

DIGITAL SIDE HUSTLE MINI CHECKLIST

Title: Digital Side Hustle Mini Checklist: Discover What You Know, Package It, and Start Selling

Subtitle:

A simple step-by-step guide to help Black women turn knowledge into digital income — no experience, followers, or fancy tech required.



PAGE 1: Cover Page

Title:

Digital Hustle Mini Checklist

Turn What You Know Into What You Sell

Subheading:

Your first step to building freedom, income, and impact through digital products.

By Veronica Holland | HerEmpire.com

Empowering Black women to build digital empires from what they already know.



PAGE 2: Step-by-Step Digital Hustle Checklist



STEP 1: CLARIFY YOUR KNOWLEDGE



What do people always come to you for?

- Advice
- Encouragement
- Help solving a problem
- Specific skills or tools

Prompts to Journal:



"I know how to help people with..."



"People always ask me about..."



"Something I overcame that others are still struggling with is..."

STEP 2: CHOOSE YOUR DIGITAL PRODUCT TYPE

 Which product is easiest for you to start with?

- Ebook / Guide
- Digital Planner or Printable
- Checklist or Toolkit
- Templates / Swipe Files
- Mini Course or Video Series

Bonus Tip: Start small. Your first product can be 5–10 pages and still be powerful.

STEP 3: PICK A PAIN POINT YOU CAN SOLVE

 What problem can your product solve?

- Save time
- Teach a new skill
- Organize a process
- Offer encouragement/motivation
- Help someone take action faster

Your Product Formula:

“I help [who] do/learn/solve [what] using [your method/tool/story].”

STEP 4: SET A GOAL + DEADLINE

 When will you launch your first product?

Choose your 7-day hustle timeline:

Task	Deadline
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Choose topic	_____
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Write outline _____

Create product _____

Design & upload _____

Share with
audience _____



PAGE 3: Hustle Strategy Planner

Use this quick planner to map out your digital hustle this week.



My Product Idea:



Who It's For:



What Problem It Solves:



What Format I'll Use:

- ☐ Ebook
- ☐ Printable
- ☐ Template
- ☐ Course
- ☐ Checklist
- ☐ Toolkit



My 7-Day Hustle Plan:

Day	Task	Done ?
1	Decide product idea	☐
2	Outline product	☐
3	Create content	☐
4	Design product (Canva)	☐
5	Upload to Stan Store/Gumroad	☐
6	Write Instagram promo	☐
7	Launch it!	☐