



High School
Hustle



HUSTLE PLAYBOOK TO \$400

WHERE THE FUTURE
HUSTLERS ARE MADE

2025

TABLE OF CONTENTS

Step 1	Finding Your Deep Why	01
	1. Why do you want to create a hustle?	01
	2. Dig Deeper	01
	3. Keep Going	01
	4. Almost There	01
	5. You've Found Your Deep Why!	01
Step 2	Finding the Perfect Business Partner	02
	1. What Are My Strengths?	02
	2. What Are My Weaknesses?	02
	3. What to Look for in a Partner	02
Step 3	List of Advantages & Choose Your Hustle	03
	Advantages	03
	1. What Do I Have?	03
	2. How Can I Use My Advantages?	03
	Choosing Your Hustle	04
	1. What Do You Like Doing?	04
	2. What's Realistic?	04
	3. What Makes Good Money?	05
	4. Focus on Your Why	05
	5. Make Your Decision	05
	Final Decision	05
Step 4	Call 3 Competitors as Customers	07
	H - How They Sell	07
	A - Availability	07
	P - Pricing	07
	P - Price in Depth	07
	Y - Your Biggest Mistake Insight	08
	Final Notes	08
Step 5	Hustle Plan	09
	1. Set Your Prices	09
	2. Calculate Costs	09
	3. Determine Revenue	09
	4. Calculate Hustle	09



TABLE OF CONTENTS

Step 6	Pitch Template	10
	Pitch Template	10
	Example Pitch	10
	How to create 30 second pitch video.....	10
	Pitch your friend example (real)	10
Step 7	Sales	11
	1. Identify 3 Test Clients	11
	2. Set Goals and Dates	11
	3. Perform the Job	12
	4. Gather Feedback.....	12
	5. Aim for \$400	12
	Get Funding	13
Step 8	Learn The Ropes	15
	Instructions.....	15
Step 9	First Jobs	16
	Instructions	16
	Template: First Jobs	16
	Instructions for Each Column	16
Step 10	Scientist Review	17
	1. Did You Make a Profit?	17
	2. Was it a Quick Sale?	17
	3. Is There High Demand?	17
	4. Is This Hustle Worth It?	17
	5. Next Steps	17
	Pick Your Success	18
	1. Keep Hustling or Switch?	18
	2. Continue Growing	18
	3. Try a New Hustle	18
	4. Celebrate Your Success	18



HUSTLE HALL OF FAME

No.	Hustle	No. of Girls	No. of Guys	Sales (High)	Sales (Low)
1	Gutter Cleaning	0	1	\$29,250	N/A
2	Hair Stylist	3	0	\$11,260	\$50
3	Pressure Washing	0	1	\$5,500	\$250
4	Mobile Car Detail	0	4	\$5,214	\$125
5	Catering Food	1	0	\$5,000	N/A
6	Bike Repair	0	1	\$4,000	N/A
7	eBay - Selling Items	0	1	\$2,000	N/A
8	Lawn Mowing	0	1	\$1,000	N/A
9	Eyelash Service	1	0	\$1,000	N/A
10	Drop Shipping	0	1	\$50	N/A



CHECK OUT THESE CHANNELS

Try out all of these **YouTubers** and find a few you love. Trade out your current doom scrolling with these studs. It will change your life. All founders are learning machines—become a learning machine.

- **UpFlip** – Learn how businesses grow and succeed.
- **Codie Sanchez** – Creative cash flow strategies and unconventional business advice.
- **Alex Hormozi** – Scaling businesses and mastering sales.
- **Nick Huber** – Real estate and small business operations.
- **Kris Krohn** – Wealth-building strategies through real estate.
- **Mark Tilbury** – Personal finance and entrepreneurship tips.
- **Josh Lester** – Door-to-door sales strategies and motivation.
- **Austin Zaback** – All-encompassing advice for hustlers and entrepreneurs.
- **Derik Fay** – Mindset mastery for success.
- **Ryan Pineda** – Real estate investing and side hustle tips.
- **Anik Singal** – Perfect for beginners in online business.
- **Sean Pan** – Real estate strategies and investment tips.
- **Brandon Carter** – Fitness and financial success tips.
- **Johnathan Jay** – Buying and selling businesses simplified.

