

FIND YOUR
SIDE HUSTLE

Hustle

AND

(MONEY)

FLOWS



THE WOMAN CFO

Welcome to HUSTLE AND (MONEY) FLOWS

Welcome to the hustle revolution – where women like you are taking charge of their financial futures and building empires on their own terms.

Gone are the days of relying solely on one income stream and hoping for the best. With a side hustle, you're not just creating additional cash flow. You're opening up a world of possibilities - from paying off debt, saving for that dream vacation, or even replacing your 9-to-5 entirely.

In this guide, we're going to talk about everything side hustle – from how to find your side hustle, the most popular side hustles, and how to set your prices.

The best part? We're going to show you that side hustles aren't just about the money (although that's certainly a nice perk). They're about taking control of your destiny, pursuing your passions, and building a life that lights you up from the inside out.

So, if you've ever dreamed of turning your passions into profit, you're in the right place.

Davina

SIDE HUSTLES ARE MORE
THAN MONEY

THEY'RE ABOUT
PURSUING YOUR
PASSIONS AND CRAFTING
A LIFE THAT FEELS
AUTHENTICALLY YOURS

HUSTLE



THE WOMAN CFO

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*IN THIS GUIDE, WE'LL COVER
SIDE HUSTLES, FROM THE
BASICS TO CHOOSING THE
RIGHT SIDE HUSTLE, AND HOW
TO SET YOUR PRICES.*



SIDE HUSTLE BASICS

A side hustle is your extra gig – your chance to pursue your passions, boost your income, and gain more control over your financial future.

It's the creative outlet you've been craving, done alongside your main job, on evenings, weekends, or whenever you can spare some time.

BENEFITS OF SIDE HUSTLES

- **Financial Freedom:** Say goodbye to paycheck-to-paycheck living. Side hustles can fast-track your financial goals by increasing your income.
- **Flexibility:** No more rigid schedules. With a side hustle, you call the shots on when, where, and how much you work.
- **Personal Growth:** It's not just about the money. Side hustles are an opportunity for self-discovery and skill development.
- **Passion Pursuit:** Ever dreamt of getting paid for doing what you love? With a side hustle, that dream can become a reality.



FINDING THE RIGHT SIDE HUSTLE



#1 – SELF-REFLECTION

Take a deep dive into your skills, interests, and passions. Consider your hobbies, talents, and any specialized knowledge you possess.

Ask yourself: What am I naturally good at? What activities bring me joy and fulfillment?



#2 – MARKET RESEARCH

Research potential side hustle opportunities by looking for industries or niches that are in demand and have growth potential.

Explore online marketplaces, social media platforms, and networking events to gather insights into current trends and opportunities



#3 – CONSIDER YOUR RESOURCES

Take stock of the resources you have available to invest in your side hustle, including time, money, and skills.

Consider how much time you can realistically dedicate to your side hustle each week and assess your budget for any initial investments or expenses.



#4 – EXPLORE DIFFERENT OPTIONS

Don't be afraid to explore different side hustle ideas before committing to one. Try out different gigs on a small scale or test the waters with freelance projects to see what resonates with you.

Keep an open mind and be willing to pivot if needed until you find the right fit.



POPULAR SIDE HUSTLE IDEAS

1. FREELANCING
2. GIG ECONOMY
3. CONSULTING
4. COACHING
5. E-COMMERCE
6. WORKSHOPS

FREELANCING

Freelancing involves taking what you're really good at - skills, services, or expertise - and offering it clients or businesses on a contract basis.

You can charge by the hour, offer a flat fee, or a package deal.

There's a demand in almost every industry whether you're a writer, graphic designer, web developer, accountant, admin, or social media manager.

Start by creating a compelling portfolio and setting competitive rates to attract potential clients.

If you have a full-time job, make sure you didn't sign anything that says you can't do freelance or side-work.



GIG ECONOMY

Gig economy (often referred to as "gig work") involves short-term, freelance, or temporary work arrangements, usually found on digital platforms or apps. (Think Uber, Lyft, TaskRabbit, Uber Eats, etc)

Gig workers typically work on a per-task or per-project basis, from driving for ride-sharing services, delivering food, completing freelance projects, to running errands.

