



12

A PRACTICAL GUIDE

THE SIDE HUSTLE SHORTLIST

12 proven paths to your first \$1K/month — and the AI prompts to launch this week.

12

PROVEN PATHS

15

AI PROMPTS

\$33

PER DAY MATH

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INTRODUCTION

The Myth of the Perfect Idea

You're not stuck because you don't have a good idea.

You're stuck because you're looking for the perfect idea.

The one that lights you up AND pays the bills AND scales into a real business AND sounds impressive when someone asks what you do. You've been scrolling through business ideas the way other people scroll through Netflix — looking for something that feels just right, never hitting play.

I know this game. I played it for years.

My first \$1K month wasn't glamorous. It wasn't even interesting. It was a scrappy little Italian fashion brand I built from my in-laws' basement because I was out of options. My first Black Friday? Thirty-seven dollars. One order. From my mom.

That's not an origin story you put on a billboard. But it was a start. And the start is the only part that matters — because \$37 became seven figures in twelve months. Not because the idea was perfect. Because I stopped waiting for perfect and started acting on present.

"Act upon your present place with all your heart, and put your whole mind into present action."

— Wallace D. Wattles

This guide gives you 12 present places to start. Twelve specific, proven paths to earning your first \$1,000 a month — your \$33 a day. None of them require a degree. None of them require funding. None of them require you to quit your job.

What they require is a decision.

The same decision you've already been circling — the one where you stop researching and start doing. The one where you pick a path, build an ugly first version, and learn by selling instead of studying.

The best side hustle is the one you START. Not the one you bookmark.

The 10X Guarantee:

If this doesn't save you 10+ hours of research in the first week, email deven@devendavis.com for a full refund. Keep the guide. I'd rather you have it and use it than return it and go back to scrolling.

WORKSHEET

The Skill Audit

Before you pick a path, you need to see what you're already carrying.

Most people dramatically undercount their assets. They look at what they don't have — the degree, the certification, the experience, the audience, the capital — and miss the skills, knowledge, and connections they've been building for years without even thinking about it.

This audit fixes that. Three exercises. Ten minutes. By the end, you'll have a clear picture of what you're working with.

Exercise 1: The Skills Inventory

What do people already ask you for help with? Not what you think you should be good at. What do people actually come to you for?

1. The thing people text me about when they need help is...

2. The skill I use at work that I could teach to someone else is...

3. A problem I've solved for myself that others still struggle with is...

4. The compliment I get most often about my work is...

5. If someone paid me \$100 to teach them one thing in 60 minutes, I'd teach them...

Exercise 2: The Time Inventory

How many hours per week can I realistically dedicate to a side hustle?

- 5 hours
- 10 hours
- 15 hours
- 20+

My most productive hours are:

- Early morning (5–8 AM)
- Mid-day
- Evenings (7–10 PM)
- Weekends

The current time-waster I'd replace with income-producing work is:

Exercise 3: The Resource Inventory**Tools I already have access to (check all that apply):**

- Laptop with internet
- Smartphone with camera
- AI tools (ChatGPT, Claude, etc.)
- Design tools (Canva, Figma, etc.)
- Social media accounts
- Professional network / LinkedIn
- Specific software or industry tools:

Connections I have that could become first clients or referrals:1.

2.

3.

Reflection:

Look at your three exercises. You have skills people need. You have hours you're currently wasting. You have tools sitting idle and people who already trust you.

You don't have a resource problem. You have a deployment problem.

The next section gives you 12 specific ways to deploy what you already have.

OVERVIEW

The Shortlist: 12 Paths to \$1K/Month

Each path below is real. People are earning \$1K+ per month doing every single one of these — many of them part-time, from their homes, with nothing more than a laptop and the skills they already had.