Deep Dives:

- **Josh Lester (D2D)** – Master door-to-door sales.
- **Austin Zaback** – Covers everything hustle-related.
- **Derik Fay** – Focus on mindset mastery.
- **Alex Hormozi and Codie Sanchez** – Experts in scaling businesses and creative cash flow.
- **Johnathan Jay** – Buying and selling businesses.
- **Anik Singal** – Perfect for starters in entrepreneurship.

Become addicted to learning.



CHECK OUT THESE ACCOUNTS



@thekoerneroffice
@jesseitzler
@guy.raz
@visualhustles
@hormozi
@garyvee
@buildwealth
@finlit101
@minimalistminds
@calnewportmedia
@youngandwealthy_
@foundr
@simonsquibb

@ellis_does_it_all
@skyvirtue
@diewithoutregrets
@sei.come.sei
@codiesanchez
@simonsinek
@investormentor
@thehustlepreneur
@mattdavella
@mindsetmentor
@richdad
@learnwithsustainability
@theschoolofhardknocks



@codiesanchez
@garyvee
@businessinsider
@financetok
@mindsetmentor



Codie Sanchez (Contrarian Thinking)
Morning Brew
James Clear (Atomic Habits)
Tim Ferriss
Noah Kagan





BUSINESSES WE LOVE!

FOR MORE DETAILS, VISIT WWW.HIGHSCHOOLHUSTLE.ORG

VEHICLE SERVICES

- Mobile Car Detailing
- Basic Bike Tune-Up

PERSONAL CARE

- Hair Styling
- Babysitting
- Mobile Nails
- Makeup Services
- Eyelash Services

TECH SERVICES

- Website Design
- Graphic Design
- Social Media Management
- Digital Marketing
- Virtual Assistant
- Online Tutoring
- Content Writing

MISC

- Event Cleanup Crews
- Senior Companion Services

EVENT SERVICES

- Event Planning
- Photographer for Kids Sports
- Video Editing
- Catering

HOME SERVICES

- Residential Home Cleaning
- Turnover Cleaning For STR, MTR, LTR Rentals
- Construction/Rehab Completion Cleaning
- Lawn Care (Including Recurring Mowing, Edging, and Applications)
- Seasonal Re-Seeding, Mulching, & Weeding
- Landscaping
- Seasonal Gutter Clearing & Downspout Maintenance
- Snow Removal & Salting
- Window Cleaning
- Power/Pressure Washing Siding And Decks
- Dryer Vent/Bathroom Vent Cleaning & Maintenance
- Pool Cleaning, Pump & Filter Maintenance
- Quarterly Pest Control Application
- Realty Sign Services (Install, Uninstall, And Ground Repair)
- Mailbox Painting
- Grill Cleaning
- Deck Staining
- Handyman Services
- House Painting
- Pet Grooming
- Babysitting
- Dog Walking
- Dryer Vent Cleaning

RETAIL / RESALE

- Home Gym Equipment Flipping
- Thrifting Business
- Couch Flipping
- Vintage Clothing Store
- Craft Sales
- Gift Basket Creation
- Printing Services
- Book Reselling
- Food Selling
- Facebook Reseller
- Flipping Goodwill items

CREATIVES

- Custom T-Shirt Design
- Candle Making
- Jewelry Making

HEALTH

- Personal Training (Yoga, Weightlifting, Pilates)
- Meal Prep Services

EDUCATION

- Create Local Guides and Sell to Airbnb Owners
- Sports Coaching Lessons for Young Kids
- Music Lessons
- Art Classes
- Language Tutoring
- Other Tutoring Services



Interested to learn more? visit highschoolhustle.org

WELCOME TO

THE HUSTLERS PLAYBOOK

Hustler,

This isn't just a program — it's your shot to **rewrite your future**. Life might've been tough, but you've got the power to change that.

Over the **next four weeks**, we're testing who's got the hustle to make it. Three pre-sales in four weeks — no handouts, no shortcuts, just **pure grit**.

This isn't about playing school; it's about building something real. You'll have support, but the drive? That's on you.

