

THE \$100K SIDE-HUSTLE FORMULA

A Step-by-Step Guide to Monetization

Presented By
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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

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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

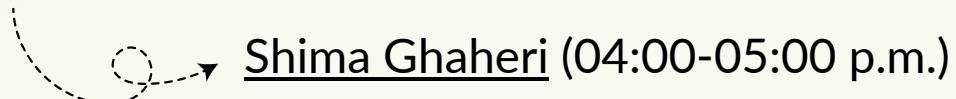
The power of batching

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](https://calendly.com/reneecontent/discovery)



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Thank You!