#	PATH	CATEGORY	FIRST-MONTH RANGE	STARTUP COST	TIME TO \$	DIFFICULTY
1	Freelance Consulting	Service	\$500–\$2,000	\$0	1–2 wks	
2	Coaching / Tutoring	Service	\$300–\$1,500	\$0	1–2 wks	
3	Done-for-You Services	Service	\$500–\$3,000	\$0–\$50	1–3 wks	
4	Digital Products	Digital	\$100–\$1,000	\$0–\$20	2–4 wks	
5	Content Creation	Digital	\$0–\$500	\$0	4–8 wks	
6	AI-Powered Services	Digital	\$500–\$2,500	\$20–\$50/mo	1–2 wks	
7	Design / Creative Svcs	Creative	\$300–\$2,000	\$0–\$15/mo	1–3 wks	
8	Writing / Copywriting	Creative	\$500–\$3,000	\$0	1–2 wks	
9	Video / Photo Production	Creative	\$300–\$2,000	\$0–\$100	2–4 wks	
10	Affiliate / Referral	Leverage	\$100–\$500	\$0	4–8 wks	
11	Community Building	Leverage	\$0–\$500	\$0	4–12 wks	
12	Micro-Agency	Leverage	\$1,000–\$5,000	\$0–\$100	2–4 wks	

Start Here: Circle the 2–3 paths that match your Skill Audit results. Then read the deep-dives on the next pages.

PATHS 1-3

Service-Based Paths

Service-based work is the fastest path to your first dollar. No product to build. No audience to grow. Just your skill, one person's problem, and a price.

SERVICE

Path 1: Freelance Consulting

Turn your professional expertise into paid advice.

First-Month Range: \$500–\$2,000 · Startup Cost: \$0 · Time to First \$: 1–2 weeks

Who it's for: Anyone with 3+ years of work experience in a specialized field. You don't need a certification. You need a point of view.

The \$33/day math: One 60-minute strategy call per week at \$150 = \$600/month. Two calls = \$1,200. That's \$40/day.

What to charge: Start at \$75–\$150/hour. You'll feel like it's too much. It's not. The person paying you is buying back time — months of trial and error compressed into an hour with someone who's already done it.

Where to find your first client: Not on a marketplace. In your network. Post on LinkedIn: "I'm offering 5 strategy sessions at a discounted rate this month for [specific problem]. DM me." Three of those five people will come from your existing connections.

The ugly first version: A Zoom call and a Google Doc. That's it. No website. No logo. No fancy intake form. Just show up, solve a problem, and get paid.

SERVICE

Path 2: Coaching / Tutoring

Teach someone what you already know.

First-Month Range: \$300–\$1,500 · Startup Cost: \$0 · Time to First \$: 1–2 weeks

Who it's for: Anyone who has a skill others want to learn — professional, academic, creative, or personal. If someone has ever said "Can you show me how you did that?" — you're qualified.

The \$33/day math: Four students at \$200/month each = \$800/month. That's two sessions per student per month. Ninety minutes of your time per week.

What to charge: \$50–\$100/session for 1-on-1. \$25–\$50/person for small groups. Tutoring and coaching have among the highest per-hour rates at the entry level because the value is immediate and personal.

Where to find your first client: Family friends, coworkers, your kids' friends' parents, your neighborhood Facebook group. The first client is always closer than you think.

The ugly first version: A Zoom link and a Venmo request. Seriously. You can add structure later. Right now you need reps and revenue.

SERVICE

Path 3: Done-for-You Services

Do for others what they don't have time (or skill) to do themselves.

First-Month Range: \$500–\$3,000 · Startup Cost: \$0–\$50 · Time to First \$: 1–3 weeks

Who it's for: Anyone willing to do the work other people hate. Social media management. Email cleanup. Data entry. Bookkeeping. Virtual assistance. The world runs on people who handle the details.

The \$33/day math: Three clients at \$400/month each = \$1,200. Each client takes 5–8 hours per month. That's roughly 20 hours of work for \$1,200 — \$60/hour.

What to charge: \$300–\$800/month per client, depending on scope. Package monthly — not hourly. Hourly punishes efficiency. Monthly rewards results.

Where to find your first client: Small business owners in your network. Every entrepreneur you know is drowning in tasks they shouldn't be doing. Be the person who takes three things off their plate.

