

BREAKOUT EXPERIENCE

SIDE HUSTLE



TOTAL TIME: 15 MINUTES



OVERVIEW

A Side Hustle sounds like something only Millennials do. However, we can see many people doing the same thing, an elderly person holding her quarterly garage sale, a neighbor who fixes computers on the side, a friend's mother who teaches yoga after work. All of these activities help make people extra money by something they love.



FACILITATOR PREPARATION

In advance of this activity, read through the goals and talking points. Then review and complete your side hustle worksheet. Finally, gather pens and a funnel worksheet for each person.



ACTIVITY

Use the following "talking points" to guide the discussion:

There may be a time when you feel like you've cut your spending as much as you can ... but you still would like more money to increase your feeling of financial stability. Welcome to the side hustle.

Our hope is that this activity will enable you see an opportunity to add a bit more money to your budget each month. Every little bit counts and a few hundred dollars each month from a side hustle could pay for a nice date night, help save for a down payment on a car or house, or speed payment of a debt. The whole point is to plan ahead for things you and your family care about, and your side hustle can help you get to where you want to go faster.

Ask participants:

1. Has anyone had a garage sale? This is a simple example of a side hustle that can help you make money and clear out clutter in your home.
2. Has anyone had a side hustle beyond their job to make extra money. Let someone share their experience and how they chose his or her side hustle.



GOAL

IDENTIFY WAYS TO INCREASE DISCRETIONARY INCOME THROUGH VARIOUS "SIDE HUSTLES" BASED ON YOUR INTERESTS, TIME, RESOURCES AND THE COMMUNITY IN WHICH YOU LIVE



ACTIVITY

In today's economy there's seemingly a million opportunities to have a side hustle, so which one is right for you? Let's use the funnel and filter method to identify a couple of options.

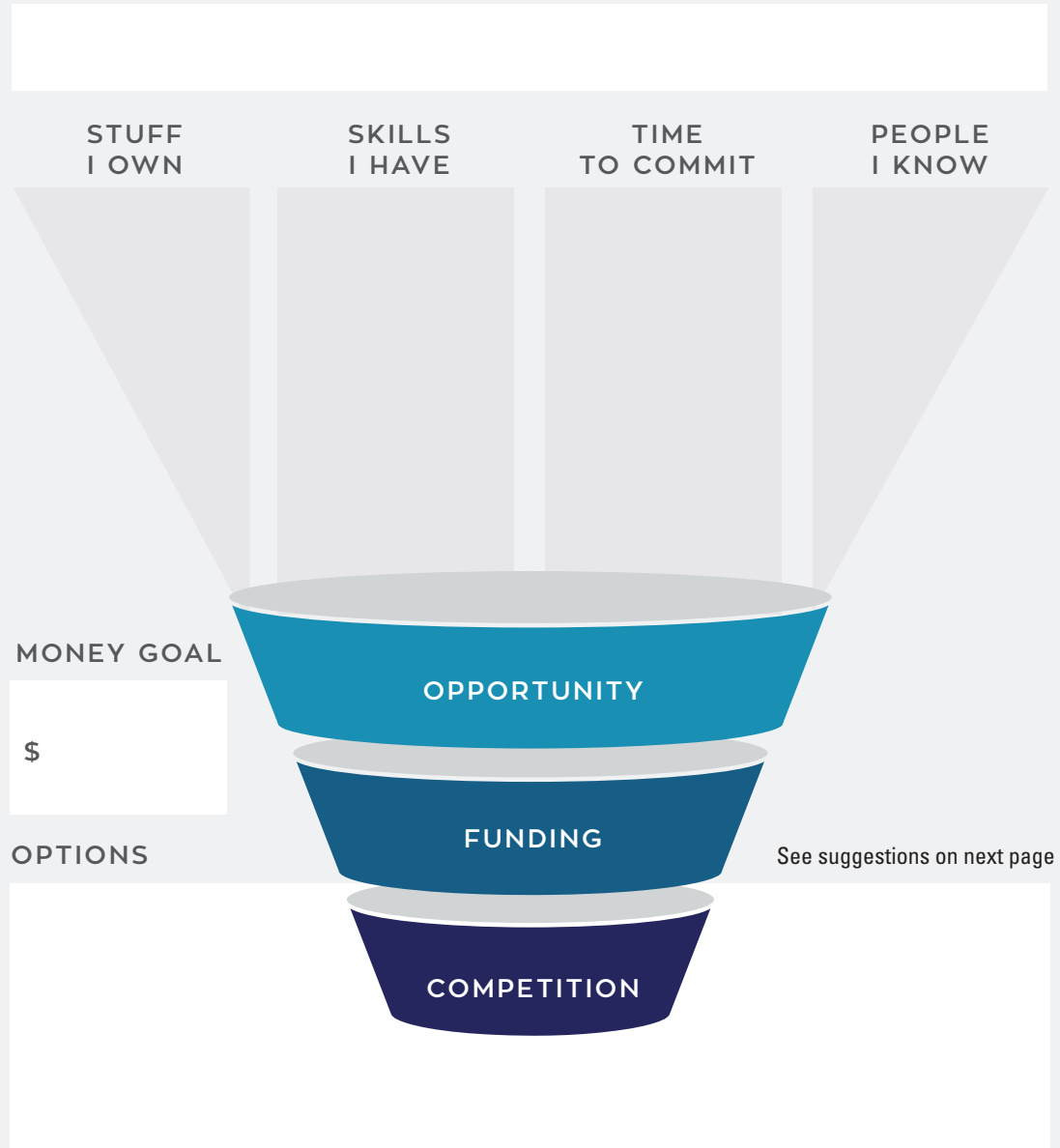
1. First, write down your **reason** for wanting a side hustle and your money goal.
2. List your "**resources**" at the top of the funnel.
 - What do you have: Car, extra room, camping equipment, boat?
 - What are your skills: I speak Spanish, I knit, I know graphic design, I am good with kids, I like to garden etc.?
 - How much extra time do you have each week? An hour? 10 hours? Be realistic and specific.
 - Who do you know that might benefit from your skills or stuff or time?
3. Once you have put your ingredients into the funnel what **filters** would you apply to weed out weak options.
 - What is the opportunity (on-line vs. in-person, mowing vs. online tutoring)?
 - What startup funding might be needed?
 - Which of your activities face competition that may prevent you from being successful?



TOOLS

BREAKOUT EXPERIENCE: SIDE HUSTLE

WHY I WANT A SIDE HUSTLE





POSSIBLE SIDE HUSTLES

A few possibilities to consider:

Sell your goods

(Ebay, Craigslist, Facebook market)

Rent out a room

(Airbnb; VRBO)

Rent out your car

(Turo)

Get paid to drive

(Uber; Lyft; Door Dash; BiteSquad)

Make money online

(UserTesting; UsabilityHub; Upwork; Mechanical Turk)

Do chores or home repairs

(TaskRabbit)

Pet sit or house sit

(TrustedHousesitters; House Sitters America; Rover)

Get paid to shop

(Bestmark; Marketforce)

Do surveys and focus groups

(FocuspointGlobal; Opinionoutpost)

Looking for additional possibilities? Check out www.sidehustleschool.com.



NEXT STEP

1. What is your side hustle going to be? Be specific.
2. With whom will you share this commitment?
3. When will you start?
4. What steps are you going to take to make your side hustle happen?

MY SIDE HUSTLE

WHEN

WITH WHOM

NEXT STEPS