



# FLY NUBIAN MONEY

## SIDE HUSTLE STARTER KIT

for Busy Professionals

A practical roadmap for ambitious professionals to launch a profitable side hustle —  
without quitting your job or burning out.

BUILD WEALTH ON YOUR TERMS · YOUR SKILLS ARE THE ASSET

**\$19**.99

WELCOME

# WELCOME. YOU'RE READY FOR THIS.

If you're holding this workbook, something inside you already knows: you were made for more than one income stream. You've built a career. You've shown up, delivered, exceeded expectations, and proven your value. Now it's time to build something that's yours.

This isn't about hustling until you burn out. This is about strategic wealth building — taking the skills, experience, and brilliance you already have and turning them into revenue. On your terms. On your schedule. With a plan that respects the life you've built.

The Side Hustle Starter Kit was created for ambitious professionals who are ready to stop sitting on profitable ideas and start building. Whether you want to earn an extra \$1,000 a month, test a business concept, or lay the foundation for full-time entrepreneurship — this workbook is your roadmap.

**“YOUR SALARY IS SOMEONE ELSE’S BUDGET FOR YOUR TALENT. YOUR SIDE HUSTLE IS YOUR INVESTMENT IN YOUR OWN GENIUS.”**

## WHAT YOU’LL WALK AWAY WITH:

- ◆ Clarity on which side hustle fits your skills, schedule, and goals
- ◆ A structured offer you can actually sell — with pricing that reflects your value
- ◆ A realistic weekly plan for building while working full-time
- ◆ A clear path to your first \$1,000 in side income
- ◆ Trackers, checklists, and prompts to keep you moving with confidence
- ◆ Mindset tools designed for high-achieving people who demand excellence

Wealth building starts with ownership. Ownership starts with a decision. **You just made yours.**

**LET’S GET TO WORK.**

# HOW TO USE THIS WORKBOOK

This workbook is designed to be completed in order, but feel free to revisit any section as your ideas evolve.

**1. Set aside focused time.** Block 60–90 minutes for your first pass. Treat this like a meeting with your future CEO self.

**2. Work through the sections in order.** Each section builds on the one before it — from mindset to skills audit to offer creation to your launch plan.

**3. Write honestly, not perfectly.** This workbook isn't graded. It's for you. Don't overthink your answers.

**4. Print or use digitally.** Fill in the worksheets by hand or type directly into the PDF.

**5. Use the trackers weekly.** Income, expense, and weekly planner aren't one-time exercises. Revisit them every week.

**6. Return to the mindset prompts often.** Building something new will surface doubt. That's normal.

**PRO TIP:** Pair this workbook with a dedicated notebook for overflow ideas, notes, and brainstorming.

## YOUR WORKBOOK ROADMAP

**01-04**

MINDSET & DISCOVERY

**05-09**

BUILD YOUR OFFER

**10-14**

PLAN & LAUNCH

**15-20**

TRACK & GROW

# SIDE HUSTLE MINDSET FOR BUSY PROFESSIONALS

Before you build, you need to believe. The biggest barrier to starting isn't time or money — it's the stories you've been telling yourself.

## MINDSET SHIFTS THAT BUILD WEALTH

OLD STORY

"I don't have time for a side hustle."

NEW TRUTH

"I have the same 24 hours — I'm choosing to invest some of mine in my own wealth."

OLD STORY

"I need everything perfect before I start."

NEW TRUTH

"Done beats perfect. My minimum viable offer is enough to start generating revenue."

OLD STORY

"People like me don't start businesses."

NEW TRUTH

"Black entrepreneurs are the fastest-growing group. I am exactly who starts businesses."

OLD STORY

"I should be grateful for what I have."

NEW TRUTH

"Gratitude and ambition coexist. Wanting more doesn't mean I'm ungrateful."

## REFLECTION: WHAT'S YOUR MINDSET BLOCK?

WHAT FEAR OR BELIEF HAS BEEN KEEPING YOU FROM STARTING?

REWRITE THAT STORY. WHAT'S ACTUALLY TRUE?

*You don't need permission to build wealth. You need a plan, a first step, and the willingness to begin before you feel ready.*

# SKILLS & STRENGTHS INVENTORY

Your most profitable side hustle is probably hiding in the skills you've been giving away for free.