The ugly first version: An email that says: "I noticed you're doing [X] yourself. I can handle that for you for \$400/month. Want to try it for 30 days?" Send that to five business owners you know. One will say yes.

PATHS 4-6

Digital Paths

Digital work trades upfront effort for leverage. You build once, sell repeatedly. The first dollar is slower. The ceiling is higher.

DIGITAL

Path 4: Digital Products

Package what you know into something people can buy without you being there.

First-Month Range: \$100-\$1,000 · Startup Cost: \$0-\$20 · Time to First \$: 2-4 weeks

Who it's for: Anyone who solves a specific problem. Templates, guides, checklists, spreadsheets, mini-courses, swipe files. If you've ever built a system that works, someone will pay for a copy.

The \$33/day math: A \$27 digital product that sells one copy per day = \$810/month. Two copies per day = \$1,620. The math scales because you build once and sell infinitely.

What to charge: \$7-\$47 for entry-level products. Don't underprice. A \$7 product that saves someone 10 hours is the deal of the century.

Where to find your first client: Gumroad, Lemon Squeezy, or your own simple landing page. Drive traffic from one social post per day about the problem your product solves.

The ugly first version: A Google Doc converted to PDF. Not a course. Not a membership site. A single, specific document that solves a single, specific problem.

DIGITAL

Path 5: Content Creation

Build an audience by publishing what you know, then monetize the attention.

First-Month Range: \$0-\$500 · Startup Cost: \$0 · Time to First \$: 4-8 weeks

Who it's for: Anyone with a unique perspective and the willingness to share it consistently. This is the slowest path to first dollar but the one with the widest ceiling.

The \$33/day math: 5,000 engaged followers '2% conversion on a \$27 product = \$2,700/month. Or: brand deals at \$200-\$500 per post once you hit 10K+.

What to charge: You don't charge for the content. You charge for what the content leads to — products, services, sponsorships, community access.

Where to find your first client: Pick one platform. Not three. Not five. One. Post daily for 90 days. Instagram, TikTok, YouTube, LinkedIn — whatever matches your audience. The algorithm rewards consistency above everything.

The ugly first version: Your phone camera and natural light. A talking-head video with a hook, a story, and a lesson. Sixty seconds. No editing. No transitions. Just truth.

DIGITAL

Path 6: AI-Powered Services

Use AI tools to deliver \$5,000 worth of work for \$500 — and keep the margin.

First-Month Range: \$500–\$2,500 · Startup Cost: \$20–\$50/mo · Time to First \$: 1–2 weeks

Who it's for: Anyone willing to learn AI tools (ChatGPT, Claude, Midjourney, Canva AI, etc.) and deploy them for clients who don't know how. This is the highest-leverage path on the list right now.

The \$33/day math: Three clients at \$500/month each for AI-powered deliverables (social content, email sequences, research, design, copywriting) = \$1,500/month. Each client takes 3–5 hours per month because AI does the heavy lifting.

What to charge: \$300–\$1,000/month per client. You're selling the output, not the tool. The client doesn't care that you used AI. They care that it's done, it's good, and it's on time.

Where to find your first client: Every small business owner who posts inconsistently on social media, sends no emails, and has no content strategy. That's 90% of small businesses. Offer to produce a month of content for a flat fee. Deliver it in a week using AI.

The ugly first version: Pick one deliverable — say, 30 social media posts for a month. Use AI to draft them. Edit for the client's voice. Deliver in a shared Google Sheet. No fancy dashboard. No portal. Just results.

PATHS 7-9

Creative Paths

Creative work converts taste, skill, and style into income. The barrier to entry has collapsed — the tools are free or cheap, and the demand has never been higher.

CREATIVE

Path 7: Design / Creative Services

Make things look good for people who can't.

First-Month Range: \$300–\$2,000 · Startup Cost: \$0–\$15/mo · Time to First \$: 1–3 weeks

Who it's for: Anyone with an eye for design — even a self-taught one. Canva made professional design accessible. AI made it faster. You don't need to be a trained graphic designer. You need to be better than the alternative, which is your client doing it themselves.

