



## Prep Your Pitch

A compelling pitch is essential for communicating the value of your side hustle to potential customers.

One way to do this is to take advantage of the recognition famous brands get. Connect your hustle to a more recognizable company.



## Now pull it all together...

*Blend the three parts of your pitch into one cohesive, clear, and conversational statement you can use when you're speaking with potential customers.*

*For example: "My business is like Rideshare for textbooks. Instead of paying the high cost of buying textbooks, you can rent books for a little as 10\$ a day, and still study for next week's midterm."*