

# 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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