



SIDE HUSTLE LAUNCH CHECKLIST

From Idea to First Dollar in 30 Days

44% of Americans have a side hustle. The top 10% earn \$1,000+/month.

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VALIDATE BEFORE YOU BUILD

- ◆ Identify: What skill/knowledge do you have that others lack?
- ◆ Research: Are people already paying for this on Gumroad/Etsy/Upwork?
- ◆ Price test: Post a 'coming soon' offer and see if people DM you
- ◆ Pre-sell: Take 3 paid commitments before building anything
- ◆ Niche down: 'Resume Writer for Nurses' beats 'Resume Writer'

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LAUNCH PLATFORM BY INCOME TYPE

- ◆ Digital products: Gumroad (0% fees), Etsy, your own site
- ◆ Freelance services: Upwork, LinkedIn, cold email outreach
- ◆ Coaching/consulting: Calendly + Stripe, no platform needed
- ◆ Content/creators: YouTube (ad rev), Substack, Ko-fi tips
- ◆ Physical products: Redbubble, TeePublic (print-on-demand)

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FIRST 30-DAY MILESTONES

- ◆ Week 1: Define offer, set up payment (Stripe/PayPal)
- ◆ Week 2: Create 1 free lead magnet + post 3x/week
- ◆ Week 3: Land first paying customer by referral/DM
- ◆ Week 4: Deliver → get testimonial → post case study
- ◆ Month 2: Raise prices 20% and document your process

PRO TIP: Your first client is the hardest. Work for testimonials if needed — a screenshot of results is worth more than any marketing spend.

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