Start by choosing gigs that align with your skills, availability, and preferences.



CONSULTING

Consulting involves providing expert advice, guidance, and solutions to individuals or businesses in a specific industry or field.

Consultants are typically hired on a contract basis to help clients solve problems, improve performance, or achieve specific goals.

Whether it's financial planning, marketing strategy, or business development, businesses are always seeking specialized expertise to help them solve problems and achieve their goals.

Start by identifying your niche and positioning yourself as an authority in your industry.

Offer services such as one-on-one consulting sessions, workshops, or online courses.



COACHING

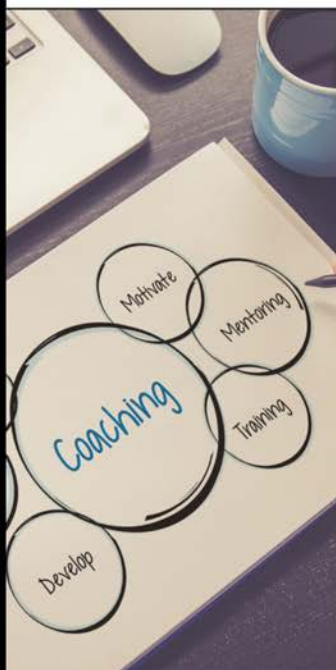
Coaching involves taking your knowledge about a specific topic and helping others achieve their goals.

From life coaching, career coaching, financial coaching, to wellness coaching, there's a growing demand for individuals who can provide guidance, support, and accountability.

There are two types of coaching. You can choose to do 1 or both.

1:1 Coaching: working directly with 1 other person. Rates can be at a premium due to bespoke servicing.

Group Coaching: teaching multiple people at once. Rates tend to be lower because you're teaching more people in same amount of time.



E-COMMERCE

With the rise of online shopping, e-commerce has become an increasingly popular side hustle option.

You can sell handmade crafts, vintage finds, or digital products..

Or maybe you want to sell physical products, digital goods, or services by leveraging drop-shipping or private labeling.

Start by identifying a niche market or product category that aligns with your interests and expertise.

Then, invest in high-quality product photography and compelling product descriptions to attract customers and drive sales.



WORKSHOPS

Workshops or online courses involve creating content or training materials on a specific topic or skill that you're knowledgeable about and packaging it into a structured course format.

They involve giving a quick win and/or addressing an immediate need or challenge.

Courses can cover a wide range of subjects, from academic topics to professional skills to hobbies and interests.

Once created, you can sell access to your courses through online platforms like Teachable, Udemy, Kajabi or your own website.



TIPS FOR SIDE HUSTLE SUCCESS

As you embark on your side hustle journey, it's essential to equip yourself invaluable tips to help you navigate the ups and downs of side hustle life with confidence, determination, and satisfaction.

TIP #1: SET CLEAR GOALS

Whether it's earning extra income, pursuing a passion, or gaining valuable experience, setting clear and achievable goals will keep you focused and motivated.

Ask yourself: What do I hope to achieve with your side hustle?

TIP #2: MANAGE YOUR TIME WISELY

Balancing a side hustle with your main job and personal life requires excellent time management skills.

Create a schedule that allows you to dedicate consistent time to your side hustle while still fulfilling your other commitments.

Set aside specific blocks of time each day or week to work on your side hustle and stick to them as much as possible.



TIP #3: FOCUS ON QUALITY OVER QUANTITY

Quality should always trump quantity.

Prioritize delivering exceptional value to your clients or customers whether you're providing services, creating products, or offering coaching sessions,

Focus on providing a memorable experience and exceeding expectations to build a loyal customer base and drive repeat business.

TIP #4: INVEST IN YOURSELF

Don't hesitate to invest in yourself and your side hustle.

Upgrading your equipment, or outsourcing tasks, investing in your skills and resources can pay off in the long run.

Remember, you're worth the investment, and it's essential to continually improve and grow as a side hustler.

TIP #5: STAY CONSISTENT

Building a successful side hustle takes time, effort, and perseverance.

Stay consistent in your efforts and don't get discouraged by setbacks or challenges along the way.

