

A checklist to help green-light your next idea

A super valuable checklist to go through before starting a side-project or idea. Perfect for side-hustles, entrepreneurs and startups.

1. How passionate are you about the side-project subject?

- ☐ Rate from 1-10. 8 or above is Green. Go. Now.
- ☐ Will I have a ton of fun building it?

2. Why exactly are you building this side-project?

- ☐ To get known as a Maker?
- ☐ To make more money?
- ☐ To quit my job now?
- ☐ To grow a business and hire people?
- ☐ To solve my own problem/need?
- ☐ To learn a new skill?
- ☐ To potentially help my existing projects?
- ☐ To form a contingency plan for my current project?
- ☐ To build something of value that can help people?

3. Will you use your own side-project?

4. Opportunity costs?

- ☐ Why don't I improve my existing projects with this time?
- ☐ Am I procrastinating on a bigger, more important project?
- ☐ Have I considering ridding of a side-project I am less passionate about, to make space for this new one?

5. Will your side-project solve a real problem?

- ☐ Does my idea solve an easy or difficult problem?
- ☐ Have I researched if there are already solutions to my problem?
- ☐ Are there still pain-points in the industry?
- ☐ How light can I test and validate that my idea is actually solving a problem?
- ☐ Are people willing to pay for my product or service?

- ☐ Will my idea be relevant in 1,2,3,5,10 years?

6. Is the side-project market progressive?

- ☐ What does my gut say?
- ☐ Have I spent an hour in Google Trends?

7. Competition

- ☐ No competition = bad.
- ☐ Ton of competition = ok.
- ☐ Ton of competition but not much within my niche = good. Can I target a niche within the broader industry?
- ☐ Do I know how big this industry is?
- ☐ How big are the social media followings of my competitors?

8. Are you able to build everything?

- ☐ Do I have time to build this side-project while you are working on your main project or day job?
- ☐ How much do I need to outsourcing?
- ☐ Do I have savings to outsource?
- ☐ Without outsourcing, can I launch at lighter version of this side-project idea to validate outsourcing?

9. Who is creating content and how often?

- ☐ Am I building a community?
- ☐ Am I building a standalone tool?
- ☐ Does my side-project promise timely content?
- ☐ Does my side-project need moderation?
- ☐ Can I walk away from the idea for a day, week, month, year?

10. Are you fit for the hustle?

- ☐ Am I mentally strong enough for the inevitable dip?
- ☐ Am I in it for the short or long game?

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