

THE 3F SIDE HUSTLE WORKBOOK

FIT · FUND · FLOW

Discover, Validate & Launch Your Side Hustle in Sri Lanka

For Students · Freelancers · Professionals · Creators

A Premium Startup Incubator Workbook

MY NAME: _____ DATE: _____

HOW TO USE THIS WORKBOOK

This workbook is your personal blueprint for finding a side hustle that actually works — for your life, your budget, and Sri Lanka's unique economy. Don't rush through it. Set aside quiet time. Be honest with yourself.

THE 3F FRAMEWORK AT A GLANCE

Framework Pillar	Core Question	What You Discover
 FIT	What am I naturally good at?	Your unique skills, personality & local advantage
 FUND	Can this make real money?	Market demand, pricing & fastest path to income
 FLOW	Can I sustain this long-term?	Time, energy, burnout risk & lifestyle fit

THE JOURNEY AHEAD

Phase	Section	Time Needed
Phase 1 — Self-Discovery	FIT Framework (Sections 1–4)	60–90 minutes
Phase 2 — Market Reality Check	FUND Framework (Sections 5–7)	45–60 minutes
Phase 3 — Life Design	FLOW Framework (Sections 8–9)	30–45 minutes
Phase 4 — Decision & Action	Final Scoring + Launch Plan (Sections 10–12)	45–60 minutes

 **Pro Tip:** Complete this workbook in 2–3 sittings. Reflection gets deeper when you take breaks between sections.

LK Sri Lanka Context: All income examples use LKR (Sri Lankan Rupee) and USD equivalents. All business ideas have been curated for the Sri Lankan market reality of 2024–2025.

SECTION 1

FIT FRAMEWORK — WHO ARE YOU, REALLY?

PART A: YOUR SKILLS INVENTORY

Before you can monetise anything, you need to know what you're actually bringing to the table. Most people dramatically underestimate their skills. Let's fix that.

1.1 — SKILL DEEP DIVE

List 5 things people have paid you for (or would pay you for):

List 5 things you could teach someone right now:

List 3 things your friends/family always ask you help with:

1.2 — SKILLS RATING SCALE

Rate yourself honestly (1 = beginner, 5 = could charge money for this today):

SKILL AREA	1	2	3	4	5	Notes
Writing / Content Creation	1	2	3	4	5	
Graphic Design / Canva / Photoshop	1	2	3	4	5	
Video Editing (CapCut, Premiere, etc.)	1	2	3	4	5	
Photography	1	2	3	4	5	
Social Media Management	1	2	3	4	5	
Teaching / Tutoring / Training	1	2	3	4	5	
Cooking / Baking	1	2	3	4	5	
Coding / Web Development	1	2	3	4	5	
Digital Marketing / SEO	1	2	3	4	5	
Accounting / Bookkeeping	1	2	3	4	5	
Translation (Sinhala / Tamil / English)	1	2	3	4	5	
Sales / Customer Service	1	2	3	4	5	
Crafts / Art / Handmade Products	1	2	3	4	5	
Public Speaking / MC / Events	1	2	3	4	5	
Music / Audio Production	1	2	3	4	5	
AI Tools & Prompt Engineering	1	2	3	4	5	
Data Entry / Virtual Assistance	1	2	3	4	5	

1.3 — HIDDEN TALENT DETECTOR

Answer these quickly — your first instinct is usually the most honest:

"People always compliment me on my ability to..."

"I can spend hours doing ____ and lose track of time completely:"

"The last time someone said 'wow, how did you do that?' it was about:"

"A skill I learned on my own (without school) that I'm proud of:"

PART B: PERSONALITY & LIFESTYLE FIT

The right side hustle must match how you work, not just what you can do. A brilliant idea can fail if it conflicts with your personality or life situation.

