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## How to Start a Business: The Side Hustle Route

I shared simple steps to transition your side hustle into a full-time business. In this article, I am providing you with a guide for implementing the side hustle to full-time business steps.

If making the leap from side hustling to running a business full-time seems overwhelming, remember the saying, “Eat the elephant one bite at a time” when dealing with a large task, goal, or project.

The short route is to begin operating your side-hustle like a full-time business owner. This means you devote attention to:

- Industry & Market Research
- Sales and Marketing
- Operations
- Financial Management

## Function as a Business in 120 Days or Less

The following **120 Day Plan** will help you implement essential business principles “one bite at a time” and below I’ve provided a 30-day planning outline for research, sales and marketing, operations and financial management.

The links to my previous articles in this series are below. I recommend you read them to put things in context.

[From Side Hustle to Full-Time Business Pt. 1](#)

[From Side Hustle to Full-Time Business Pt. 2](#)

[From Side Hustle to Full-Time Business Pt. 3](#)

Next, complete the 30-day planning outline for each business principle. Once you have completed the weekly tasks, your side-hustle will then have a business structure.

### **30-Day Research Planning**

Week 1 - Create your research plan.

Week 1 - Conduct primary research (business owners, industry experts)

Week 2 - Primary research consumers

Week 3 - Secondary research industry

Week 4 - Secondary research market

### **30-Day Sales & Marketing Planning**

Week 1 - Define sales & marketing goals

Week 1 - Define customers

Week 2 - Create marketing messaging

Week 3 - Create a sales & marketing plan

Week 4 - Implement sales & marketing

READ From Side Hustle to Full Time Business in 3 Steps - Part 4 Strut Like a Real  
Business

### **30-Day Operations Planning**

Week 1 - Define Operations

Week 2 - Research apps, productivity tools, etc.

Week 3 - Research apps, productivity tools, etc.

Week 4 - Research apps, productivity tools, etc.

### **30-Day Financial Management Planning**

Week 1 - Record revenue and expenses to date

From Side Hustle to Full Time Business in 3 Steps - Pt. 5 How to Eat  
an Elephant

Week 2 - Calculate the gross profit margin

Week 3 - Create cash flow projection

Week 4 - Set up a system to track revenue and expenses

**[Click here to access the planning templates.](#)**

In the final article in the series, I will show you how to create and execute your new business plan. Look for it soon!

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