

# Digital Programming Side Hustle



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## WEEK 1 -- THE FRAMEWORK

### Overview:

- Part 1: If You Build it (build what...?)
- Part 2: The Forgotten (Neglected) First Step
- Part 3: Triggers
- Part 4: Your Story (and why it matters)
- Part 5: The Yellow Brick Road

### Week 1 -- The Framework

- The 'WHY' Overview:
  - Know exactly what you are building, or improve what you have...
  - Get Clarity on Your Business and Business Plan...
  - Create a framework for your marketing, so your life gets 10x easier...
  - The beginning method for success...

## **PART 1: If You Build it (build what...?)**

Which is it for you? Product or Service?

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If a product, how will a simple one-off product help your customer?

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**If a service, how will you ACTUALLY SERVICE them!?**

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**What is the EXACT need you are filling?**

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**EXERCISE:**

\_\_\_\_\_ to Help You \_\_\_\_\_

*EXAMPLE: Workouts to Help You Get Stronger*

# **PART 2: The Forgotten (Neglected) First Step**

YOUR Customer AVATAR

*Ideal Customer:*

What is their age?

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What is their relationship status?

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Do they have children?

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If so, how many \_\_\_\_\_? What are their ages \_\_\_\_\_?

What schools has your ideal customer gone to?

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What is their profession?

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***Personal details:***

**What is their current salary?**

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**What are their political views?**

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**What are their religious views?**

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**What are their personal interests or hobbies?**

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***Day in the life:***

**What are their favorite brands?**

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**What are their favorite websites?**

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**What is their source for breaking news?**

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**What is their source for industry news?**

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Which social platforms do they use (FB, Twitter, Instagram, LinkedIn, Snapchat)?

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Do they have personal goals? What are they?

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*What happens if you don't help them?*

How would this make your customer feel?

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What would their friends think?

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**What could happen to their life/career?**

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**What could happen financially?**

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**What is your customer secretly afraid of?**

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***What happens if you solve their need?***

**What would they be willing to pay almost anything for?**

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**How can your product or service match up?**

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**How can you solve their problems?**

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**What is it you are trying to provide your customers?**

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## **PART 3: Triggers**

### External Triggers

What is the EXACT need you are filling?

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*EXERCISE: \_\_\_\_\_ to Help You \_\_\_\_\_*

*EXAMPLE: Workouts to Help You Get Stronger*

What are the external triggers you are helping with?

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## Internal Triggers

What are the external triggers you are helping with?

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## **Part 4: Your Story (and why it matters)**

Write out your story...

Rules:

- 1-2 Sentences per question
- Every question answered
- 100% honesty
- Don't slant your story for marketing...Just tell your story!

What is your backstory that give us vested interest in your journey?

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What is it you want to accomplish?

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**What is the external struggle?**

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**What is the internal struggle?**

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**What was the wall or problem you hit within your current opportunity that started you on this new journey?**

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**What was the epiphany you experienced and new opportunity you discovered?**

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**What was the plan you created to achieve your desire?**

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What conflict did you experience along the way?

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What was the end result?

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What was the transformation you experienced?

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## **PART 5: The Yellow Brick Road**

Where are they now?

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Where do they want to be?

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How do they get there in 3-5 steps?

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**WRITE OUT THE STEPS (3 to 5) FOR YOUR CUSTOMER:**

STEP 1: Clearly define this step and what it looks like when your customer achieves it.

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**STEP 2: Clearly define this step and what it looks like when your customer achieves it.**

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**STEP 3: Clearly define this step and what it looks like when your customer achieves it.**

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**STEP 4: Clearly define this step and what it looks like when your customer achieves it.**

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**STEP 5: Clearly define this step and what it looks like when your customer achieves it.**

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