## PROFESSIONAL SKILLS — WHAT DO YOU DO IN YOUR DAY JOB?

## NATURAL TALENTS & GIFTS — WHAT COMES EASILY TO YOU?

## LEARNED EXPERTISE — CERTIFICATIONS, TRAINING, DEGREES

## WHAT PEOPLE ALREADY ASK YOU FOR HELP WITH

**KEY INSIGHT:** *The intersection of what you're good at, what people ask for, and what you enjoy is where your most profitable side hustle lives.*



# SIDE HUSTLE IDEA BRAINSTORM

01 — IF I COULD GET PAID FOR SOMETHING I'D DO FOR FREE...

02 — A PROBLEM I SEE IN MY INDUSTRY THAT I KNOW HOW TO SOLVE...

03 — PEOPLE ARE ALWAYS TELLING ME I SHOULD START A BUSINESS IN...

04 — I'VE SPENT MONEY ON SOMEONE ELSE DOING THIS, BUT I COULD DO IT BETTER...

05 — IF I HAD 5 EXTRA HOURS A WEEK AND NEEDED TO MAKE \$500...

06 — A DIGITAL PRODUCT I COULD CREATE ONCE AND SELL REPEATEDLY...

# "BEST FIT SIDE HUSTLE" DECISION MATRIX

Rate each of your top ideas (1=low, 5=high) to find your best-fit starter hustle.

IDEA	SKILL	DEMAND	REVENUE	LOW COST	TIME OK	EXCITEMENT	SCALE	TOTAL
Idea 1:	/5	/5	/5	/5	/5	/5	/5	/35
Idea 2:	/5	/5	/5	/5	/5	/5	/5	/35
Idea 3:	/5	/5	/5	/5	/5	/5	/5	/35
Idea 4:	/5	/5	/5	/5	/5	/5	/5	/35
Idea 5:	/5	/5	/5	/5	/5	/5	/5	/35

**BEST FIT IDEA (HIGHEST SCORE):**

**BACKUP IDEA (RUNNER-UP):**

**GUT CHECK — DOES YOUR HIGHEST-SCORING IDEA ALSO FEEL RIGHT?**

**REMEMBER:** *Data + intuition = your best decisions. If your gut disagrees, honor that.*

# IDEAL CUSTOMER WORKSHEET

The more specific you get about who your offer is for, the easier it is to market, price, and sell it.

WHO IS MY IDEAL CUSTOMER?

WHERE DO THEY SPEND TIME ONLINE?

AGE RANGE / LIFE STAGE

WHAT COMMUNITIES ARE THEY PART OF?

PROFESSION / INDUSTRY

WHAT BRANDS/INFLUENCERS DO THEY FOLLOW?

INCOME LEVEL

HOW DO THEY PREFER TO BUY?

## PAIN POINTS & DESIRES

WHAT PROBLEM KEEPS THEM UP AT NIGHT?

WHAT OUTCOME DO THEY DREAM ABOUT?

WHAT HAVE THEY TRIED THAT DIDN'T WORK?

WHAT WOULD THEY PAY TO HAVE THIS SOLVED?

*When you can describe your ideal customer better than they can describe themselves, selling becomes serving.*

# OFFER CREATION WORKSHEET

Your offer is the bridge between your skill and their wallet.

WHAT EXACTLY AM I OFFERING?

WHAT TRANSFORMATION OR RESULT DOES IT DELIVER?

FORMAT (1:1, GROUP, DIGITAL, COURSE, ETC.)

TIMELINE / DURATION

WHAT'S INCLUDED?

WHAT'S NOT INCLUDED? (MANAGE EXPECTATIONS)

DELIVERY METHOD

## THE ONE-SENTENCE PITCH

Complete this: "I help [who] achieve [what result] through [your offer] so they can [ultimate benefit]."

# PRICING CALCULATOR

Underpricing is not humility — it's leaving money on the table.