One of our students made **\$20,000 in two months**. That could be you. It won't be easy, but if you're ready to commit, the tools are here. **Let's hustle.**



Step 1: Finding Your Deep Why



1. Why do you want to create a hustle?

Think about why you want to start your own hustle. This is your first why.

I want to create a hustle because:

Write your first reason here:

2. Dig Deeper:

Look at your first why. Now, ask yourself why that reason is important to you. This is your second why.

Why do I want this?

3. Keep Going:

Look at your second why. Ask yourself why that reason matters. This is your third why.

Why do I want this?



Step 2: Finding the Business Partner

Step 1: What Are My Strengths?

List the top 3 things you're really good at:

- 1.
- 2.
- 3.

Step 2: What Are My Weaknesses?

List the top 3 areas where you need help:

- 1.
- 2.
- 3.

Step 3: What to Look for in a Partner

Skills I need in a partner: (Example: "I need someone who's organized.")

- 1.
- 2.
- 3.

Rate their work ethic (1-10):

Are they as committed as you?

Do we communicate well?

YES

NO

Do we share the same goals?

YES

NO

Can I trust them?

YES

NO



Step 3: List of Advantages and Choose Your Hustle

Advantages

Step 1: What Do I Have?

Take a moment to think about what you already have that can help you start your hustle.

Tools & Equipments:

-
-
-
-
-

People & Connections:

-
-
-
-
-

Skills & Knowledge:

-
-
-
-
-

Step 2: How Can I Use My Advantages?

Look at your list of advantages and think about how you can use each one to start your hustle.

Example: If I have a lawnmower, I can offer lawn care services to my neighbors.

My Ideas:

-
-
-



Choosing Your Hustle

Step 1: What Do You Like Doing?

What are your hobbies?

-
-
-

What are you good at?

-
-
-

What makes you happy?

-
-
-

Step 2: What's Realistic?

What tools or equipment do you already have? List your tools

-
-
-

How much time do you have? Write how much time you can commit

-

What's easy to start with little money? List ideas that don't need much money to start

-
-
-



Step 3: What Makes Good Money?

Is there a demand for it?

YES

NO

What's overlooked? Write ideas that others might not be offering

•
•
•

What jobs might seem “ugly” but pay well?

List any ideas that might not be glamorous but are profitable

•
•
•

Step 4: Focus on Your Why

Why do you want to start a hustle? Write your reason here

•

What impact will your hustle have? Write how your hustle will help others

•

How can your hustle help the planet? Write how your hustle can be eco-friendly

•

Step 5: Make Your Decision

What hustle excites you the most? Write your top idea here

•

Is it realistic and low-cost to start?

YES NO

Does it have potential to grow?

YES NO

Write the hustle you choose to start



Stuck on finding your hustle? Use these resources:

High School Hustle | Article: “Businesses We Love”



Uplift | Article: “321 Best Small Business Ideas”



The Sweaty Startup | Article: “Businesses I Love”



Million Dollar Weekend (Book) | Idea Challenge



Step 4: Call 3 Competitors as Customers

1. Competitor/Service Provider Name:

2. Service Type: (e.g., Hair Services, Window Cleaning, etc.)

H - How They Sell:

How did they answer the phone? Friendly, enthusiastic, bored, etc.

How did they explain their service? Clear, detailed, confusing, etc.

Did they try to upsell additional services? Yes/No, If yes, what did they offer?

A - Availability:

When can they provide their service? Immediate, booked in advance, etc.

How long would you have to wait for an appointment?

P - Pricing:

What is the base price for the service?

What's included in that price? List of services included

Did they offer packages or discounts? Yes/No, If yes, describe.

P - Price in Depth:

Why do they charge this price? Based on experience, product quality, etc.

What justifications do they give for their pricing?



Y - Your Biggest Mistake Insight:

What is the biggest mistake customers make when choosing a service like this?

Final Notes

Summary of Call:

Overall impression, key takeaways

Example Calls



Sno Zone Call



Customer Call #2 | pt. 1 (fail)



Customer Call #2 | pt. 2 (fail)



Customer call #2 | pt. 3 (picked up!)



