

Worksheet: Defining Your “Why” for Starting a Side Hustle

The Power of Your “Why”

Starting a side hustle, especially in fields like consulting, mentoring, or academic-based services, is more than just a professional endeavour—it’s a personal journey. The key to sustaining this journey through inevitable challenges and setbacks is a deep understanding of your “why”.

Your “why” is the driving force behind your desire to start a side hustle. It’s the core reason that motivates and propels you forward. This could range from financial goals to personal fulfillment, from a desire to share your knowledge to a passion for making a difference in your field.

Understanding your “why” is crucial. It gives you a sense of purpose, a cause, and a belief that not only drives your actions but also helps you stay resilient in the face of obstacles. It’s your anchor in tough times and your compass when making decisions.

In the early stages of your side hustle, you might encounter challenges or see minimal profits, but a strong, resonant “why” will keep you focused on your long-term vision. It’s not just about what you are doing, but more importantly, why you are doing it.

Action Plan: Articulating Your “Why”

1. Reflection

- **Question:** What personal or professional experiences have led you to consider starting a side hustle?

2. Underlying Motivations

- **Question:** What are the deeper motivations behind your desire to start this side hustle? (E.g., financial independence, passion for teaching, desire to innovate in your field)

3. Long-Term Vision

- **Question:** How does this side hustle fit with your long-term personal and professional goals?

4. Overcoming Challenges

- **Question:** How will remembering your “why” help you overcome challenges and setbacks?

5. Daily Reminders

- **Question:** What is your plan to ensure that your "why" remains a central focus in your daily activities and decisions for your side hustle?

Final words...

Your “why” is the foundation of your side hustle journey. By clearly defining and regularly revisiting it, you ensure that every step you take is purpose-driven and aligned with your core motivations. This understanding will be a source of strength and direction as you navigate the exciting path of building your side hustle.

