

THE H.U.S.T.L.E FORMULA

*WHAT YOU NEED TO KNOW TO FIND,
START & SCALE YOUR SIDE HUSTLE.*

MARIA WELLS

ABOUT THE AUTHOR

Maria is a serial side hustler and advisor to multiple successful entrepreneurs and startups in the Tech ecosystem.



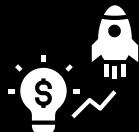
She has helped hundreds of companies scale and access over \$50,000,000 in funding.

Maria is the creator of The Savvy H.U.S.T.L.E. Formula based on her experience with side hustles and working with other entrepreneurs. Over the past decade she has witnessed business owners make mistakes and fail, and her book combines some of those lessons and takeaways.

In her free time she enjoys travelling, reading, and running The Savvy Millennial blog and podcast where she interviews successful millennial entrepreneurs about their journey, lifestyle, business and more.

She also loves sharing her experience, tips and resources with her social media community that has grown close to 200,000 followers.

To learn more about the author visit
www.thesavvymillennial.com



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7 THINGS EVERY SIDE HUSTLE & BUSINESS NEED:

- Clear Goal & Strategy for Success
- Market Analysis & Competitive Analysis
- Marketing & Sales Plan
- Well Positioned Products & Services
- Organized Operations & Systems
- Budget & Financial Plan
- Customer Service Plan

THE SAVVY *Hustle* FORMULA



There is never a perfect side hustle that works for everyone. Your success in anything you do depends on your commitment, drive, needs, efforts, skills and abilities.



Regardless of what side hustle you choose, there is always a trade-off. As a freelancer you can have a lot of flexibility in your schedule, and you can choose your rates, hours and projects. However, landing a new client might require extra effort and time, especially if you don't have much experience. You might have to drop your prices at first, do free trials or take on extra responsibilities to gain credibility and reviews.

Some side hustles are stand alone, quick, short-term projects, and some will require you to develop a lot of materials and put a lot of work upfront before even getting clients.

The best way to find a side hustle that works for you is to use the formula described below and to look for problems you can and want to solve.

There are so many different side hustles, so how do you choose?!



I created the H.U.S.T.L.E. formula to help you narrow down all of the choices that are presented, so you can focus on what matters most to you and figure out what side hustle could be a great fit.

Every letter represents a crucial component that you should figure out before starting a side hustle. Start by going through and answering questions within each letter category. Write your answers down and by the end of it, you will have a clearer idea which side hustle could fit you best.

H – Hours

U – Urgency

S – Savings

T – Tribe

L – Level of Involvement

E – Expertise



HOURS

Let's talk about the hours you are able to devote to your side hustle. You have to be realistic about the amount of time you can spend on your hustle per day, week, and month.

Is it 40 hours a week?

Maybe, 2 hours a day? Are those hours consecutive or spread out throughout your day?



Think about when exactly would you dedicate time to your side hustle. Is it mornings, nights, lunches or weekends? Or, maybe, all of the above?

Set yourself up for success by being disciplined and realistic. Create a routine that can fit into your schedule and that you can commit to instead of promising yourself to work on your hustle 50 hours a week and continuously breaking those promises.

There is no right or wrong answer, however, having an idea of and being realistic about the actual number of hours available to you, will help you choose the side hustle that works with your lifestyle and schedule.



URGENCY

How much money are you looking to make based on your needs, wants and goals?

Are you trying to replace your full-time job?

Are you looking to make extra spending money?

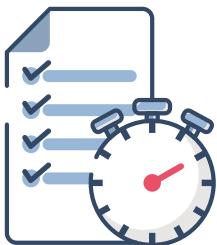
Are you just trying to test out a hobby and see if you can potentially monetize it?

Are you saving for a big purchase or event? (house, wedding, investments, retirement, surgery etc.)

Maybe, saving for vacation or a special trip?

Are you trying to pay off debt?

Write down the amount you want/ need to make and the date by which you want to achieve it. Having a specific goal and a precise timeline helps keep you engaged and excited through your journey.



SAVINGS

This part is about figuring out your budget and how much money you are able to contribute to your side hustle.