Keep pushing forward, learning from your experiences, and adapting your approach as needed.



TIP #6: NETWORK AND COLLABORATE

Networking is key to success in the world of side hustles.

Connect with other entrepreneurs, freelancers, and industry professionals to exchange ideas, seek advice, and explore collaboration opportunities.

Attend networking events, join online communities, and engage with like-minded individuals to expand your network and open doors to new opportunities.

TIP #7: TAKE CARE OF YOURSELF

Balancing multiple responsibilities can be demanding, so make sure to carve out time for rest, relaxation, and activities that recharge your batteries.

Your physical, mental, and emotional well-being are essential for long-term success and fulfillment.

By implementing these tips into your side hustle strategy, you'll be well-equipped to overcome obstacles, seize opportunities, and achieve your goals.

SELF
CARE

HOW TO DETERMINE YOUR SIDE HUSTLE

Now that you've decided a side hustle is the right move. It's time to figure out which side hustle is best for you.

Answer the questions below to highlight your skills, preferences, and experience.

1. What are your passions and interests? (e.g., hobbies, skills, etc)

2. How much time can you realistically dedicate to a side hustle each week?

3. What are your financial goals for your side hustle?

4. Are you looking for a side hustle that complements your current job or one that allows you to pursue a completely different path?

5. Do you prefer working independently or collaborating with others?

HOW TO DETERMINE YOUR SIDE HUSTLE

6. What is your preferred method of working? (e.g., online, in-person, remote)

7. Are you willing to invest time and/or money into training or certification for your side hustle?

8. What is your comfort level with risk and uncertainty? (e.g., starting something new, fluctuating income)

9. How important is flexibility in terms of scheduling and workload for your side hustle?

10. What impact do you want your side hustle to have on your overall lifestyle and well-being?

BRAINSTORM YOUR SIDE HUSTLE

It's time to brainstorm your side hustle ideas. Use your answers from the *Determine Your Side Hustle* section as your guide.

There is no right or wrong answer to this exercise. You simply want to get the ideas out of your head and onto paper - good, bad, or yikes.



Now, look back at your ideas. Do you see a pattern? Are there common themes?

Highlight the idea that sparks the most interest, and write it in the box below.

My side hustle idea:



PRICE YOUR SIDE HUSTLE

You've chosen your side hustle, and now it's time to tackle the million-dollar question: How do you set your prices?

Start with these 3 steps:

Step 1: Do you research

Go online and find out what others are charging for similar offerings

Step 2: Ask someone what they are willing to pay

Reach out to friends, family, or interested parties to get a feel for pricing expectations.

Step 3: Set a reasonable sales goal

Determine how much you want to make (be sensible!) and work backward so you start with the end in mind. (And don't forget to deduct anticipated taxes)

Now, let's break it down for each popular side hustle, based on making an additional \$1,000 a month.

HUSTLE TYPE	PRICE	UNIT	TOTAL
Freelancing	\$50/hour	20 hours	\$1,000
Consulting	\$100/hour	10 hours	\$1,000
1:1 Coaching	\$500	2 people	\$1,000
Group Coaching	\$100	10 people	\$1,000
E-commerce	\$20/product	50 products	\$1,000
Gig-Economy	\$10/gig	100 gigs	\$1,000
Workshops	\$50/attendee	20 attendees	\$1,000



NEXT STEPS...

Starting a side hustle is more than just a way to earn extra income – it's a chance to pursue your passions, unleash your creativity, and take control of your financial future.

Whether you choose freelancing, consulting, coaching, e-commerce, workshops, or the gig economy, the possibilities are endless, and the rewards are limitless.

But remember: success doesn't happen overnight. It takes dedication, perseverance, and a whole lot of hustle.

Stay focused on your goals, stay flexible in your approach, and never be afraid to pivot or adapt along the way.

Most importantly, remember to enjoy the journey. Embrace the challenges, celebrate the victories, and never lose sight of why you started this journey in the first place.

Now go out there and hustle like the fierce, unstoppable powerhouse that you are!

**Ready to embrace your inner CFO?
Join The Woman CFO community today!**

Learn, get budgeting tips, set financial goals, and share your success stories.

THANK YOU FOR READING!



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