2.1 — WORK STYLE ASSESSMENT

Circle or mark your preference in each row:

I prefer working...	ALONE	WITH PEOPLE	BOTH
I prefer...	CREATIVE WORK	STRUCTURED TASKS	MIX OF BOTH
I am best...	MORNINGS	EVENINGS / NIGHTS	FLEXIBLE
I prefer...	ONLINE ONLY	OFFLINE / IN-PERSON	HYBRID
I want...	QUICK INCOME NOW	BUILD SLOW / SCALE BIG	BALANCED
My risk appetite is...	LOW (safe, stable)	MEDIUM (calculated)	HIGH (bold moves)
I am...	INTROVERTED	EXTROVERTED	AMBIVERT

2.2 — ENERGY vs. SKILL MATRIX

Plot your top 5 skills on this grid. High Energy + High Skill = your sweet spot hustle.

	LOW SKILL	HIGH SKILL
HIGH ENERGY	<i>Learn & Earn — great for quick growth</i> 	★ YOUR SWEET SPOT — Start Here
LOW ENERGY	<i>Avoid — likely to quit</i> 	<i>Monetise Passively — good for digital products</i>

2.3 — LIFE SITUATION SNAPSHOT

My current main commitment (job / school / family care):

Free hours available per week for a side hustle:

☐ Less than 5 hrs ☐ 5–10 hrs ☐ 10–20 hrs ☐ 20+ hrs

My workspace at home (Internet quality, quiet space, equipment):

Startup budget I can realistically invest (LKR):

☐ 0 (zero budget) ☐ Up to 10,000 ☐ 10,000–50,000 ☐ 50,000+

PART C: PASSION vs. PROFIT ANALYSIS

A side hustle built on pure passion but no market demand will starve you. One built on demand but zero passion will burn you out. The goal: find the overlap.

3.1 — THE IKIGAI EXERCISE (Sri Lankan Edition)

Answer each quadrant with at least 3 items:

 WHAT I LOVE <i>Activities that bring you joy regardless of money:</i>	 WHAT I'M GOOD AT <i>Skills, knowledge & abilities you've developed:</i>
 WHAT SRI LANKA NEEDS <i>Real problems people face locally OR globally:</i>	 WHAT PEOPLE WILL PAY FOR <i>Services, products or expertise with clear demand:</i>

3.2 — YOUR SWEET SPOT STATEMENT

The intersection of all four quadrants above = your ideal side hustle zone.

Based on the Ikigai exercise, my top 3 potential side hustle ideas are:

The overlap I'm most excited to explore further:

PART D: PERSONAL BRAND ADVANTAGE

In 2024, your personal brand IS your business. What makes you uniquely valuable to Sri Lankan clients AND international ones?

4.1 — YOUR UNIQUE STORY

One experience or challenge I've overcome that gives me credibility:

My community / network / language advantage (e.g. Colombo connections, Tamil fluency, expat network):

What makes my perspective or approach different from 10 other people doing the same hustle:

4.2 — BRAND VOICE FINDER

Check the words that describe how you naturally communicate:

Authentic & Raw	Polished & Professional	Funny & Relatable	Educational & Authoritative
☐ Check if this is you	☐ Check if this is you	☐ Check if this is you	☐ Check if this is you
Inspirational & Motivational	Minimalist & Calm	Bold & Provocative	Warm & Nurturing
☐ Check if this is you	☐ Check if this is you	☐ Check if this is you	☐ Check if this is you

4.3 — FIT SECTION SCORECARD

Rate your confidence in each FIT area (1 = not confident, 5 = very confident):

FIT AREA	1	2	3	4	5	Notes
I know my strongest skills clearly	1	2	3	4	5	
I understand my work style & personality	1	2	3	4	5	
I've identified ideas at my passion-profit crossover	1	2	3	4	5	
I have a unique story / angle that differentiates me	1	2	3	4	5	
I know who in my network could be my first customers	1	2	3	4	5	

FIT SCORE TOTAL (out of 25):

____ / 25

SECTION 2

FUND FRAMEWORK — CAN THIS MAKE REAL MONEY?

PART E: MARKET DEMAND ANALYSIS

Passion without profit is a hobby. Sri Lanka's economy has real constraints AND real opportunities. Let's get honest about the money.