Customer call #3 | pt. 1 (fail)



Customer Call #3 | pt. 2 (fail)



Customer Call #3 | pt. 3 (failed again)



Customer Call #3 | pt. 4 (failed!)



Customer Call #3 | pt. 5 (answered)



Step 5: Hustle Plan

Hustle Goal: \$400

Revenue (All the money you make) - **Costs** (How much it costs to make) = **Profit** (What you get to take home)

1. Set Your Prices

- **Use What You Learned:** From Step 4, when you called your competitors as a customer, you learned how much they charge. Remember, you're just starting out, so you should not be charging the same as established businesses. You're learning, not earning big profits yet—so start with lower prices to attract customers and gain experience.
- Decide how much you will charge for your service or product based on what you've learned.
- **Example Pricing:** If competitors charge \$100 per job, you might start at \$50. We are LEARNING at this stage, NOT EARNING.

2. Calculate Costs

- List out all the costs you'll have to pay to deliver your service or product. This might include supplies, equipment, transportation, or any fees.
- **Examples:**
 - Lawn care: Gas for the mower, equipment maintenance.
 - Window cleaning: Cleaning solution, squeegee, rags.
 - eBay flipping: Cost of buying items, shipping fees.

3. Determine Revenue

- Multiply your price by the number of jobs or items you expect to sell. This will give you your total revenue.
- **Example:** If you mow 10 lawns at \$50 each, **your revenue is \$500.**

4. Calculate Profit

- Subtract your total costs from your total revenue. What's left is your profit—the money you get to keep.

Template: Profit Plan for Your Hustle

Item/Service	Price Per Job	Number of Jobs	Total Revenue	Cost Per Job	Total Costs	Profit
Your Service Here						
Your Service Here						

Step 6: Pitch Template

Pitch Template

1. Introduction (5 seconds)

"Hi, I'm [Your Name]. I'm a [Your Age]-year-old high school student and owner of [Your Business Name]."

2. What You Offer (10-15 seconds)

"I run a [type of business], and I'd love to [bring/do] [your product/service] at [event or location]."

3. Call to Action (5 seconds)

"I run a [type of business], and I'd love to [bring/do] [your product/service] at [event or location]."

Example Pitch

Introduction:

"Hi, I'm Hunter. I'm a 17-year-old high school student and owner of Tropical Chills Snow Cones."

What You Offer:

"I run a snow cone business, and I'd love to bring our frozen treats to your next football event."

Call to Action:

"Would you be open to giving a young hustler like me a chance to sell snow cones at your event?"

How to create a 30-second pitch video:

Creating your 30-second pitch for customers-



[CLICK HERE](#)



[CLICK HERE](#)



[CLICK HERE](#)



Step 7: Sales

1. Identify 3 Test Clients

Client 1:

- Name:
- Relationship:

Client 2:

- Name:
- Relationship:

Client 3:

- Name:
- Relationship:

2. Set Goals and Dates

Client 1:

- Date to Complete Job:
- Expected Profit: \$
- Difficulty Level (1-10):

Client 2:

- Date to Complete Job:
- Expected Profit: \$
- Difficulty Level (1-10):

Client 3:

- Date to Complete Job:
- Expected Profit: \$
- Difficulty Level (1-10):



3. Perform the Job

Client 1:

- Was the job completed by the planned date? Yes or No:
- Profit Earned: \$
- Actual Difficulty (1-10):

Client 2:

- Was the job completed by the planned date? Yes or No:
- Profit Earned: \$
- Actual Difficulty (1-10):

Client 3:

- Was the job completed by the planned date? Yes or No:
- Profit Earned: \$
- Actual Difficulty (1-10):

4. Gather Feedback

- Was the client satisfied?

YES

NO

- What could have been improved?

5. Aim for \$400

- Continue working with clients until you've earned \$400. This milestone marks the success of your hustle.



