

# Side Hustle Business Course

## Syllabus

The Side Hustle Business Course provides participants with the right knowledge and tools to become a part-time entrepreneur. This 5-week online course explores the many opportunities this world has to offer.

The power of observation will be used to identify opportunities and transform them into ideas. Usable business knowledge will be taught and used to set-up your first side hustle. You will learn to generate business ideas, and will have a basic understanding of finances and business development. After participating in this course, you will have all of the knowledge you will need to begin earning with your hustle as well as all of the necessary tools to grow your hustle and start many more. Methodologies such as Eric Ries' The Lean Startup and theories from authors such as Chris Guillebeau will be used.

Modules		Takeaways	Key Exercises
Week 1	A line up of Ideas	<ul style="list-style-type: none"> <li>Have several potential ideas lined up for your side hustle</li> <li>Identifying opportunities and obstacles for each of the initial ideas</li> <li>Compare the profit potential of various ideas and see which one may be worthwhile to pursue</li> </ul>	<ul style="list-style-type: none"> <li>Generating Business Ideas</li> <li>Financial analysis</li> <li>Weekly workshop #1</li> </ul>
Week 2	Identifying the best idea	<ul style="list-style-type: none"> <li>Comparing, ranking and identifying the best ideas that were previously acquired</li> <li>Defining your ideal customer and analyzing their current needs</li> <li>Creating a complete offer for your idea</li> </ul>	<ul style="list-style-type: none"> <li>Idea selector</li> <li>Pitching</li> <li>Weekly workshop #2</li> </ul>
Week 3	Please fasten your seat belts	<ul style="list-style-type: none"> <li>Pricing your offer</li> <li>Set up ways to get paid</li> <li>Designing your first workflow</li> </ul>	<ul style="list-style-type: none"> <li>Cost-plus pricing</li> <li>Shopping list</li> <li>Weekly workshop #3</li> </ul>
Week 4	Launch before you're ready	<ul style="list-style-type: none"> <li>Publish your offer and put it out into the world</li> <li>Selling your first product or service and start earning real money</li> <li>Creating special offers to encourage customers to purchase</li> </ul>	<ul style="list-style-type: none"> <li>A/B testing</li> <li>(Not-so) Secret sauce</li> <li>Weekly workshop #4</li> </ul>
Week 5	Congrats, Let's raise the bar now	<ul style="list-style-type: none"> <li>Learn more about your customers responses to your hustle and act fast</li> <li>Analyze what works and doesn't. Do more of what works and let go of what doesn't</li> <li>Start thinking about growing your hustle by expanding horizontally</li> </ul>	<ul style="list-style-type: none"> <li>Networking</li> <li>Workflows</li> <li>Weekly workshop #5</li> </ul>

**Learning requirements:** In order to earn a Certificate of Completion, you must thoughtfully participate in all weekly workshops on the stated days and execute the weekly exercise.