5.1 — SRI LANKAN MARKET SNAPSHOT 2024

Opportunity Category	Demand Level	Best Customer Type	Avg. Monthly Earning Potential
Freelance Writing (English)	HIGH	International clients (Upwork/Fiverr)	LKR 50,000–200,000+
Social Media Management	HIGH	Local SMEs, restaurants, boutiques	LKR 15,000–80,000
Graphic Design	HIGH	Local + international	LKR 30,000–150,000+
Video Editing / Reels	VERY HIGH	Businesses + content creators	LKR 20,000–120,000
Private Tuition (A/L, O/L)	VERY HIGH	Local families	LKR 15,000–100,000
Home Food Business	HIGH	Local community, office orders	LKR 20,000–80,000
Photography / Videography	MEDIUM-HIGH	Events, weddings, businesses	LKR 30,000–200,000
AI-Assisted Services	GROWING FAST	International clients	LKR 50,000–300,000+
Affiliate Marketing	MEDIUM	Online audience needed first	LKR 5,000–150,000
Print-on-Demand (Export)	MEDIUM	International (USD income)	USD 200–2,000/month
Tourism Experiences (Local guide)	MEDIUM-HIGH (seasonal)	International tourists	LKR 50,000–150,000
Online Courses / Digital Products	GROWING	Local + diaspora	LKR 10,000–500,000+

5.2 — IDEA DEMAND VALIDATOR

Apply this checklist to each business idea you're considering. Answer honestly.

Validation Question	Idea 1	Idea 2	Idea 3
Can I name 5 real people who would buy this?	Y / N	Y / N	Y / N
Does this solve a real pain point?	Y / N	Y / N	Y / N
Have I seen others make money doing this in SL?	Y / N	Y / N	Y / N
Can I make the first LKR 10,000 within 30 days?	Y / N	Y / N	Y / N
Would international clients pay for this?	Y / N	Y / N	Y / N
Can I start with under LKR 25,000?	Y / N	Y / N	Y / N
Can this work from my current location?	Y / N	Y / N	Y / N
Is there a community / platform already using this?	Y / N	Y / N	Y / N
TOTAL YES ANSWERS (out of 8)	___ / 8	___ / 8	___ / 8

Scoring: 7–8 = Strong signal, go for it | 5–6 = Needs validation | Below 5 = Reconsider or pivot

PART F: PRICING & REVENUE PLANNING

Most Sri Lankan side hustlers undercharge. This section helps you price with confidence — for both local and international markets.

6.1 — LOCAL vs. INTERNATIONAL PRICING GUIDE

Service / Product	Local Price (LKR)	International Price (USD)	Platform
Logo Design (per project)	5,000 – 15,000	\$25 – \$150	Fiverr, Direct
Social Media Package (monthly)	15,000 – 50,000	\$80 – \$300	Direct, LinkedIn
Blog Post (1,000 words)	3,000 – 10,000	\$20 – \$80	Upwork, ProBlogger
Video Editing (per video)	3,000 – 12,000	\$30 – \$150	Fiverr, Direct
Private Tuition (per hour)	1,500 – 5,000	\$10 – \$40	Direct, Preply
Photography (event, half day)	15,000 – 50,000	\$100 – \$400	Direct
Online Course (one-time)	3,000 – 25,000	\$29 – \$197	Udemy, Gumroad
Virtual Assistance (monthly)	20,000 – 50,000	\$150 – \$500	Upwork, Onlinejobs
AI Prompt Packs / GPT Tools	N/A	\$5 – \$49 each	Gumroad, Etsy

6.2 — REVENUE STREAM BRAINSTORM

For your top side hustle idea, identify multiple ways to make money:

My hustle idea:

Revenue Stream Type	Example	Your Version
One-time Service	Design a logo for LKR 8,000	
Retainer / Monthly	Manage IG for LKR 20,000/mo	
Digital Product	Sell a Canva template pack	
Teaching / Training	A/L Maths class 3x week	
Affiliate / Commission	Earn % recommending products	
Content Monetisation	YouTube AdSense / TikTok gifts	
Premium / VIP Tier	Rush delivery, exclusive access	