Get Funding



Get Presales as Much as You Can

- **What It Means:** Sell your product or service before it's ready. Presales help you gauge interest, validate your idea, and generate upfront funds.
- **How To Do It:**
 - Create a compelling offer that highlights the value of your idea.
 - Use social media, local networks, or events to spread the word.
 - Offer incentives like discounts, exclusive access, or bonuses for early supporters.
- **Example:** If you're starting a custom T-shirt hustle, showcase designs on Instagram and take preorders before producing the shirts.
- **Pitch Idea:** "Hey everyone! I'm launching a custom T-shirt line with unique designs inspired by our community. I'm offering a 20% discount for those who preorder this week—be the first to rock these styles and support a local creator!"

Leverage Parent/Friend Loans

- **What It Means:** Approach your parents or guardians for a loan to kickstart your hustle.
- **How To Do It:**
 - Prepare a short pitch explaining your hustle, why it's a good idea, and how you'll use the money.
 - Offer to pay them back with interest or other incentives.
 - Keep communication open and update them on your progress.
- **Example:** If you need \$400 for lawn care equipment, outline how you'll use the tools to generate revenue and pay them back within three months.
- **Pitch Idea:** "I've been making great progress with my _____ business through High School Hustle. I've done my research, and I know that my lowest possible cost for supplies for the first version of my business are only _____. This is after borrowing _____ supplies and starting with the very minimum. I've also made 3 presales to _____ and I've pre-collected \$_____. That means that gap between what I need for supplies and what I've already collected is only \$_____."

Would you consider loaning me \$_____ to buy these items on Amazon today? I promise to pay you back over the next few months as I make sales. For every sale I make I will agree to pay you 50% of everything I earn until it's fully repaid.

Record outcomes of 5 people pitched for loan:

Mom: Date _____, Borrowed \$ _____
Dad: Date _____, Borrowed: \$ _____
Relative 1: Date _____, Borrowed \$ _____
Relative 2: Date _____, Borrowed \$ _____
Relative 3: Date _____, Borrowed \$ _____



Borrow MVPs (Minimum Viable Products)

- **What It Means:** Use or borrow existing tools, equipment, or resources to start your hustle with minimal cost.
- **How To Do It:**
 - Identify what you truly need to get started.
 - Borrow from family, friends, neighbors, or community groups.
 - Return items in excellent condition or offer a small thank-you gift.
- **Example:** Need a pressure washer for a cleaning service? Borrow one from a neighbor for a weekend to test your business idea.
- **Pitch Idea:** "Hi [Neighbor/Friend], I'm starting a weekend cleaning service and need a pressure washer to test it out. Could I borrow yours for a day or two? I'll return it in perfect condition and even clean your driveway as a thank-you!"

- Research and understand your **MVP (minimum viable product)**. MVP should only be \$200 and the full-service product will be closer to \$500. You should also be able to borrow 50% or greater of your supplies from parents, neighbors, relatives, friends.
- You have already made **3 pre-sales and collected 100% of the pre-sale money**.
- You still have a gap between your pre-sale money and your MVP supplies which should be **approx. \$100-200**

My Projected Sales and Income:

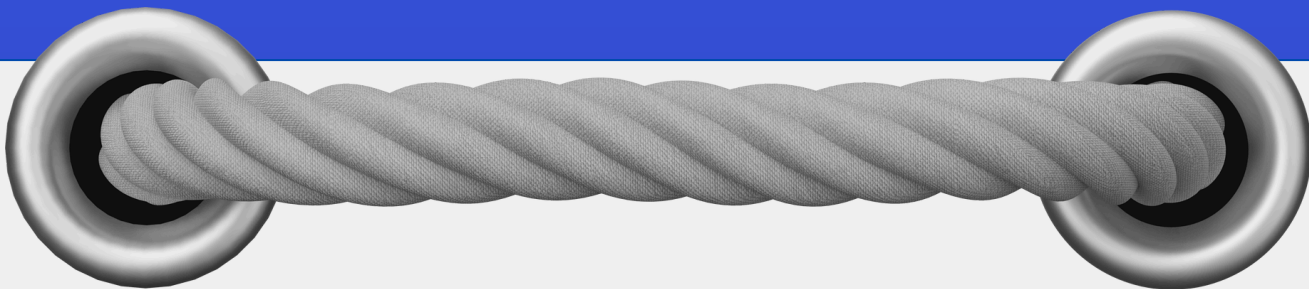
This month: 3 sales = already pre-collected

Next month: 5 sales = \$500 collected and the loan provider will get 50% or \$250

Third month: 7 sales = \$700 collected and I will use \$400 to buy all my nicer supplies and no longer borrow.

