

The Side Hustle Feasibility Check

Score the idea before it costs you a year of evenings.

"All hard work brings a profit, but mere talk leads only to poverty."

— Proverbs 14:23

Not every side hustle deserves your nights and weekends. Some are profitable; some are jobs you bought yourself; some quietly consume the rest of your life. This check scores the idea on the five things that actually decide whether it works — before you commit a single evening to it.

1 SCORE THE IDEA

1 = weak · 5 = strong. Be harsher than feels fair.

TEST	WHAT IT MEANS	SCORE 1–5
Real demand	People already pay for this — you are not inventing a need	
Skill fit	It uses a skill you have now, not one you must first learn	
Time cost	It fits in under 10 hrs/week without eating sleep or family	
Startup cost	You can start with less than one month's savings	
Margin	After costs and time, the hourly rate beats your day job's	

READING YOUR SCORE

20–25

Strong. Start small this month — first paying customer before any branding.

14–19

Possible. Fix the weakest score before starting, not after.

Below 14

Stop. The idea costs more than it pays. Keep the evenings; find a better fit.

2 THE TRAP CHECK

A hustle that consumes your peace is not profit — it is two handfuls of toil.

"Better one handful with tranquillity than two handfuls with toil and chasing after the wind." — Ecclesiastes 4:6. Answer these honestly before you begin:

Does this leave one full rest day per week untouched?

If the plan requires all seven days, the plan is the trap.

Is there a number at which I will stop or scale?

Define "enough" now — an income target or an exit point. Hustles without a finish line never finish.

Am I building an asset or buying a second job?

Assets can be sold, systemised, or paused. A second job just owns more of you.

3 THE 30-DAY TEST

SMALLEST VERSION OF THE IDEA I CAN SELL WITHIN 30 DAYS

The Side Hustle Feasibility Check — continued

FIRST CUSTOMER TARGET DATE

PRICE FOR THE FIRST SALE

DECISION DATE — WHEN I REVIEW THE NUMBERS AND CONTINUE OR STOP

"Work hard at the right thing and the profit follows. Work hard at the wrong thing and only the tiredness does."

— HOUSE OF WISDOM

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