

HOW TO START YOUR SIDE HUSTLE

**THE
BUSINESS
OF SHOW
BUSINESS**



We need to find the middle ground between what you love doing and what you are good at/have the skills for, to figure out how you can make that into a business. Let's do a quick stocktake and fill in the block below. (It's also ok for a hobby to just be a hobby, you don't have to try and turn everything into a career.)

Example Love music + can play 2 instruments + fab admin skills
(This can eventually =I can teach music, gig, lecture, music marketing, etc)

You are the solution to someone's problem. There is someone out there looking for your skills and/or your products. Use your skills and passions above to really drill down into what you can offer.

Example: I help people to learn the instrument they want to play as a kid, I use my admin expertise to help people get their time back by managing their inbox and diary, etc.

NOW TO FIND THE AUDIENCE FOR YOUR PRODUCT

LOOK AT YOUR SERVICES AND THE PROBLEM YOU SOLVE, WHO ARE THE PEOPLE OR COMPANIES THAT SUFFER FROM THAT PROBLEM? LIST 4 EXAMPLES HOW YOU CAN HELP BELOW

As a personal trainer

It could be a new mum (client) struggling to workout at home (problem). You could then offer home workouts online or bespoke meal plans (service)

PROBLEM	CLIENT OR BUSINESS WHO HAS THE PROBLEM	SERVICE(S) YOU CAN OFFER	WHAT IS ITS VALUE £ (IS IT FREE ADVICE TO GROW YOUR EMAIL LIST? OR A PAID SERVICE)
			£
			£
			£
			£

MORE RESOURCES TO HELP

THE BUSINESS OF SHOW BUSINESS™

1

MARKETING FOR
CREATIVES AND
FREELANCERS

PODCAST EPISODE

[Click here](#)

2

THE FREELANCERS
TOOLKIT

PODCAST EPISODE

[Click here](#)

3

HOW
FREELANCERS
CAN FIND WORK
WHEN THEY HAVE
NO AUDIENCE

ARTICLE ON HOW
TO PIVOT DURING
COVID

[Click here](#)

4

BOOK A ONE-ON-
ONE
CONSULTATION

[Click here](#)



Thanks to his suggestions, I've managed to make 10 new sales of multiple items within the last 48 hours, as well as new subscribers to the website, which has never happened for me before.