

MAKING IT REMOTELY

Making It...
Remotely

Getting Started



www.makingitremotely.com



Hello There!

Welcome to our comprehensive guide designed to help you start a profitable side hustle! Whether you're seeking additional income, exploring your passions, or looking to diversify your skill set, a side hustle can be a fantastic opportunity. However, embarking on this journey without guidance can become a daunting task, filled with obstacles.

That's why we've put together this guide—to equip you with the knowledge and tools needed to kick start your side hustle successfully. By following the steps outlined in this guide, you'll gain insights into the essential aspects of starting and growing a side business. From identifying your skills to establishing a strong online presence, we'll cover it all. **Be sure to use the links provided to dig deeper into any topic.**

Starting a side hustle is a significant decision, and it's crucial to approach it with a plan. While the idea of pursuing your passion or earning extra income may be exciting, it's equally important to understand the potential challenges that lie ahead. Our guide acts as your compass, helping you navigate through the complexities and providing a clear roadmap for success.

Marvelyn
Founder, Making It Remotely



How Our Process Works

01

UTILIZE THIS GUIDE

Where you'll find a wealth of knowledge on everything from starting with an idea to links to step by step tutorials, articles and guides.

02

SHOP OUR STORE

For business building guides, tutorials and resources, inspiring gifts and done for you templates to help you reach your personal and financial goals.

03

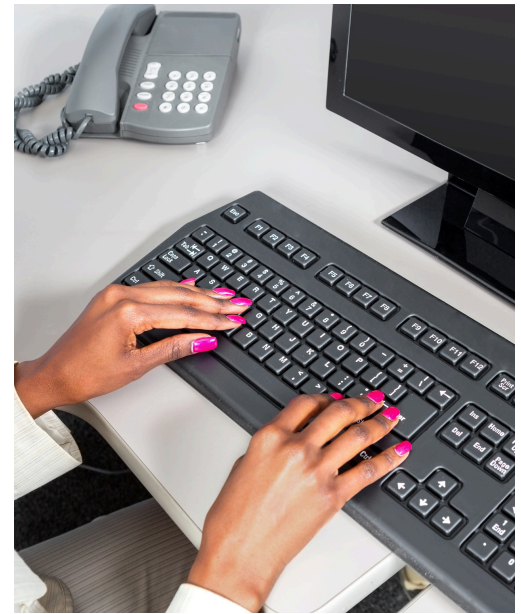
TAKE A FREE COURSE

For step by step video training that shows you how to take your ideas and turn them into a business. Includes tools and resources to turn your dreams into reality.

04

SET UP A FREE CALL

Schedule a free consultation call to see if we can work together for one on one coaching.



COMMUNICATION

OFFICE HOURS

M - W 9:00am - 3:00pm EST

Th - F 9:00am - 5:00pm EST

WEBSITE

makingitremotely..com

GET IN TOUCH!



Research Your Market

1. **Identify your skills and interests:** Consider the skills or hobbies you have that can be turned into a profitable side hustle. Think about your expertise, things you enjoy doing, and areas where you can provide value to others.
2. **Research the market:** Before diving into your side hustle, research the market to determine if there is a demand for your product or service. Look for potential competitors, target audience, and pricing strategies that are currently in place.
3. **Define your target audience:** Identify who your ideal customers or clients will be. Understanding their needs, preferences, and pain points will help you tailor your offering to meet their requirements.



Before you start your side hustle, it's important to do your homework. Start with the items on this page as a starting point. We will walk you through the process when you click the button below.

Market Research Video Playlist

Setting a Foundation

This is where you'll outline a framework for your business answering the question, "How will it work?" Start with a draft and add to it as you learn more.

1. **Develop a business plan:** Create a written business plan that defines how your business will run and make money. Include strategies, procedures and financial projections for the first six months. This will serve as a roadmap for your side hustle and help you stay focused and organized.
2. **Set realistic goals:** Establish specific, measurable, attainable, relevant, and time-bound (SMART) goals for sales, income, marketing and advertising reach. This will give you a clear direction and enable you to track your progress.
3. **Determine your pricing structure:** Start with your income goals and decide on a pricing model that takes into account your costs, market competition, and the value you provide. Ensure your pricing is competitive while still allowing you to make a profit. Discover how to reverse engineer the path to your income goals.



Define Your Brand

What is your company about? What is its mission? How will it help your ideal customers reach their goals? What values do you hold dear that your audience can relate to? Your brand is here to tell your unique story.

1. Build a brand and online presence: Develop a [brand identity](#) that reflects your side hustle and resonates with your target audience. Create a logo, fonts and a color scheme. Select a [sales and marketing platform](#) (blog, shop, online marketplace) that focuses on customer acquisition and conversions. Create and optimize **business** [social media profiles](#) on relevant platforms. Use our brand board template as a starting point.

2. Acquire the necessary resources: Determine the tools, equipment, or software you'll need to start and run your side hustle efficiently. Consider your budget and invest only in [essential resources](#) that will enhance your productivity and deliver quality results.

3. Start small, test and validate your idea: Begin by offering your product or service to a [small audience](#) on social media or within your social network of friends and family. Use this opportunity to gather feedback, improve your product, and ensure there is a demand for what you're selling.



