

Evaluate Three Ideas for a Side Hustle

Now that you have your potential side hustle ideas, it's time to evaluate them to find the possibility that's best for you.

Using the following table, rate each of your three ideas in terms of the three Ps:

- How pleasurable is the idea?
- How possible is it?
- How profitable is it?

Score each idea across each of the three Ps using a scale of 1 to 5. Then calculate your total score to find your winning idea.

IDEA	PROFITABLE 1 = "This side hustle isn't going to make any money!" 5 = "This is going to pay for my tuition!"	POSSIBLE 1 = "This would take over a year to get started!" 5 = "I could start this side hustle today"	PLEASURABLE 1 = "Doing this feels like putting on wet socks" 5 = "This is my passion! I would do this for free if I had time."	TOTAL SCORE

See the notes on the following page for some scoring tips.

Notes:

1. Just as everyone has different side hustle goals, everyone is going to have different side hustle values. You may need to adjust your score sheet to reflect your personal values.

For example, if you place a high value on profitability, then it should account for more of your idea's score. Add two points to profitability and take 1 point away from the other two P's.

Pleasurable = /4

Possible = /4

Profit = /7

2. If each of your ideas rates 13/15 or higher, be more critical. If two ideas tie for the highest score, pick the one that has the higher pleasure value – you'll thank yourself later!