## COST-BASED PRICING

HOURS PER CLIENT/PROJECT

DESIRED HOURLY RATE (\$)

MATERIALS / TOOLS / SOFTWARE COSTS (\$)

OTHER EXPENSES PER PROJECT (\$)

**MINIMUM PRICE = (HOURS \* RATE) + COSTS = \$\_\_\_\_\_**

## VALUE-BASED PRICING

WHAT RESULT DOES THE CUSTOMER GET?

WHAT'S THAT RESULT WORTH TO THEM? (\$)

WHAT ARE COMPETITORS CHARGING?

MY SWEET-SPOT PRICE: \$\_\_\_\_\_

## REVENUE GOAL REVERSE-ENGINEER

MONTHLY INCOME GOAL	PRICE PER UNIT	UNITS NEEDED	WEEKLY SALES
\$1,000	\$ _____		
\$2,500	\$ _____		
\$5,000	\$ _____		

*Price for the value you deliver, not the time it takes you. The faster you are because of your expertise, the MORE valuable your work is.*

# TIME AUDIT & WEEKLY SCHEDULE

You don't need more time. You need to see where your time is going — then make strategic trades.

ACTIVITY	HOURS / WEEK	CAN I REDUCE?
Full-time job (including commute)		
Sleep		
Family / caregiving		
Household tasks		
Social media / entertainment		
Exercise / self-care		
Social time / events		
Other commitments		
<b>TOTAL</b>	<b>/ 168 hrs</b>	

**HOURS AVAILABLE = \_\_\_\_ | HOURS I'LL COMMIT = \_\_\_\_**

**TIME I CAN RECLAIM — WHERE CAN YOU TRADE LOW-VALUE TIME FOR HIGH-VALUE BUILDING TIME?**

**REAL TALK:** You don't need 20 hours a week. Many successful side hustles were built on 5–7 focused hours. Consistency beats volume.

# TIME-BLOCKING PLAN

Structure creates momentum. Block your side hustle hours like non-negotiable meetings.

TIME	MON	TUE	WED	THU	FRI	SAT	SUN
5-6 AM							
6-7 AM							
7-8 AM							
12-1 PM							
5-6 PM							
6-7 PM							
7-8 PM							
8-9 PM							
9-10 PM							

Content Creation
  Client Work
  Marketing
  Admin

WHICH DAYS AND TIMES ARE LOCKED IN FOR MY SIDE HUSTLE?

MY BOUNDARIES TO PROTECT THIS TIME:

# FIRST \$1,000 ROADMAP

Your first \$1,000 isn't just money — it's proof of concept.

MY OFFER PRICE

\$ \_\_\_\_\_

SALES NEEDED FOR \$1K

\_\_\_\_\_

TARGET TIMELINE

\_\_\_ **WKS**

## THE 6-STEP PATH TO \$1,000

**1. Validate your idea.** Talk to 5 people. Ask: "Would you pay for this?"

MY 5 PEOPLE TO ASK:

**2. Create your minimum viable offer.** What's the simplest version you can deliver?

MY MVP OFFER:

**3. Set up a way to get paid.** Venmo, Cash App, Stripe, PayPal — keep it simple.

MY PAYMENT METHOD:

**4. Make your first 10 offers.** Direct, intentional outreach.

MY FIRST 10 PEOPLE:

**5. Deliver and collect a testimonial.** Over-deliver for your first few clients.

**6. Repeat and refine.** Adjust pricing, improve your offer, expand outreach.

*Your first sale won't be perfect — and it doesn't need to be. It just needs to happen.*

# 30-DAY ACTION PLAN

Thirty days is enough to go from idea to income.

## WEEK 1: FOUNDATION

DAYS 1-7

- ◆ Finalize side hustle idea and write your one-sentence pitch
- ◆ Define your ideal customer and their #1 problem
- ◆ Set your price and create your starter offer outline
- ◆ Set up payment processing
- ◆ Tell 3 trusted people about your side hustle
- ◆ Block your side hustle hours for the next 30 days

## WEEK 2: BUILD

DAYS 8-14

- ◆ Create or finalize your offer deliverable
- ◆ Write your "About" bio and offer description
- ◆ Set up a landing page or link-in-bio
- ◆ Reach out to 5 people for feedback
- ◆ Create 2-3 pieces of content that establish expertise