Pitch High School Hustle: Why You Need Help

- **What It Means:** As a last resort, pitch your idea to High School Hustle for funding support.
- **How To Do It:**
 - Prepare a strong pitch that explains:
 - The problem you're solving and why it matters.
 - Your plan and the specific amount of funding you need.
 - How you'll use the funds to grow your hustle.
 - Be honest, confident, and specific.
- **Example:** "I need \$500 to purchase supplies for my nail art business. I have 20 presales and a plan to reinvest profits to expand. Here's how I'll use the funds..."
- **Pitch Idea:** "High School Hustle team, I'm launching a nail art business and have already secured 20 presales. I need \$500 to buy materials and start production. This funding will help me meet demand, reinvest in my business, and eventually train others. I'm committed to making this a success and giving back to the program once I scale."



Step 8: Learn The Ropes

INSTRUCTIONS

1. Watch and Learn

- Spend a couple of hours watching videos on YouTube to learn how to do your chosen service.
- **Recommended Channel:** Upflip (search for your service to find relevant videos).
- Explore other expert channels as well.

2. Take Notes

- Write down key steps, tips, and techniques.
- Make sure you understand the process fully.

3. Read and Research

- Look up articles that explain the service.
- Take notes on important information.

4. Join Communities

- **Join 3 groups** related to your hustle on platforms like Facebook, Reddit, or other forums.
- **Example:** If your hustle is power washing, search for “power washing communities” on Reddit and join r/PowerWashing. Or search for “power washing” on Facebook and join the "Pressure Washing Business Owners" group.
- **Leverage these groups to ask questions**—members respond quickly and have valuable experience.

PRO TIP

- Don't cheat yourself. Skipping this step means you're only cheating your future. Commit fully!

NOTES SECTION:

Video/Article:

- Write the title of the video article here:

Video/Article:

- Write the title of the video article here:

Step 9: First Jobs

INSTRUCTIONS

1. Record Your First Clients

For each job, write down the client's name and contact information.

2. Job Details

Jot down important details about the job, including what you did and any specific instructions from the client.

3. Notes During the Job

Keep track of any challenges, observations, or things you learned while doing the job.

4. Client Feedback

Ask your client for feedback after the job is completed. What did they like? What could be improved?

5. Takeaways

Write down what you learned from the job that you can apply to future jobs.

Client Name	Job Details	Notes During Job	Client Feedback	Takeaways

- **Client Name:** Write the name of the client you worked for.
- **Job Details:** Briefly describe what you did for the job.
- **Notes During Job:** Note anything important that happened while doing the job—issues, observations, or things you learned.
- **Client Feedback:** After the job, ask your client for feedback and write down their response.
- **Takeaways:** Reflect on what you learned from this job and how you can use that knowledge in future jobs.

Step 10: Scientist Review

1. Did You Make a Profit?

- Total Profit Earned: \$
- Was it easy to make at least \$40?
 YES
 NO

2. Was it a Quick Sale?

- How quickly did you close your first sale? days
- Did customers seem eager to buy?
 YES
 NO

3. Is There High Demand?

- Did you get more interest than expected?
 YES
 NO
- Were people asking for more or recommending you to others?
 YES
 NO

4. Is This Hustle Worth it?

- Do you want to keep going with this hustle?
 YES
 NO
- If not, why?

5. Next Steps

- If Yes: Plan your next steps and scale up.
- If No: Go back to your top three ideas and choose a new one.

PICK YOUR SUCCESS!

1. Keep Hustling or Switch?

- Did you enjoy this hustle?

YES

NO

- Did you make at least \$400?

YES

NO

2. Continue Growing

- If Yes:

- Set your new goal: \$ (e.g., \$10,000 for the summer)
- List three steps to grow your hustle:

1.
2.
3.

3. Try a New Hustle

- If No:

- Go back to Step 4 and choose a new hustle.
- What will your next hustle be?

4. Celebrate your Success

- What did you learn from this hustle?
- How will you use these skills in the future?