5 Steps to a Solid Side-Gig



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1 2 3 4 5

Who might I *Serve*?

Too often, we fall for *"I can help anyone"* thinking. As a result we can't target our marketing or differentiate our value

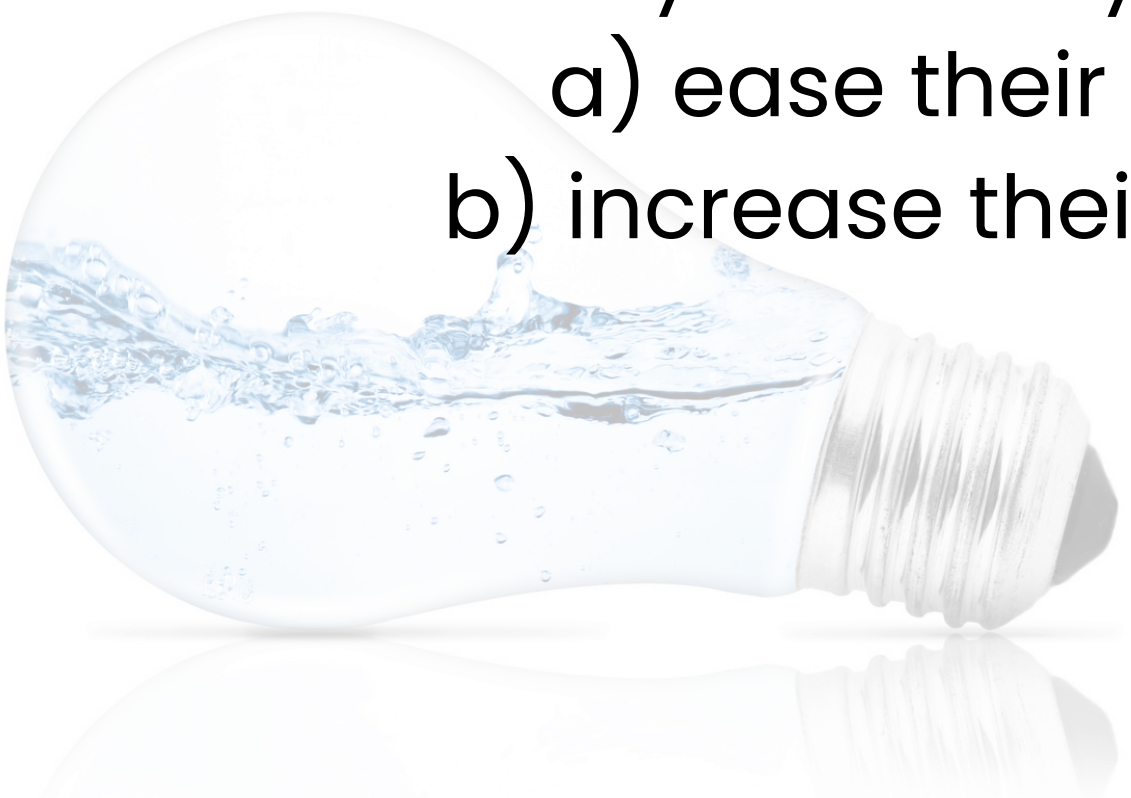


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1 2 3 4 5

How do they *Hurt* and/or *Hope*?

People buy emotions. They will buy from you when you offer to
a) ease their pain; or
b) increase their pleasure.

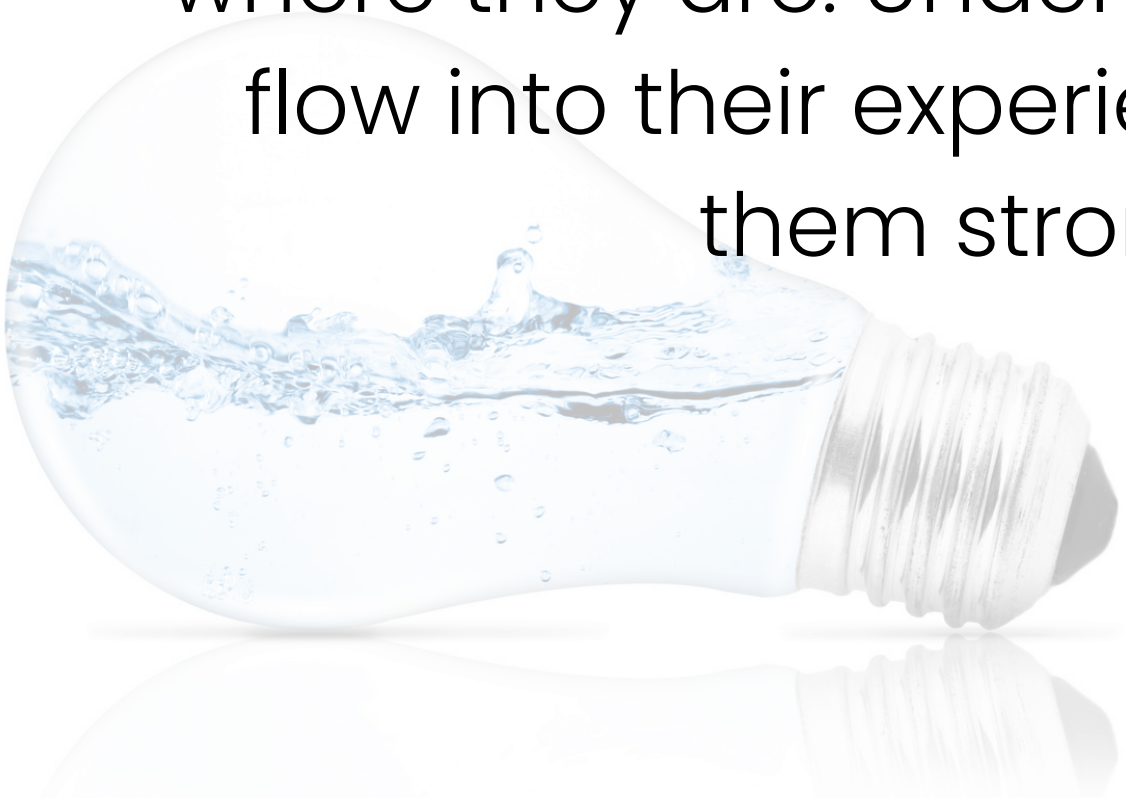


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1 2 3 4 5

How might I *Help*?

We succeed when we meet clients where they are. Understanding how we flow into their experience and leave them stronger.



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1 2 3 4 5

How → *Products* and/or *Services*

While we sell us, we do not sell the doing - Products and/or Services can be packaged and branded.



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1 2 3 4 5

How do I *Deliver* those?

Now we get to talk about what you do. And we also get to talk about how you scale and divide the labor.



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1. Who might I **Serve**?
2. How do they **Hurt** and/or **Hope**?
3. How might I **Help**?
4. How → **Products** and/or **Services**
5. How do I **Deliver** those?



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5 Steps to a Solid Side-Gig

Though these steps may not seem complex, that doesn't make them easy. We'll use our First Session to see how far you've come and get your roadmap in place for what's next.

viewbeyondllc.com/your-first-session



Vince Tuckwood is a coach and consultant, healthily obsessed with why people do what they do, and how to help them get out of their own way.

He is the founder of View Beyond LLC.

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