



Monetize Your Side Hustle Tool

Congratulations!

You worked through Tool 1: PASSIONATE-PROFICIENCY-PROFIT Matrix and have identified a PRODUCT or SERVICE you would like to MONETIZE.

About this Monetize Your Skills Tool

In this, Monetize My Skills Tool you get to map out:

1. WHAT PRODUCT or SERVICE you will MONETIZE
2. WHO you will target to market it to
3. HOW you will develop and deliver it to them
4. WHICH resources you will need
5. HOW MUCH it will cost, sell, and profit you to offer the PRODUCT or SERVICE

Instructions

1. Fill in columns A-K on the next page, to the best of your ability, conducting research from others in your market and online, where necessary.



Once you have filled in all information, you will have a picture of a PROFITABLE PRODUCT or SERVICE you can offer your IDEAL CUSTOMER.

A	B	C	D	E	F	G	H	I	J	K
Monthly Income Goal <i>(Amount in Currency)</i>	What will you offer? <i>(Product/ Service)</i>	Who will you target? <i>(Ideal Customer)</i>	How will you create it? <i>(Product development)</i>	What will you need to make it? <i>(Resources – people, equipment, utilities, etc.)</i>	How will you deliver it to customers? <i>(Delivery Mode)</i>	How much will it cost to make one unit? <i>(Unit Cost (Production + Delivery))</i>	How much will you charge? <i>(Unit Sale Price)</i>	How many units will you sell? <i>(No. of Units)</i>	How much will you earn? <i>(Sale Price x Units Sold)</i>	How much profit will you make? <i>(Total Revenue – Total Cost)</i>

To learn how you can work with Modesta to create your business strategy, schedule a Discovery Call:

<https://BookModesta.as.me/discoverycall>