Side Hustle Idea Validation Planner

Test a side hustle idea on paper before you spend money on it

How to use this planner

This is a printable 7-page PDF workbook. Print it or fill it in with any PDF editor. Use one copy of pages 2-6 for each idea you want to test. It does not predict income: it helps you think clearly and spot weak ideas early.

- Page 2 - Idea Snapshot: describe the idea, the customer and the problem in plain words.
- Page 3 - Customer Check: list who you will ask and what you learned from real conversations.
- Page 4 - Money Math: work out costs, price and how many sales you would need to break even.
- Page 5 - 7-Day Test Plan: pick one small, cheap test and schedule it.
- Page 6 - Scorecard: score the idea on 8 questions out of 40.
- Page 7 - Decision Log: record go, adjust or stop, and what you will do next.

Three rules

- Talk to real people before building anything.
- Use your own numbers. Leave a box blank if you do not know yet; that is useful information too.
- A 'stop' decision is a good result: it saves your time and money.

Printable worksheets for personal use. Not financial advice.

1. Idea Snapshot

One idea per copy

Idea name

What will you sell? (product or service, one sentence)

Who is it for? Be specific (job, situation, age range if relevant)

What problem does it solve for them?

How do they solve it today?

Why would they pick yours instead?

Time you can give per week (hours)

2. Customer Check

Talk to 5 real people before you build anything

Suggested questions: What is hardest about this? What have you tried? What did it cost? Would you pay to fix it?

Person / group	Their biggest pain	Pay? Y/N/Maybe	Notes

Patterns I noticed

3. Money Math

Use your own estimates and update them as you learn

Price per sale ($)	
Cost to deliver one sale ($)	
Profit per sale ($) = price - cost	
One-time startup costs ($)	
Monthly fixed costs ($) (tools, ads, fees)	
Platform / payment fees per sale ($)	
Sales needed to cover startup costs = startup / profit per sale	
Sales needed per month to cover monthly costs	
Realistic number of customers I can reach in 30 days	

Is this realistic? Write your honest answer

4. 7-Day Test Plan

One small, cheap test. No big build yet

Test type (e.g. pre-sell to 3 people, post an offer in a community, run a small survey, sell one sample)

What result would count as success? (write a number before you start)

Budget for the test ($)

Day 1 ☐

Day 2 ☐

Day 3 ☐

Day 4 ☐

Day 5 ☐

Day 6 ☐

Day 7 ☐

Result after 7 days

5. Scorecard

Score each question 1 (weak) to 5 (strong). Total out of 40

1. Do I understand the customer's problem from real conversations?	1	2	3	4	5
2. Are people already spending money or time on this problem?	1	2	3	4	5
3. Can I reach the customers without a big budget?	1	2	3	4	5
4. Can I deliver it with skills I already have?	1	2	3	4	5
5. Is the profit per sale worth my time?	1	2	3	4	5
6. Can I start with a small test this week?	1	2	3	4	5
7. Do I enjoy this enough to keep going for 6 months?	1	2	3	4	5
8. Does it fit the hours I actually have?	1	2	3	4	5

Total: _____ / 40

Rough guide (yours to adjust): 32-40 strong, run the test. 22-31 mixed, fix the weakest answers first. Below 22: rethink or pick a different idea.

6. Decision Log

Keep a record so you learn from every idea

Date	Idea	Score /40	Decision (Go / Adjust / Stop)	Next step

What I learned this month