SUNDAY LAB · FREE STARTER KIT

Side Hustle Starter Kit

10 ways to find a side hustle people already pay for, a scorecard to pick one, and a test you can run this Sunday for under $100.

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START HERE

Find a side hustle people already pay for

You want to start something. You just don't know what. This kit gives you 10 ways to find an idea, a scorecard to pick one, and a test you can run this Sunday for under $100.

I've been there. You scroll at night and every ad sells a shortcut: grow a page, start a dropshipping store, buy this course. The more it promises, the faster you buy. Most of the time the only business that works is the one selling you the course.

There is a simpler way, but it isn't effortless. You look at what people already pay for, you find what's missing, and you test it small before you build anything big.

Everything below is how I found my own projects: an Instagram page I bought and grew, a webshop I started with a client, and the weekly tests I now share in Sunday Lab. I'm not a millionaire. But I work where and when I want, and I have time for the people I care about.

Sunday Lab gives you a new idea and a test every week. This kit is for when none of those ideas fit you, and you want to find your own.

Erwin

Start with you: what's on your bumper sticker?

Pick a group you belong to. You know what they need, where they hang out and what's hard to find. And you'll keep going when it gets boring, which is the skill that matters most.

People tell you who they are in their bio. Look at a few and you'll see it:

- Proud veteran, former Marine
- Husband and father, dog lover, vegan
- Nurse, lawyer, real estate broker
- Black belt, marathon runner, cat mom
- Python, JavaScript, building in public

> **15-minute exercise.** Write your own bumper sticker: 5 to 10 words that describe you. Mine: millennial, marketer, non-fiction reader, landlord, always looking for growth. Then answer for one of those groups:

1. How can I help them?
2. How can I teach them?
3. How can I entertain them?
4. What do they want more of?
5. How could they get 10 times more of it?

Let the list brew for a few days. The right idea is the one that keeps pulling you back.

> **AI prompt.** "Here are my bio words: [list]. Give me 10 groups of people I belong to, and for each the 3 most common frustrations they post about online."

10 ways to find your idea

Each tactic has a proof level: how sure you can be that people pay. Start with the high ones if you want money fast.

#	TACTIC	PROOF THAT PEOPLE PAY	TIME TO TRY
1	Read your followers' bios	Low	15 min
2	Complementary business	Medium	30 min
3	1-star reviews	High	30 min
4	Hit the streets, study the process	Medium	1 walk
5	Communities and search data	Medium	30 min
6	Piggyback on someone who's winning	Medium	1 evening
7	Ask out loud	Varies	Ongoing
8	Inspiration feeds	Low	10 min a day
9	Job listing radar NEW	High	45 min
10	Template upgrade NEW	High	45 min

1. Read your followers' bios

Open Instagram, TikTok or LinkedIn and click on 20 people who recently followed you, or 20 friends. Write down their bios. What makes them proud? Which group could you add value to?

> **Try it:** list 20 bios and circle the 3 words that come back most.

2. Complementary business

Don't invent something new. Find what's missing next to something that already works. Great newsletter but no fun Instagram page? Popular course but no templates? Start there.

Ask of any business: what do people buy right before it, and right after? A wedding needs a venue, then a photographer, then a thank-you card. Every step is a business.

> **Try it:** pick one product you love and list 5 things people buy before and after it.

3. 1-star reviews

Find products your group uses: apps, books on Amazon, local businesses. Filter on 1 and 2 stars. Don't act on one complaint. Look for the complaint that keeps coming back.

> **AI update:** paste 100 reviews into your AI tool and ask for the top 5 complaints, with how often each appears. What took a day now takes 5 minutes.

4. Hit the streets and study the process

Every business you walk past makes money, and every process has a bottleneck. Watch how a waiter works, what a delivery driver struggles with, what slows down your own job.

Map the process step by step (I use post-its on a wall). Then go back to each step and ask:

- What can go wrong here?
- How long does it take?
- What does it cost?
- Which software or freelancer do they use?

The answers give you ideas and a price. If you save someone 5 hours a week, you know what your fix is worth.

> **Try it:** map the process of one business you visit this week, in 6 steps.

5. Communities and search data

If there's a problem, people are asking about it. Search Reddit, Facebook groups, YouTube comments and forums for your topic. Sort by popular. A question with lots of upvotes and no good answer is an entry point.

Then check search demand. The free Google Ads Keyword Planner shows how many people search a phrase each month. "How to..." searches point to guides and tools. "... near me" searches point to local services. Google's autocomplete and "People also ask" give you more.

