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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