6.3 — PRICING CONFIDENCE BUILDER

The minimum I need to earn from this side hustle per month (LKR):

LKR _____

My target monthly income from this hustle within 6 months (LKR):

LKR _____

Price per unit/service I'll charge (local):

LKR _____ per _____

Number of clients / sales needed to hit monthly target:

_____ per month

 **PRICING REALITY CHECK:** Don't price based on what you'd personally pay. Price based on the value delivered to the customer + your time cost. Charge what you're worth.

PART G: STARTUP COST REALITY CHECK

The best side hustle is one you can start today with what you have. Here's a budget reality check designed for Sri Lanka.

7.1 — LOW-BUDGET STARTER KITS (LKR)

Hustle Type	Zero Budget	Under LKR 10,000	Under LKR 50,000
Freelance Writing	Laptop + free Upwork account	Grammarly Pro subscription	Portfolio website + premium tools
Social Media Mgmt	Canva free + client's phone	Canva Pro (LKR ~3,500/mo)	Scheduling tools + analytics
Home Food Business	Kitchen you already have	Packaging + labels	Delivery boxes + marketing
Photography	Smartphone (you have one)	Tripod + basic lighting	Camera rental → buy gradually
Tuition Classes	Your knowledge is the asset	Printed materials + whiteboard	Online platform subscription
Digital Products	Free Canva + Gumroad	Premium fonts / templates	Custom domain + store
Video Editing	Phone + CapCut (free)	PC upgrade or SSD	Adobe suite subscription

7.2 — MY STARTUP BUDGET PLANNER

Item I Need	Can I Use Free Version?	Cost (LKR)	When I'll Buy It
1.	Y / N		
2.	Y / N		
3.	Y / N		
4.	Y / N		
5.	Y / N		
TOTAL STARTUP COST:		LKR _____	

7.3 — FASTEST PATH TO FIRST INCOME

Rank these strategies for your specific hustle (1 = try first):

Strategy	Rank (1–5)	Your Action
Tell 10 people in your network about your new service	—	
Post in a relevant Facebook Group in Sri Lanka	—	
Create a Fiverr / Upwork profile and post first gig	—	
Message 5 local businesses directly (cold outreach)	—	
Post a 'now offering' reel on Instagram or TikTok	—	

7.4 — FUND SECTION SCORECARD

FUND AREA	1	2	3	4	5	Notes
I've confirmed real demand for my idea in Sri Lanka	1	2	3	4	5	
I know my pricing for local AND international clients	1	2	3	4	5	
My startup cost is within my available budget	1	2	3	4	5	
I have a clear path to my first LKR 10,000	1	2	3	4	5	
I've identified at least 2 revenue streams for this idea	1	2	3	4	5	

FUND SCORE TOTAL (out of 25):

____ / 25

SECTION 3

FLOW FRAMEWORK — CAN YOU KEEP GOING?

PART H: SUSTAINABILITY & LIFESTYLE FIT

The graveyard of side hustles is full of great ideas that burned their owner out in 3 months. FLOW ensures your hustle has staying power.

8.1 — TIME AUDIT WORKSHEET

Map your typical week BEFORE adding a side hustle:

Day	Main Commitment (hrs)	Commute / Travel (hrs)	Household / Family (hrs)	Sleep (hrs)	FREE TIME (hrs)
Monday				7–8	
Tuesday				7–8	
Wednesday				7–8	
Thursday				7–8	
Friday				7–8	
Saturday				7–8	
Sunday				7–8	
WEEKLY TOTAL				49–56	hrs

💡 Real Talk: You need at least 5–10 reliable free hours per week to build a side hustle sustainably. If you don't have them, something else must give.

8.2 — BURNOUT RISK ASSESSMENT

Be brutally honest. This protects your energy and long-term success.

