



Hustle Quality

Hustle Starter Scorecard

Compare 25 online, local-service, and independent-work opportunities before you spend.

WORKBOOK + CHECKLISTS + ACTION PLAN

Choose before you spend

Use the matrix to create a shortlist. Startup ranges are planning estimates, not quotes. Verify tools, insurance, licenses, permits, taxes, and local demand.

DONE	ACTION
☐	Circle five opportunities that fit your skills and schedule.
☐	Cross out regulated work you are not qualified to perform.
☐	Research local demand and current customer complaints.
☐	Score the top three using the next worksheet.
☐	Run one validation test before buying equipment.

Simple rule

Choose the path with the strongest combination of customer need, personal fit, legal readiness, startup affordability, and a clear route to the first customer.

25-opportunity comparison

Mark the ideas that deserve deeper research.

OPPORTUNITY	TYPE	STARTUP	BEST FIT	FIRST CUSTOMER ROUTE
Digital downloads	Online	\$0-\$250	Creative/research	Marketplace or audience
Freelance writing	Online	\$0-\$150	Writing	Direct outreach
Virtual assistance	Online	\$0-\$200	Organizing	Direct outreach
Bookkeeping support	Online/local	\$100-\$600	Numbers/software	Referrals
Affiliate publishing	Online	\$50-\$500	Content/SEO	Search and email
AI content service	Online	\$50-\$300	Editing/strategy	Direct outreach
Residential cleaning	Local	\$150-\$600	Service/physical	Neighborhood outreach
Window cleaning	Local	\$200-\$800	Physical	Route outreach
Pet waste removal	Local	\$100-\$500	Recurring service	Neighborhood outreach
Mobile detailing	Local	\$500-\$2,000	Hands-on	Local proof/referrals
Lawn care	Local	\$500-\$2,500	Equipment/physical	Route outreach
Pressure washing	Local	\$600-\$2,500	Equipment/physical	Property outreach
Painting	Local/trade	\$300-\$2,000	Trade skill	Referrals/property
Flooring installation	Trade	\$500-\$3,000	Trade skill	Contractor referrals
Handyman services	Local/trade	\$300-\$2,000	Broad practical skill	Referrals
Furniture assembly	Local	\$100-\$500	Practical skill	Marketplaces
Moving labor	Local	\$100-\$1,000	Physical/team	Local search
Junk removal	Local	\$1,000-\$5,000	Vehicle/logistics	Property outreach
Mobile notary	Local	\$200-\$1,000	Credential/service	Referral partners
Photography service	Local	\$500-\$3,000	Creative/equipment	Portfolio/referrals
Tutoring	Online/local	\$0-\$300	Subject expertise	Parents/schools
Senior tech help	Local	\$100-\$500	Patience/technology	Community referrals
Short-form video editing	Online	\$50-\$500	Editing	Creator outreach
Local social media help	Online/local	\$50-\$400	Content/sales	Business outreach
Property maintenance	Local/trade	\$500-\$3,000	Practical systems	Landlords/managers

Top-three scorecard

Score each category from 1 (weak) to 5 (strong). Require evidence for demand and legal readiness.

CRITERION	IDEA 1	IDEA 2	IDEA 3
Customer pain/urgency			
Demand evidence			
Skill fit			
Schedule fit			
Startup affordability			
Legal/insurance readiness			
Speed to first customer			
Repeat/referral potential			
TOTAL			

Evidence and concerns

Validation worksheet

Validation means collecting evidence from real buyers before building the full offer.

FIELD	YOUR PLAN
Chosen customer	
Problem to validate	
Current alternatives	
Five people/businesses to contact	
Questions to ask	
Simple offer to test	
Price or range to test	
Success signal	Examples: paid trial, deposit, booked quote, preorder
Stop/change signal	

What buyers actually said

First-week action plan

Finish the week with evidence, not just more research.

DAY	PRIMARY ACTION	DONE
1	Choose one customer and one problem.	[]
2	Verify basic legal, licensing, insurance, and tax questions.	[]
3	List 20 potential customers or communities.	[]
4	Contact five and ask validation questions.	[]
5	Draft a narrow offer and realistic price range.	[]
6	Ask for a concrete next step: preorder, quote, trial, or follow-up.	[]
7	Review evidence and choose continue, change, or stop.	[]

Week-one results and next move
