

THE \$100K SIDE-HUSTLE FORMULA

**A Step-by-Step Guide
to Monetization**

Presented By
ARMIN PARVIN



My Story

I'm Armin Parvin, Founder of Renée Content.

2023:

Broke. Overworked. Underpaid.
Scared to get out of my safe zone.
Running inside the hamster wheel.
Not able to follow orders (hi ADHD'ers).

2025:

Side-hustle ⇒ Full-time, 6-figure business
Full control. Freedom of time. Charging high-ticket prices.

Why Side-Hustle?

It's not just about making extra money.

✗ Single income stream

✓ Multiple rivers of revenue

Main Benefits

- Building an asset
- Creating security
- Finding fulfillment
- Developing new skills
- Testing entrepreneurship



The \$100K Formula

1. Validate
2. Monetize
3. Marketing Model
4. Pricing Structure
5. Scaling
6. Automating/Delegating



1. Validation

Why?

Hobby or business?

Do people pay?

Finding a Profitable Idea

1. Skills
2. Knowledge
3. Assets
4. Problems

Validation Methods



1. Pre-selling
2. The Minimum Viable Service (MVS)
3. The 100-Person Test
4. The Paid Discovery

Action Steps

Design and launch a validation test within the next 7 days.

Don't chase perfection.

Execution is key.

2. Monetization

How?

Proper business model for “you”.

Business Models

1. Service-Based vs. Product-Based
2. Digital vs. Physical Products
3. Low-Ticket vs. High-Ticket

Offer Positioning

1. Rule of 3 (1 Audience, 1 Problem, 1 Solution)
2. Outcomes > Deliverables
3. Unique Framework
4. Message Clarity



Action Steps

Draft a clear offer.

1. Specific problem
2. For whom
3. Results you generate
4. How you deliver
5. At what price point

3. Marketing Model

Inbound (Long-Term)

LinkedIn Personal Branding, Newsletters, Blog, ...

Outbound (Short-Term)

SMYKM Cold Emails, LinkedIn DMs, Paid Ads, ...



[Samantha Mckenna](#) | #samsales

Allbound (Best)

LinkedIn PB, SMYKM Cold Emails, LinkedIn DM, ...



How to Choose?

Timeline, Budget, Skills, Existing Platform

Action Steps

Choose a marketing method.

Create a 30-day plan with specificity.

Give it your all, debug, optimize, and iterate.

4. Pricing Model

The Models

One-Off Pricing

Subscription Model

Retainer Model

Retainer + Commission

High-Ticket vs. Low-Ticket

Outcomes > Features

Loss aversion concept

Positioning and messaging

Niche of one



Action Steps

Evaluate current pricing structure.

Increase your prices by at least 20%.

Pricing must be at least 2X the competitors.

Document objections you receive and the underlying issue.

5. Scaling

Time-Management

The power of batching

The 80/20 rule

Time-blocking

Burnout

Burnout Coach, Setting Boundaries, Energy Management



Shima Ghaheri (04:00-05:00 p.m.)



Action Steps

Make a weekly plan.

Allocate specific time blocks to your current plan.

Set clear goals and break them down into 1-mo action plans.

Take into account your high-energy periods.

Assign tasks to different days and times.

6.a. Automation

Client Acquisition

customer.io, Kit, Crunchbase + Apollo, Loom, MailMeteor

Service Delivery Automation

Trello, Asana

Content Creation

Claude, ChatGPT, Jasper

Workflow

espanso



6.b. Delegation

Hire

Earn 3X-4X the cost

Repetitive/Low-value tasks

Low capacity to take on more work

Affordable, Quality Help

Upwork/Fiverr, Agencies, Part-Time Students

How to Delegate?

1. Process documents
2. Simple, repeatable SOPs
3. One clearly defined task
4. Video recordings to train
5. Regular check-ins
6. Don't micromanage



6.c. Systemization

Standard Operating Procedures (SOPs)

Client Onboarding, Service Delivery, Content Creation,
Sales Conversations, ...

The 2-Hour Work Week Test

"How could I run this business if I only had 2 hours
per week?"

Action Steps

Identify a repeatable task.

Create SOP for this task.

a. Automate it.

b. Prepare to delegate it within 30 days.



What to Do Next?

A \$100K side-hustle isn't built through luck.

A \$100K side-hustle isn't built through working 80-hour weeks.

It's built through smart validation, consistent monetization, and efficient scaling

Once you hit \$100K, you can:

1. Continue **growing it** alongside your career
2. Replace your full-time income and **take the leap**
3. **Sell the business** for a lump sum
4. **Scale back** and enjoy the extra cushion
5. **Do whatever you want.**



**“If you knew you were 30
failures away from success,
would you sit back and play
it safe? Or would you fail
fast, learn faster, and get to
your win sooner?”**



What I Can Do for You

All-in-One Solution

that makes you impossible to ignore!

- Increasing your **top-line revenue**
- Getting you and your brand **noticed online**
- Generating **high-quality leads** for you consistently
- Positioning you as the **the only right choice**
- Making your audience **trust** you



Your Business Deserves Real Growth!

Founder Transformation Fast Track

was designed to do exactly that.

So you wouldn't need to deal with overheads, training, and onboarding in-house hires or partnering up with multiple agencies.

We're the long-term partner that will be there for you.

Founder Transformation Fast Track

- 12 Leads in 12 Weeks LinkedIn Launch
- Content Marketing Makeover
- 30 Days LP Copy Revamp
- Email Marketing Rebirth
- Personalize to Prosper
- 6-mo SEO Slingshot

Courtesy of Partnership with **MValajenad Record Label** and **Marti Agency**:

1. **BONUS 1:** [50% OFF FOREVER] Signature Music Solution
2. **BONUS 2:** [15% OFF for 3 Months] Influence Your Way to Success
3. **BONUS 3:** [10% OFF for 3 Months] Twitter Thrive Deep Dive
4. **BONUS 4:** [5% OFF for 3 Months] Ads Accelerator
5. **BONUS 5:** [10% OFF] Wikipedia Liftoff

Let's Turn Insights Into Action!

Connect with me and take the next step toward growing your brand and business. Reach out today!



Book a Meeting: calendly.com/reneecontent/discovery



Follow My LinkedIn: linkedin.com/in/arminparvin



Send Me an Email: armin@reneecontent.com

Resources:

Website: reneecontent.com

Newsletter: newsletter.reneecontent.com

Free Resources: reneecontent.com/resources

Thank You!