. Join a community of like-minded entrepreneurs for ideas and support.**  
*Who do you know who does what you might want to do? Enter keywords on a search engine or social media to pinpoint relevant groups.*



**6. Utilize in-person and phone communication to maximize your impact.**

*What are your networking connections, skills, and assets? Jot down the individuals and organizations that come to mind.*

**7. Use a stepping stone side hustle to finance a bigger goal.**

*What resources do you have to start your side hustle, and what else do you need? How could you come up with the finances you need?*

**8. Be willing to “time hustle” to upgrade your clientele.**

*What are some to-do items that have the potential to help you grow? Jot them down and work them into your schedule.*

**9. Be patient as you build (or rebuild) a foundation for growth.**

*What obstacles have you faced or could you face? What is your plan for pushing through?*

**10. Start small, but be willing to take a risk when it’s time to go “all in.”**

*At what point, if any, would you want to quit your day job? Note the financial gains you hope to consistently achieve with your side hustle and imagine what steps you might take personally and professionally when you reach that point.*

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