## WEEK 3: LAUNCH

DAYS 15-21

- ◆ Announce your offer publicly
- ◆ Send 10 direct messages to warm leads
- ◆ Follow up with anyone who showed interest
- ◆ Book or close your first paying client
- ◆ Deliver your offer and request a testimonial

## WEEK 4: MOMENTUM

DAYS 22-30

- ◆ Review what's working and adjust pricing if needed
- ◆ Post your first testimonial as social proof
- ◆ Reach out to 10 more potential clients
- ◆ Track all income and expenses
- ◆ Celebrate your progress

# CONTENT & MARKETING STARTER CHECKLIST

You don't need a marketing degree. You need visibility, consistency, and a clear message.

## MARKETING FOUNDATIONS

- ✦ Choose your primary platform (Instagram, LinkedIn, TikTok, Facebook, X, YouTube)
- ✦ Optimize your profile bio: Name + what you do + who you help + how to buy
- ✦ Set up a link-in-bio or simple landing page
- ✦ Create a content plan: 3 posts per week minimum for 30 days
- ✦ Start an email list (even 10 subscribers is a start)
- ✦ Set up a Google Business profile if offering local services

## CONTENT IDEAS THAT CONVERT

### EXPERTISE POSTS

Share tips, frameworks, how-to content. Prove you know your stuff.

### STORY POSTS

Share your journey, behind-the-scenes, lessons learned.

### SOCIAL PROOF

Testimonials, results, screenshots, transformations.

### DIRECT OFFERS

Clear call-to-action posts with how to buy.

## MY CONTENT PLAN STARTER

DAY	CONTENT TYPE	TOPIC / IDEA	PLATFORM
Mon			
Wed			
Fri			

### MY PRIMARY MARKETING PLATFORM:

### MY 3 CONTENT PILLAR TOPICS:







**TAX TIP:** *Keep receipts for everything. Open a separate bank account. Consult a tax professional once your income becomes consistent.*

# CONFIDENCE & VISIBILITY PROMPTS

Building in public requires courage. These prompts strengthen your entrepreneurial confidence.

REFLECTION 01 — WHAT UNIQUE PERSPECTIVE DO I BRING THAT NO ONE ELSE CAN REPLICATE?

REFLECTION 02 — WHAT WOULD I DO IF I KNEW I COULDN'T FAIL?

REFLECTION 03 — WHO AM I NOT SERVING BY PLAYING SMALL?

REFLECTION 04 — WRITE A NOTE TO YOURSELF FROM 1 YEAR IN THE FUTURE — YOU LAUNCHED THE SIDE HUSTLE. WHAT DO YOU WANT TO TELL PRESENT-YOU?

AFFIRMATION — COMPLETE THIS: "I AM THE KIND OF PERSON WHO..."

**"VISIBILITY IS NOT VANITY. IT'S STRATEGY. THE WORLD CAN'T PAY FOR WHAT IT DOESN'T KNOW EXISTS."**

# COMMON MISTAKES TO AVOID

Learn from others so you don't repeat their expensive lessons.

## 1. Waiting for everything to be perfect.

Perfection is the enemy of progress. Launch messy. Refine as you go. Your first version doesn't need to be your final version.

## 2. Pricing too low out of fear.

Low prices attract high-maintenance clients and devalue your expertise. Price for the transformation, not the time.

## 3. Trying to serve everyone.

A niche audience is easier to find, easier to sell to, and more loyal. Specificity is your superpower.

## 4. Comparing your Day 1 to someone's Year 5.

Everyone starts somewhere. Focus on your own progress, not someone else's highlight reel.

## 5. Not tracking money from the beginning.

If you don't know your numbers, you don't know your business. Use the trackers in this workbook weekly.

## 6. Spending money before making money.

You don't need a logo, a website, or business cards to make your first sale. Invest after you validate.

## 7. Building alone without accountability.

Tell someone your plan. Find a business buddy. Join a community. Isolation kills momentum.

## 8. Giving up after the first "no."

Rejection isn't failure — it's data. Every "no" gets you closer to the right "yes."

# MY MINIMUM VIABLE SIDE HUSTLE PLAN

What's the simplest, fastest version of your side hustle you could launch this week? That's your MVP.

