

Service-Based Side Hustle Launch Checklist

South Africa
Edition

Use this practical checklist to launch a clear service offer, get your first clients, and build a consistent weekly system.

1. Offer Clarity

- Define one service and one target client type.
- Write a one-sentence offer outcome.
- Set clear inclusions, exclusions, and turnaround.

2. Pricing Foundation

- Calculate your monthly income target.
- Add overhead and tax allocation.
- Set hourly and project rates with margin buffer.

3. Trust Assets

- Prepare a short profile and service summary.
- Add a one-page website or landing page with CTA.
- Include WhatsApp, email, and your service area.

4. Client Acquisition System

- Build a weekly list of 25 qualified leads.
- Send value-first outreach messages.
- Follow up consistently and track replies.

5. Delivery and Retention

- Use onboarding and proposal templates.
- Set revision limits and timelines clearly.
- Ask every satisfied client for one referral.

6. Weekly Scorecard

Outreach sent:

Replies received:

Calls booked:

Projects closed:

Projects delivered:

Revenue invoiced:

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