Twitter Thread by MATT GRAY

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The 13-step business plan to build a $15k/month side hustle:

1. Ask yourself, "what topics can I help people get massive clarity on?"

My recommendation: Ask your friends/co-workers what you are an expert in.

2. Distill your value. By helping someone achieve massive clarity on X, what are they able to achieve?

3. Pick a platform. Where do the people that need your help reside?

My recommendation: LinkedIn (fast algorithm for growth + professionals looking for growth)

4. Create daily content that talks about the clarity you can provide.

5. DM every account that interacts with your content.

My recommendation: Ask them what they do + what their goals are.

6. If you can help them with their goals, ask them if they'd want to jump on a 1:1 call.

7. Run a consultation on Zoom.

Afterward, reflect on:

• What exercises worked? (ie. Personal Board Meetings)
• What were their major blockers? (ie. Not knowing how to manage >5 people)
• What resources could I create to increase the value? (Matt Mochary's resources)

8. Do 20 more consultations to understand:

• What outcomes can I promise? (ie. better sales systems)
• Who is my target demographic? (ie. early sales leaders)

9. After every consultation, add each member to a Telegram group chat. Start beta-testing a premium community.

10. Start creating longer-form content.

• Case studies of consultations
• Breakdowns of what processes you are teaching

11. Redirect traffic from your content → new WordPress website → Stripe checkout → Calendly 1:1 link

12. After each consultation, give them the option to opt into a paid community:

• Daily standup
• Weekly Q&A
• Monthly goal check-ins

13. As the community grows, invest to make it stronger:

• Coaches
• AI 1:1 match-making
• Community managers

This lets you:

• Build recurring revenue
• Put your marketing on autopilot (referrals from the community)
• Capture value to launch new products on top of (SaaS tool, group mentorship, etc.)

Here's the math to hit $15k/month:

• 20 consulting calls/month for $400 each: $8,000
• 140 community members at $50 / month: $7000

To hit 20 monthly calls:

• 500,000 Twitter views
• 5,000 website views
• 1,000 product views
• 2% conversion rate
• 20 calls

Want to go deeper?

I run a (free) Workshop on 5 Proven Steps to Build a Successful Personal Brand & Huge Audience in 5 days.

I'll be giving away a $149 Audience Growth Guide for free.

I'd love to see you there ■

https://t.co/fQdgvx73uv

Thanks for reading! Follow me @matt_gray_ for more content like this.