

THE AI SIDE HUSTLE BUILDER

Six practical prompts to explore an idea, check demand, and draft a small test - without treating AI guesses as proof.

FOR BEGINNERS AND SOLO CREATORS

How to use this kit

Work through one prompt at a time. Replace every item in [brackets] with your own details. Keep useful ideas, reject weak ones, and verify any factual claim before you spend money or make a promise.

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|---------------------------|---|
| 1 Add context | Tell the AI about your skills, available time, budget limit, location, and who you might help. |
| 2 Ask for limits | Require assumptions, unknowns, and risks to be labeled. Do not ask the AI to promise demand or income. |
| 3 Check reality | Talk with potential customers, inspect current marketplace listings, and verify rules, costs, and permissions using original sources. |
| 4 Run a small test | Test the smallest version you can explain clearly. Use what you learn to revise the idea before expanding it. |

Important: AI can organize options and draft language, but it cannot establish that strangers will buy, that an idea is legal in your location, or that a result will earn money. Those require evidence outside the chat.

Step 1 - Find a realistic starting point

Prompt 1: Turn your skills into five testable ideas

Goal: Generate options that fit your actual constraints.

I want to explore a small side project. My useful skills or experience are [skills]. I enjoy [interests]. I can spend [hours] per week and no more than [\$ amount] before I test demand. I prefer [online/local/either] work and do not want to [constraints]. Suggest five specific products or services I could test for [possible audience]. For each idea, show: the customer problem, the smallest offer I could test, what I would need to learn, likely startup tasks, and assumptions that still need evidence. Do not estimate earnings or claim demand.

ThinkForge check: Circle the ideas that use a skill you already have and can be tested without a major purchase.

Prompt 2: Compare the ideas without pretending to know demand

Goal: Choose one idea to investigate first.

Compare these ideas: [paste the ideas you kept]. Build a simple table with: target customer, problem solved, proof I already have, important unknowns, estimated effort to create a basic test, and the cheapest ethical way to gather evidence. Rank them only by fit with my stated time, skills, and budget - not by invented market size. Explain what evidence could change the ranking.

ThinkForge check: Pick one idea because it is practical to test, not because the AI calls it a winner.

Step 2 - Check the problem and shape the offer

Prompt 3: Plan five customer conversations

Goal: Learn how real people describe the problem.

My idea is [idea] for [audience]. Create a short interview guide for five conversations. Use neutral questions that ask about the person's current process, frustrations, workarounds, what they have already tried, and what a useful result would look like. Do not ask whether they like my idea until the end. Add a notes template and a reminder not to treat five conversations as proof of the whole market.

ThinkForge check: Listen for repeated language and existing behavior. Compliments are weaker evidence than actions or past spending.

Prompt 4: Design the smallest useful offer

Goal: Create a testable first version rather than a complete business.

Using these customer notes [paste anonymous notes], propose three small versions of an offer for [audience and problem]. For each, list exactly what is included, what is not included, what the customer must provide, delivery format, time required from me, and one question the test should answer. Keep every claim tied to the notes. Mark any assumption that still needs checking. Recommend the simplest version I can deliver responsibly.

ThinkForge check: Remove private names and identifying details before pasting notes into an AI tool.

Step 3 - Draft the test and review the result

Prompt 5: Draft a clear landing-page test

Goal: Explain the offer without unsupported hype.

Draft a one-page description for this test offer: [offer details]. Audience: [audience]. Known problem: [problem in customer words]. Include a plain-language headline, who it is for, what is included, what is not included, how delivery works, price placeholder [price or 'price not decided'], and one low-pressure call to action. Do not use words such as proven, guaranteed, bestselling, or effortless unless I supplied evidence. Put [VERIFY] beside every factual claim I need to confirm.

ThinkForge check: Compare the draft with the real offer. Delete any benefit, compatibility, timing, or result you cannot support.

Step 3 - Draft the test and review the result

Prompt 6: Create a small outreach and learning plan

Goal: Invite a limited test without spamming or making promises.

Create a respectful plan to invite [number] relevant people to review or test [offer]. Suggest where I could find appropriate people without scraping private information or sending mass unsolicited messages. Draft one short invitation that explains why I contacted them, what I am testing, what participation involves, and that there is no pressure. Then make a feedback checklist covering clarity, usefulness, friction, missing information, and whether the offer solved the stated problem. Do not invent testimonials or results.

ThinkForge check: Personalize every invitation and follow the rules of the platform or community you use.

Before you publish or spend

Use this one-page checkpoint after the prompts.

- ☐ I can name the specific person and problem this test is for.

- ☐ I separated customer evidence from AI suggestions and my own assumptions.

- ☐ I verified prices, platform rules, permissions, and factual claims using original sources.

- ☐ My first version is small enough to deliver well without a major purchase.

- ☐ My copy avoids guaranteed results, invented popularity, and unsupported income claims.

- ☐ I know what this test is meant to teach me and what would make me revise or stop.

Keep building with ThinkForge

Use the [5-Part AI Prompt Framework](#) for clearer instructions and the [five-check review guide](#) before relying on an AI draft.

This kit is a practical worksheet, not legal, financial, tax, or business advice. Examples are prompts to adapt; they are not customer results or income claims.