It's great if you have an opportunity to make an initial investment into your side hustle, because you will have access to more resources (ad budget, platform subscriptions, outsourcing tasks, hiring a team etc.). It also opens a lot of options for side hustles that require some form of investment.

However, if you don't have any cash to invest, there are plenty of opportunities to build and create great hustles for free or with minimal investment.

Any side hustle you start will require energy, time, effort and different amounts of money. You need to be realistic about your budget so you choose the right type of hustle for you.

How much money can you afford to invest?



TRIBE

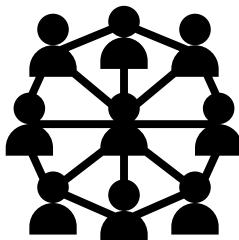
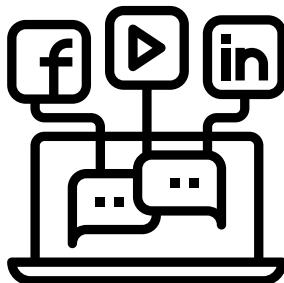
Evaluate your current brand presence and network.

Do you have an existing engaged audience or are you starting from scratch?

Do you have a small audience that's not engaged?

Do you have any large or famous influencers that you know well and whom you can collaborate with?

Different strategies will be required from you depending on your starting point. Audit your social media presence (LinkedIn, IG, TikTok, FB, Pinterest etc.) Think about where you can provide the most value and which platform you like to use for consuming and creating content.



If you are starting from scratch, think about your target audience and what they want. What platform they are most likely to be active on and use most often?



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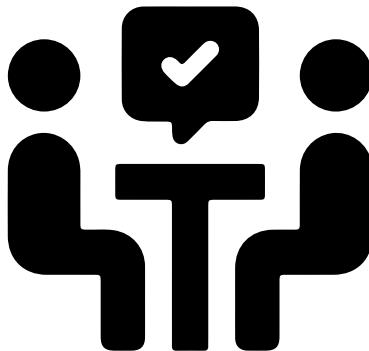
Are you planning to start a side hustle on your own or with a partner?

Have you discussed your obligations, responsibilities and strengths that you bring to the table?

Do you have the same level of commitment?

Think about your “way out” on the way in. Have the tough discussions about how you are going to deal with things if this side hustle or business doesn’t work out.

Pro tip: Choose co-founders with complementary skillsets to yours.



LEVEL OF INVOLVEMENT

Here you figure out how much you want to be involved in your side hustle and in what capacity.

Do you want to be the face of the brand or work behind the scenes?

Do you want to build your own brand or product or do you want to learn the necessary skills to help others build theirs?

Do you want to work with clients and customers directly? (coach, trainer, virtual assistant etc.)

Do you want to have minimal interaction with clients? (product management, website and app creation etc.)

Do you prefer to work alone or with a team? Do you want to manage a team?

Do you want your side hustle to be active or passive?

Do you want to be able to work remotely from anywhere in the world? How flexible you want your hustle to be?

Which part of your side hustle would you want to outsource, if any?



EXPERTISE

Take an inventory of your existing skills and talents, and write them all down. If you can't come up with any or think you don't have any, you do. You just need to focus a bit.

Take the tests and quizzes ([Truity](#) & [The Savvy Side Hustle Quiz for Free](#)) as well as ask the people, who know you well, what you will be good at in their opinion. Think about the last time somebody complemented you on or praised your work. Can you turn that into a side hustle? Could those skills be useful and where?

Also, understand which skills you need or would like to learn and develop to future-proof yourself.

What hobbies do you have?



What are you the most productive at?

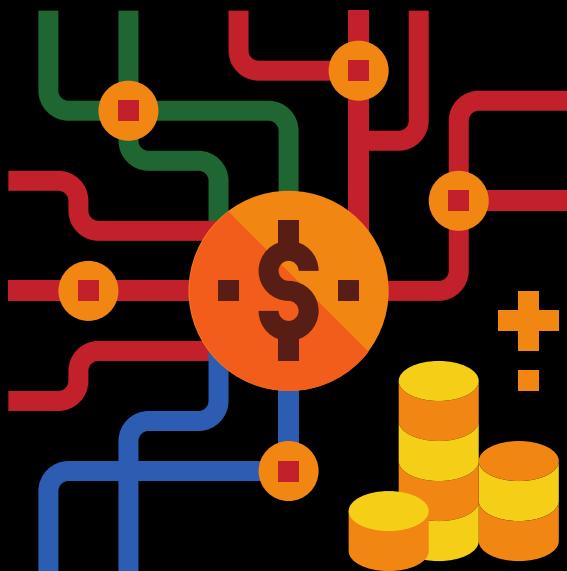
What do you enjoy doing the most?