BURNOUT RISK FACTOR	1	2	3	4	5	Notes
My current main job/study is highly demanding	1	2	3	4	5	
I have significant family responsibilities	1	2	3	4	5	
I struggle to say no to people	1	2	3	4	5	
I don't have a physical workspace at home	1	2	3	4	5	
I lose motivation easily when results are slow	1	2	3	4	5	
My mental health needs careful management	1	2	3	4	5	
I currently get less than 6 hours of sleep regularly	1	2	3	4	5	

Scoring Guide: 7–14 = Low risk — full steam ahead | 15–21 = Medium risk — start small | 22–35 = High risk — protect your health first, hustle second

PART I: FLOW STATE & WEEKLY PLANNER

Consistency beats intensity every time. A side hustle done 1 hour per day for 365 days beats one worked on furiously for 3 months then abandoned.

9.1 — IDEAL WEEKLY HUSTLE SCHEDULE

Day	Time Slot	Side Hustle Activity	Duration
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

 Weekly Target: ____ hours of focused hustle work | Monthly revenue goal: LKR ____

9.2 — FLOW-STATE TRIGGERS

I enter a creative/productive flow state when:

My biggest distractions and how I'll manage them:

My #1 accountability strategy (person, app, or system):

9.3 — SYSTEMISATION POTENTIAL

A scalable hustle is one you can eventually delegate or automate. Rate each area:

SYSTEMISATION FACTOR	1	2	3	4	5	Notes
I can create templates / SOPs for my work	1	2	3	4	5	
I could eventually hire a helper / freelancer for parts of this	1	2	3	4	5	
Parts of this could be automated with AI or tools	1	2	3	4	5	
I can batch-create content or products in advance	1	2	3	4	5	
This hustle could run even when I'm sick or travelling	1	2	3	4	5	

9.4 — FLOW SECTION SCORECARD

FLOW AREA	1	2	3	4	5	Notes
I have clear time slots available for this hustle	1	2	3	4	5	
My burnout risk is manageable	1	2	3	4	5	
This hustle fits my natural work style and energy	1	2	3	4	5	
I have a system to stay consistent long-term	1	2	3	4	5	
This idea could eventually run with less of my direct time	1	2	3	4	5	

FLOW SCORE TOTAL (out of 25):

____ / 25

SECTION 4

SIDE HUSTLE IDEA GENERATOR

CURATED IDEAS FOR EVERY SITUATION

Sri Lanka-specific opportunities curated for 2024–2025. Use this as inspiration, not limitation.

ONE SMARTPHONE BUSINESS IDEAS

All you need is a smartphone, internet, and the willingness to show up consistently.

Idea	Platform	Earning Potential	Time to First Income
TikTok / Instagram Reels creator	TikTok, Instagram	LKR 10k–500k+/mo	3–6 months
WhatsApp-based reseller business	WhatsApp	LKR 20k–100k/mo	1–4 weeks
Smartphone product photography	Instagram, direct	LKR 5k–30k/shoot	1–2 weeks
Voice-over / narration services	Fiverr, direct	LKR 10k–80k/mo	2–4 weeks
Instagram ghost-writing for businesses	Instagram, email	LKR 15k–50k/client	2–3 weeks
WhatsApp recipe / tips channel (sell ads)	WhatsApp	LKR 5k–40k/mo	2–3 months
Phone-based data entry / transcription	Upwork, Freelancer	LKR 10k–40k/mo	1–2 weeks

STUDENT-FRIENDLY SIDE HUSTLES

Idea	Target Customer	Start-Up Cost	Avg. Monthly Potential
Private tuition (your strongest A/L subject)	O/L & A/L students	LKR 0–2,000	LKR 20,000–80,000
Freelance graphic design (Canva)	Local businesses	LKR 0–3,500	LKR 15,000–60,000
Content writing for websites / blogs	SL & global clients	LKR 0	LKR 15,000–80,000
YouTube study channel in Sinhala / Tamil	Local students	LKR 0	LKR 5,000–100,000+