> **AI update:** ask your AI tool for the 20 questions beginners in [topic] ask most, then check which ones have real search volume.

6. Piggyback on someone who's winning

The easiest hustle helps someone who already crushes it. A podcast with great episodes but no short clips. A business owner who never posts. An author with a great book but no course.

A listener of the My First Million podcast cut their old episodes into clips, posted them, then emailed the hosts: buy the clips or hire me. He got a $5k bonus and job offers.

> **AI update:** AI tools now cut clips in minutes, so cutting alone is not your edge. The edge is picking the right moments, the strategy and doing the work first. Show the result, then ask.

7. Ask out loud

Most of my opportunities came from saying what I wanted. I was buying ads on an Instagram page when the owner told me he wanted to sell. I bought it. A clothing store owner asked me to help sell his stock at 50% off. I suggested a webshop for a 50% cut instead. We ran it together for years.

1. Build real connections and add value.
2. Say clearly what you're looking for.
3. Ask for a shot when the moment comes.

8. Inspiration feeds

Feed your brain with how other people make money: the My First Million podcast, Product Hunt for new tools, and Sunday Lab for a tested idea every week. Your goal is not to copy. It's to collect angles, so you spot opportunities faster in your own life.

> **Try it:** each day, save one business model you didn't know, in one line.

9. Job listing radar NEW

A job listing proves that a company has budget for a problem. Search Indeed or LinkedIn for one niche, like dental practices or property managers. Read 20 listings and count the tasks that come back: copying data, checking invoices, chasing payments, updating spreadsheets.

A task that shows up in 10 of 20 listings is a product. Build a simple tool or offer it as a fixed-price service. One task for many clients, no custom work.

> **AI update:** paste 20 listings into your AI tool and ask for a table of recurring tasks, how often each appears, and which ones AI can do today.

10. Template upgrade NEW

Etsy is full of templates people pay $5 to $30 for and then fill in by hand: budget sheets, moving planners, landlord trackers, meal plans. Sales counts and reviews prove the demand.

Turn the best one into a free web tool, and charge for the part that does the work: reminders, a finished PDF, an AI-written draft. Example: a printable move-out checklist becomes a phone walkthrough with timestamped photos and a $9 report for getting your deposit back.

> **Try it:** search Etsy for your group plus "template" or "planner", sort by bestseller, and read the 1-star reviews of the top 3. Tactics 3 and 10 together are a strong combination.

PICK ONE

The scorecard

Write down your 3 best ideas and score each from 1 to 5. The highest total goes into this week's test. Ties go to the idea you're most excited about.

QUESTION	IDEA A	IDEA B	IDEA C
Idea name			
Do people already pay for this, or something close?			
Am I part of this group, or do I care about it?			
Can I test it for under $100?			
Can I get a first sale within 2 weeks?			
Can I build it alone, without custom work per client?			
Total (max 25)			

Scored under 15 on all three? Go back to tactics 3, 9 and 10. They have the strongest proof that people pay.

TEST IT

Test it this Sunday for under $100

Don't build the whole thing. Build the smallest version that lets a stranger say yes with their wallet, and give it 7 days.

1. **Write one sentence.** "I believe [who] will pay [price] for [what] because [why]."
2. **Build the smallest version on Sunday.** A one-page site with a payment link, a simple free tool, or a post offering the service. If it takes longer than one day, it's too big.
3. **Set your numbers before you start.** Keep going if [3 people pay / 10% click buy]. Stop if [fewer than 1% click after 300 visitors].
4. **Get it in front of 300 people.** Post where your group hangs out (tactic 5), message 20 people you know, or spend $50 to $70 on ads.
5. **Decide after 7 days.** Keep going, change one thing and test again, or stop and pick the next idea from your scorecard.

Stopping is not failing. It's $100 and a week instead of $10,000 and a year.

> **AI prompt.** "Here's my idea: [idea]. Play devil's advocate: give me the 5 biggest reasons nobody will pay, and for each the cheapest way to test it this week."

Stop looking for the perfect idea

Airbnb started as an air mattress in a living room so two broke founders could pay rent. Most good businesses start with one small problem, solved for a few people who pay.

1. Look for where you can add value, not for genius.
2. The bigger the problem, the bigger the opportunity.
3. The more angles you collect, the faster you spot the next one.

Want a head start?

Every Sunday I test one side-hustle idea with $100 or less and share what worked and what didn't, plus 20 new ideas sorted by cost, time and skill.

Free at sundaylab.co · Hit reply on any email to tell me what you're testing.