What skill or activity comes to you easily or naturally?

Sometimes, the only difference between a hobby and a side hustle is that the latter brings you income. A good way to start a side hustle is to find something that you either already do, are interested in, spend a lot of time doing, or enjoy doing, and figure out how to generate income with it.



8 INCOME STREAMS

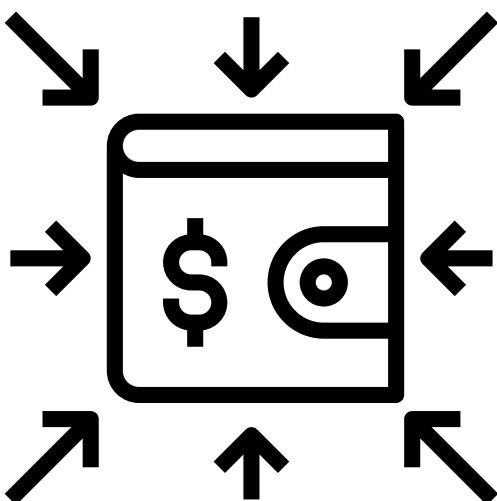


On average, every successful person has 7 income streams...



Many people have anywhere 0-3 consistent income streams, which usually include their full-time or part-time job, some sort of investment portfolio (stocks, EFTs, Mutual Funds etc.) and if they own a property they might have a renter or become an Airbnb host.

Not a lot of people have even close to all 8 income streams and that's what separates the ones who succeed from the ones who don't.

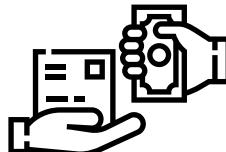


1. Earned Income



Income from working a full-time or part-time job, trading time for money, and hours in a day for a pay check. This type of income requires a person to be present and consistently perform.

2. Profit Income



Income from buying & selling (Amazon, Shopify or online seller, buyer and seller on eBay or FB Marketplace etc.).

3. Royalty Income



Income from allowing others to use or resell your property, products or ideas. This type of income can come from patents, copyrighted work or franchises. Some common examples are music, books or e-books (KDP Amazon) or other digital products.

4. Capital Gains



Gains from sale of an asset that increased in value (ex. Shares of stock, business, land or property).



5. Dividend Income



Income from owning stocks. It's profits that the company shares with its shareholders. This income can come from large or small companies, public or private.

6. Interest Income



This type of income comes from lending money (Interest from a high-interest savings account with a bank). As an investor, lending money to companies or individuals for a higher return.

7. Rental Income



Income from renting out a property fully or partially, as well as hosting as an Airbnb or VRBO host (check the rental guidelines in your area).

8. Residual Income



Passive income stream that continues to generate cash after the work or project is complete.



So, at this point you are one step closer to your dream side hustle...

I need you to answer these questions for me...

Do you want to create a successful side hustle & multiple streams of income?

Do you want to find the right niche and scale with ease?

Do you want to solve problems of your target audience?

Do you want to be supported by likeminded hustlers?

If you answered yes to any of these questions then I invite you to sign up for the Savvy Hustle Master Course, where I will teach you in more details how to create a side hustle that works for you and how to scale it with ease.

When you master every part of the Savvy Side HUSTLE formula you will be able to apply essential parts of it to every aspect in your life and any other business or hustle you decide to start in the future.

To learn more about Savvy Side Hustling visit
www.thesavvymillennial.com

Enroll in the program to learn how to:

- Find, Finally Start & Scale your Dream Side Hustle
- Make your money work for you
- Earn passive income
- Access the capital to start & grow your Side Hustle.
- Connect with other successful side hustlers & business owners



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