Social media management for local SMEs	Restaurants, shops	LKR 0–3,500	LKR 15,000–50,000
Handmade crafts / resin art (sell online)	IG, Facebook, fairs	LKR 3,000–15,000	LKR 10,000–60,000
CV & LinkedIn profile writing	Job seekers	LKR 0	LKR 10,000–40,000

START FROM HOME IDEAS

Idea	Startup Cost (LKR)	Who Buys It?	Scale Potential
Home bakery / birthday cakes	5,000–25,000	Local families, WhatsApp orders	★ ★ ★
Homemade food delivery (local)	2,000–10,000	Offices, neighbours, events	★ ★ ★
Homemade beauty / skincare products	5,000–30,000	IG customers, boutiques	★ ★ ★ ★
Online Sinhala / Tamil tutoring	0–5,000	Diaspora, local students	★ ★ ★ ★
Dropshipping / e-commerce store	5,000–20,000	Local FB/IG followers	★ ★ ★
Print-on-demand merchandise	0–10,000	International (Printful, Redbubble)	★ ★ ★ ★ ★
Virtual assistant for overseas businesses	0	International SMEs	★ ★ ★ ★

AI-ERA OPPORTUNITIES (2024–2025)

These opportunities are growing FAST globally and Sri Lankan freelancers are perfectly positioned to capture them.

AI-Powered Opportunity	What You Do	Tools Needed	Income Range
AI Content Writing Service	Use AI + your editing to produce blogs	ChatGPT, Claude, Grammarly	USD 300–2,000+/mo
Prompt Engineering Services	Create custom GPT prompts for businesses	ChatGPT Plus, Claude	USD 200–1,500/mo
AI-assisted Video Script Writing	Script + AI = fast, good content	Claude, ChatGPT	USD 20–100 per script
AI Thumbnail & Graphic Design	Use Midjourney + Canva	Midjourney, Canva Pro	USD 10–50 per design
AI Chatbot Setup for Local Businesses	Build simple WhatsApp/web chatbots	ManyChat, Tidio	LKR 20k–80k per setup
AI-Powered Social Media Agency	Manage SM using AI scheduling tools	Buffer, Hootsuite, Claude	LKR 25k–100k/client
Voice-over with AI Enhancement	Record + AI noise removal	Adobe Podcast, ElevenLabs	USD 20–100 per project
AI SEO Blog Writing (Export)	Rank websites for international clients	Surfer SEO + Claude	USD 500–3,000+/mo

SECTION 5

SIDE HUSTLE SCORING SYSTEM

FINAL DECISION MATRIX

You've done the deep work. Now score your top 3 ideas objectively.

11.1 — TOP 3 IDEAS SCORING TABLE

Rate each idea 1–5 for every criterion. Total = your decision score.

Scoring Criterion	Weight	Idea 1 Score	Idea 2 Score	Idea 3 Score
Skill & Expertise Match	x2	___ × 2 = ___	___ × 2 = ___	___ × 2 = ___
Passion / Energy Level	x2	___ × 2 = ___	___ × 2 = ___	___ × 2 = ___
Local Market Demand (SL)	x2	___ × 2 = ___	___ × 2 = ___	___ × 2 = ___
International Earning Potential	x1.5	___ × 1.5 = ___	___ × 1.5 = ___	___ × 1.5 = ___
Speed to First Income	x2	___ × 2 = ___	___ × 2 = ___	___ × 2 = ___
Low Startup Cost	x1.5	___ × 1.5 = ___	___ × 1.5 = ___	___ × 1.5 = ___
Time Flexibility / Lifestyle Fit	x1.5	___ × 1.5 = ___	___ × 1.5 = ___	___ × 1.5 = ___
Burnout Risk (5 = very low risk)	x2	___ × 2 = ___	___ × 2 = ___	___ × 2 = ___
Scale Potential	x1	___ × 1 = ___	___ × 1 = ___	___ × 1 = ___
Uniqueness / Competition Level	x1	___ × 1 = ___	___ × 1 = ___	___ × 1 = ___
TOTAL WEIGHTED SCORE (max ~80)		_____	_____	_____



The idea with the highest total weighted score is your recommended first side hustle. Trust the process.