It's Time to Go Live!

- 1. Develop a [marketing strategy](#):** Launch your business on the most effective marketing channels to reach your target audience. Use [social media](#), [content marketing](#), [email marketing](#), and other promotional techniques to raise awareness and attract customers.
- 2. Manage your time effectively:** Balancing a side hustle with your regular job and personal life requires effective time management. Create a schedule that allows you to dedicate focused time to your side hustle while maintaining a healthy [work-life balance](#).
- 3. Monitor your [finances](#):** Keep track of the income, expenses, and profits related to your side hustle. Set aside funds for taxes and maintain accurate financial records to ensure your business remains financially sustainable.
- 4. Adapt and iterate:** Be open to [feedback](#) and willing to adapt your side hustle based on customer preferences and market trends. Regularly assess your progress and make necessary adjustments to improve your products and grow your business.





Digital Marketing Fundamentals

This free course shows you how to sell products and services online and how to grow your side hustle into a thriving full time, enterprise. Take it at your own pace and at the end of each lesson, get your questions answered!

[GET STARTED](#)

WHAT YOU'LL LEARN:

- ✓ What digital marketing is and how it works to help grow your business.
- ✓ How to create content that sells your products and services
- ✓ Things to consider when selling products and services

**YOUR BEST BUSINESS INVESTMENT
IS AN INVESTMENT IN YOU!**

Our Self-Paced Blogging Fundamentals Package



This non technical course will show you how to create an affordable marketing platform using WordPress.

You'll also discover the best ways to use your blog to work from home while diversifying your income.

GET STARTED

YOUR INVESTMENT

**COURSE = FREE
OPTIONS VARY IN PRICE**

WHAT YOU'LL LEARN:

- ✓ To create a platform that attracts your ideal customers
- ✓ To build marketing systems designed to help you convert more visitors into customers.
- ✓ Set the tone for your business with themes and plugins
- ✓ Shop strategies you can use to sell more products using the same audience.



One on One Coaching

Are you feeling stuck? Maybe you don't know where to start. Receive four (4) 30 minute coaching calls.

During these sessions we will discuss where you are, steps to move forward and answer any of your questions.

[SCHEDULE YOUR SESSION](#)

WHAT YOU'LL RECEIVE:

- ✓ **Session 1:** We'll identify where you are today in your business building journey and outline your goals.
- ✓ **Session 2:** Create a plan based on your goals that you can use to move forward.
- ✓ **Session 3:** Talk about the progress you've made and answer any questions.
- ✓ **Session 4:** Discuss any closing thoughts and answer any final questions.

TRAINING IF SOLD
SEPARATELY

\$4000.00

CONSULTATION
PACKAGE

\$300.00



We'll Build Your Sales and Marketing System

Uncomfortable building tech? No problem. Place your focus on building and growing your business and let us build a conversion focused platform you can use to promote and sell your products 24/7.

LET'S WORK TOGETHER

WHAT YOU'LL RECEIVE

- ✓ Includes your domain, hosting, sales and marketing system and our costs for setting it up.
- ✓ 30 days of support that you can use to ask questions and troubleshoot your system.
- ✓ Free access to free step by step video courses and a support hub for your new system.

TOTAL VALUE:

\$3000.00

YOUR INVESTMENT

\$500.00

Business Resources

1

Remote Job Opportunities

If you're working a traditional 9 to 5 job, one of the first transitions you can make is in losing the commute with a remote job. Keep the lights on while you grow your online business

2

Conquer Social Media

Save time and create highly engaging Pinterest, Facebook and Instagram content that is tailored to your brand. No design or tech skills required. Gives you more time for other important tasks!!

3

Essential Equipment

Shop for essentials using our curated collection of equipment, decor and tech for your home office.





4

Shopping and Affiliate Tools

Here are the tools I use to manage my shop and sell affiliate products. I love the flexibility and affordability of these products and the fact that they integrates well with my marketing platform.

5

Automate Traffic Generation

Appeal to your audience, choose the right fonts and images, and you'll have a magazine people will remember for years to come. Add photos and graphics to match.



6

Let's Make It Legal

It's important to know your legal responsibilities as a new business owner as well as the tax advantages of forming under different business structures.

7

Create a Follow up System

Build a community of people who want what you have to offer. We'll show you how to set up a simple system that will help you connect with more people who are ready to support your business.

Additional Services



Create an Online Catalog

We'll import your affiliate products and create an online catalog that includes your links to sell online.

\$125

Web Support

We'll customize our website templates with your details. Starting price is quoted.

\$35

Brand Identity

We'll create print ready designs that capture your brand's unique identity. Starting price is quoted..

\$20

Let's Get Started!

My goal is to help you find the blueprint that works best to help you reach your goals by creating and promoting high quality, in demand products and services for women who love to create and make.

You've taken the first step in your business journey by walking through this guide. Be sure to use any relevant links in this content to dig deeper on any of the highlighted topics. If you have questions feel free to reach me on my blog or schedule a 15 minute call.

[SCHEDULE A CALL](#)[LEARN MORE](#)

Starting a thriving online business is possible for anyone who is willing to put in the work. Follow the suggestions in this guide and feel free to reach out with any questions.

To your success!

Marvelyn

