

Prep Your Pitch

A compelling pitch is essential for communicating the value of your side hustle to potential customers.

Creating your pitch is as easy as 1,2,3. Just answer each of the questions below.

1. What is your side hustle?

Explain in plain language what your side hustle is.

One way to do this is to take advantage of the recognition famous brands get. Connect your hustle to a more recognizable company.

2. Why should someone pay for what your side hustle offers—right now?

Communicate why your customer should buy your product or service, conveying a sense of urgency.

A good place to start is to think of the problem your side hustle solves or prevents. For example, "With my business, you can avoid the high cost of buying textbooks, and still study for that mid-term on Friday."

3. How much does your side hustle cost?

Include a ballpark number of what your product or service will cost your customer. If your side hustle offers different levels of service, be sure to mention the most cost-friendly service.

For example, "For a little as 10\$ a day, you can rent a textbook."

Now pull it all together...

Blend the three parts of your pitch into one cohesive, clear, and conversational statement you can use when you're speaking with potential customers.

For example: "My business is like Rideshare for textbooks. Instead of paying the high cost of buying textbooks, you can rent books for a little as 10\$ a day, and still study for next week's midterm."