11.2 — SWOT ANALYSIS

Complete this for your #1 scored idea:

S — STRENGTHS <i>What skills, assets, or advantages do you have?</i> 	W — WEAKNESSES <i>What gaps, limitations, or challenges must you overcome?</i>
O — OPPORTUNITIES <i>What external trends, gaps, or needs can you exploit?</i> 	T — THREATS <i>What risks, competition, or obstacles could block you?</i>

11.3 — RISK vs. REWARD MATRIX

Plot your top 3 ideas on this matrix:

	LOW REWARD	HIGH REWARD
LOW RISK	<i>Safe starter — good learning ground</i> 	★ IDEAL — Start here, scale fast
HIGH RISK	<i>Avoid until you have cash flow</i> 	<i>Bold move — requires strong plan</i>

SECTION 6

YOUR LAUNCH ROADMAP

30-DAY LAUNCH PLAN

Now you've chosen your hustle — it's time to execute. This roadmap gets you from 'I have an idea' to 'I have paying customers' in 30 days.

WEEK 1 — FOUNDATION (Days 1–7)

Goal: Set up everything you need to be seen as a legitimate, professional service provider.

Day	Action	Done?
Day 1	Write your offer in ONE clear sentence. What do you do, for whom, and what result do you deliver?	☐
Day 2	Set up your platform (Fiverr gig / Instagram page / WhatsApp Business profile)	☐
Day 3	Create 3 portfolio samples (even if unpaid work or personal projects)	☐
Day 4	Research your top 3 competitors. Note their pricing, positioning, and gaps.	☐
Day 5	Set your pricing. Create a simple service menu (even a WhatsApp image works)	☐
Day 6	Tell 10 people in your personal network what you're now offering	☐
Day 7	Post your first public announcement — Instagram / Facebook / LinkedIn / TikTok	☐

WEEK 2 — OUTREACH (Days 8–14)

Goal: Make contact with potential customers. Volume matters here — don't be shy.

Day	Action	Done?
Day 8	Send a personalised message to 5 people/businesses who could be clients	☐
Day 9	Join 3 relevant Facebook Groups in Sri Lanka and introduce your service	☐
Day 10	Publish a valuable free tip or insight on your platform (show expertise)	☐
Day 11	Contact 5 more potential clients. Track responses in a simple spreadsheet.	☐
Day 12	Ask a happy contact for a testimonial or referral	☐

Day 13	Respond to all enquiries. Improve your pitch based on questions asked.	☐
Day 14	Post your second piece of content — results, process, or behind-the-scenes	☐

WEEK 3 — FIRST CLIENT (Days 15–21)

Goal: Land your first paying customer. If needed, offer a discount for the very first client in exchange for a strong testimonial.

Day	Action	Done?
Day 15	Follow up with anyone who showed interest in Week 2	☐
Day 16	Offer a 'founding client' deal — limited-time discount or bonus	☐
Day 17	Close your FIRST PAID CLIENT (however small). Celebrate this win.	☐
Day 18	Deliver exceptional work for first client. Over-deliver.	☐
Day 19	Request a testimonial / Google / Facebook review from your first client	☐
Day 20	Share your win (anonymously if needed) on social media	☐
Day 21	Refine your offer based on feedback from first client experience	☐

WEEK 4 — MOMENTUM (Days 22–30)

Goal: Build consistency and set the foundation for Month 2 growth.

