



## Prep Your Pitch

A compelling pitch is essential for communicating the value of your side hustle to potential customers.

Creating your pitch is as easy as 1,2,3. Just answer each of the questions below.

### 1. What is your side hustle?

*Explain in plain language what your side hustle is.*

*One way to do this is to take advantage of the recognition famous brands get. Connect your hustle to a more recognizable company.*



## Now pull it all together...

*Blend the three parts of your pitch into one cohesive, clear, and conversational statement you can use when you're speaking with potential customers.*

*For example: "My business is like Rideshare for textbooks. Instead of paying the high cost of buying textbooks, you can rent books for a little as 10\$ a day, and still study for next week's midterm."*