MY SIDE HUSTLE IN ONE SENTENCE:

THE #1 PROBLEM IT SOLVES:

WHO IT'S FOR (BE SPECIFIC):

THE SIMPLEST VERSION I CAN DELIVER NOW:

PRICE: \$\_\_\_\_\_

HOURS PER WEEK I'M COMMITTING:

HOW I'LL GET PAID:

MY LAUNCH DATE:

HOW I'LL DELIVER IT:

FIRST-MONTH REVENUE GOAL: \$\_\_\_\_\_

TOOLS I NEED TO START (KEEP IT MINIMAL):

## FIRST-WEEK LAUNCH CHECKLIST

- ◆ Finalize my offer and pricing
- ◆ Set up payment processing
- ◆ Create a simple way for people to learn about and buy my offer
- ◆ Tell at least 10 people what I'm offering
- ◆ Post publicly about my new side hustle at least once
- ◆ Send direct outreach to 5 warm leads
- ◆ Schedule my side hustle work blocks for the coming week

*You don't need a website, a logo, or a business plan to make your first sale. You need an offer, a price, and the courage to tell someone about it.*

# FINAL ACTION CHECKLIST

You've done the work. Now bring it all together.

## ◆ MINDSET & CLARITY

- ◆ I've identified and reframed my limiting beliefs
- ◆ I've completed the skills and strengths inventory
- ◆ I've chosen my best-fit side hustle idea
- ◆ I'm clear on why this matters to me beyond just money

## ◆ OFFER & AUDIENCE

- ◆ I've defined my ideal customer in detail
- ◆ I've created a clear, specific starter offer
- ◆ I've written my one-sentence pitch
- ◆ I've set a price that reflects my value
- ◆ I've reverse-engineered my \$1,000 revenue goal

## ◆ TIME & STRUCTURE

- ◆ I've completed the time audit
- ◆ I've blocked dedicated side hustle hours in my calendar
- ◆ I've set boundaries to protect my building time
- ◆ I've mapped out my 30-day action plan

## ◆ LAUNCH & VISIBILITY

- ◆ I've set up a payment method
- ◆ I've created a landing page or link-in-bio
- ◆ I've optimized my social media profile
- ◆ I've planned my first week of content
- ◆ I've identified 10 people to make my first offers to
- ◆ I've told at least 3 people about my side hustle

## ◆ SYSTEMS & TRACKING

- ◆ I have my income tracker ready
- ◆ I have my expense tracker ready
- ◆ I have a system for collecting testimonials
- ◆ I've reviewed the common mistakes to avoid

You are prepared. You are capable. **You are ready.**

## **NOW GO BUILD WHAT'S YOURS. – FLY NUBIAN MONEY**

---

# NOTES & OVERFLOW IDEAS

Use this space for additional brainstorms, meeting notes, call-to-action ideas, or anything that doesn't fit neatly into the worksheets.

A large, empty rectangular box with a thin black border, intended for users to write notes or brainstorm ideas. The box is currently blank.



# FLY NUBIAN MONEY

**YOU WERE MADE FOR  
MULTIPLE INCOME STREAMS.**

Your career built the foundation.

Your side hustle builds the empire.

**Now go get what's yours.**

WEALTH BUILDING · STRATEGY · OWNERSHIP

© Fly Nubian Money. All rights reserved. For personal use only. Do not reproduce or distribute without permission.



## YOU'VE GOT THE **PLAYBOOK**. NOW JOIN THE **COMMUNITY**.

The Side Hustle Starter Kit gave you the roadmap. But building alone is hard. Inside the **Fly Nubian Money Club**, you'll get access to a powerful network of like-minded professionals who are building, growing, and winning — together.

### WHAT'S INSIDE THE CLUB:

- ◆ Exclusive live coaching sessions & masterclasses
- ◆ A private community of ambitious entrepreneurs
- ◆ Accountability partners who keep you on track
- ◆ Advanced strategies, templates, and resources
- ◆ Direct access to Tiara Williams & the FNM team
- ◆ Early access to new products & events

YOUR NEXT LEVEL IS ONE CLICK AWAY

**FLYNUBIANMONEYCLUB.COM**

**Join now** and turn your starter kit into a success story.