Day	Action	Done?
Day 22	Contact 10 new potential clients using your refined pitch	☐
Day 23	Create a simple system for delivering your service (checklist / template)	☐
Day 24	Post Week 4 content. Share a client result if possible (with permission).	☐
Day 25	Review your pricing. Are you charging enough? Can you increase by 20%?	☐
Day 26	Identify your 'dream client' profile. What kind of client do you want more of?	☐
Day 27	Set up a simple payment system (bank transfer, PayHere, PayPal, Wise)	☐
Day 28–30	Close 2–3 more clients. Hit or chase your first LKR 10,000 milestone.	☐

INCOME MILESTONE ROADMAPS

Two critical milestones every Sri Lankan side hustler should target:

ROADMAP A: YOUR FIRST LKR 10,000

Step	Action	Target Date
1	Define your single core service offer clearly	Day 1–2
2	Price it between LKR 2,500 – 5,000 for starter clients	Day 1
3	List 20 people in your network who could be clients or refer clients	Day 3
4	Reach out personally to each — NOT a mass WhatsApp broadcast	Day 3–7
5	Land 2–4 first clients at LKR 2,500–5,000 each	Day 7–21
6	Deliver excellent work and collect your first LKR 10,000	Day 14–30
7	Reinvest a portion to improve your tools or skills	Month 2

★ **MILESTONE: First LKR 10,000 is not about the money — it's PROOF that someone will pay for what you offer. This milestone changes your mindset forever.**

ROADMAP B: YOUR FIRST USD 100

USD 100 = approximately LKR 30,000+. This requires international clients but is fully achievable for most skill-based hustles.

Step	Action	Platform
1	Create a professional profile on Fiverr, Upwork, or Freelancer.com	Fiverr / Upwork
2	Write a compelling gig/profile that speaks to international client pain points	Your profile
3	Offer your first gig at a lower rate (\$5–\$25) to build 5-star reviews	Fiverr starter
4	Deliver exceptional quality — respond fast, communicate clearly in English	Every gig
5	After 3–5 reviews, raise your rate to \$30–\$80 per gig	Fiverr / Upwork
6	Reach your first USD 100 (2–4 small gigs)	Month 1–2
7	Set up Wise or PayPal to receive international payments	Wise / PayPal
8	Scale to USD 500+/month by refining and promoting your best-performing gig	Month 3–6

 **Sri Lankan Advantage:** Your USD 100 buys more in Sri Lanka than it does in the USA or Europe. Every dollar counts — price confidently and serve excellently.

FINAL 3F SCORECARD

Add up all three section scores to get your total 3F Side Hustle Readiness Score.

Framework	Your Score	Maximum	What It Means
 FIT Score	_____ / 25	25	
 FUND Score	_____ / 25	25	
 FLOW Score	_____ / 25	25	
3F TOTAL SCORE	_____ / 75	75	

Total Score	Readiness Level	Recommendation
60–75	 LAUNCH-READY	Go! You have the clarity, skills and conditions. Start this week.
45–59	 ALMOST THERE	Address your 2 lowest-scoring areas first, then launch within 30 days.
30–44	 BUILD FIRST	Invest 4–6 weeks in skill-building or market research before launching.
Below 30	 RESET & RETHINK	Return to the FIT section. A different idea may suit you better right now.

MOMENTUM TRACKING — 90 DAYS

Track your progress against key milestones over the first 90 days.

Milestone	Target Date	Actual Date	Notes
Platform / profile set up			
First piece of content published			
First enquiry received			
First paying client landed			
First LKR 10,000 earned			
First international client			
First LKR 50,000 month			
First USD 100 earned			
5 Google/social media reviews			
System / process documented			
First team member / outsource			
Business fully covering one bill			

YOU HAVE EVERYTHING YOU NEED. NOW GO MAKE IT REAL.

Sri Lanka's economy is challenging. Inflation is real. The cost of living is rising. But so is the opportunity — for those who are willing to show up, learn, and serve.

The world's economy has gone digital. International clients are paying Sri Lankan freelancers from their smartphones. Local customers are buying home-made food, handmade crafts, and online classes via WhatsApp and Instagram.

The only thing standing between you and your first LKR 10,000 is action.

YOUR COMMITMENT STATEMENT

Write this out, sign it, and put it somewhere visible:

I, _____, commit to launching my side hustle in _____ days. My
hustle is _____. My first goal is to earn LKR _____ by
_____.

SIGNED: _____ **DATE:** _____

The 3F Side Hustle Workbook
FIT · FUND · FLOW — Built for Sri Lanka