The \$33/day math: Social media graphics package: \$400/month per client. Logo + brand kit: \$500–\$1,500 one-time. Presentation design: \$200–\$800 per deck. Two clients = \$1K+.

What to charge: \$300–\$800/month for ongoing work. \$500–\$2,000 for project-based work. Package by deliverable, not by hour.

Where to find your first client: Local businesses, startups, coaches, real estate agents — anyone who has terrible social media visuals or a logo made in Microsoft Word. Reach out with a before/after mockup of their current brand. That's the pitch.

The ugly first version: Five portfolio samples made on Canva. A single Instagram post: "I help small businesses look professional online. DM me." Done.

CREATIVE

Path 8: Writing / Copywriting

Turn words into income.

First-Month Range: \$500–\$3,000 · Startup Cost: \$0 · Time to First \$: 1–2 weeks

Who it's for: Anyone who writes clearly and persuasively. Blog posts, email sequences, website copy, product descriptions, newsletters. Every business needs words. Most businesses have terrible ones.

The \$33/day math: Two blog posts per week at \$200 each = \$1,600/month. One email sequence per month at \$500 = \$500/month. Mix and match to hit \$1K.

What to charge: \$100–\$300 per blog post. \$300–\$1,000 per email sequence. \$500–\$2,000 for website copy. Charge per project, not per word. Per-word pricing commoditizes your thinking.

Where to find your first client: Upwork for early portfolio-building, then transition to direct outreach. Find businesses whose website copy makes you wince. Rewrite their homepage intro as a free sample. Send it with a note: "I rewrote your intro — no strings attached. If you like it, I'd love to talk about doing the rest."

The ugly first version: Three writing samples published on Medium or your own blog. A one-line bio. A way to receive payments. That's the whole business.

CREATIVE

Path 9: Video / Photo Production

Create visual content for the brands that need it most.

First-Month Range: \$300–\$2,000 · Startup Cost: \$0–\$100 · Time to First \$: 2–4 weeks

Who it's for: Anyone comfortable behind a camera or in front of one. Local businesses need content. Coaches need course materials. Restaurants need social media. The demand far outstrips the supply.

The \$33/day math: One monthly content shoot for a local business: \$500–\$1,000. Two clients = \$1,000–\$2,000. A half-day shoot that produces 30+ pieces of content.

What to charge: \$250–\$500 per content session. \$1,000–\$3,000 for larger production projects. Build packages: "30 reels in one shoot" is irresistible to a business owner who posts once a month.

Where to find your first client: Walk into a local restaurant, gym, or boutique. Show them your phone's camera roll. Say: "I'll shoot a month of social content for you in two hours. \$300." Three out of five will say yes because they know they should be posting and they're not.

The ugly first version: Your iPhone. Natural light. A tripod you can buy for \$15. The gear matters less than showing up and delivering.

PATHS 10–12

Leverage-Based Paths

Leverage-based work multiplies effort. The runway is longer. The ceiling is the highest on the list.

LEVERAGE

Path 10: Affiliate / Referral Income

Earn by recommending what you already use.

First-Month Range: \$100–\$500 · Startup Cost: \$0 · Time to First \$: 4–8 weeks

Who it's for: Anyone with an audience — even a small one — or a network of people who trust their recommendations. If you've ever convinced a friend to try a restaurant, you understand the model.

The \$33/day math: 10 referrals per month on a \$100 product with 30% commission = \$300/month. Combine 3–4 affiliate programs = \$1K+. This compounds as your audience grows.

What to charge: You don't set the price. The product owner does. Your job is to recommend genuinely useful things to people who trust you.

Where to find your first client: You're not finding clients — you're finding products worth recommending. Sign up for affiliate programs for tools you already use. Amazon Associates, software affiliates (every SaaS company has one), course affiliates. Then talk about them honestly.

The ugly first version: A single honest review — written or recorded — of a product you love. Include your affiliate link. Share it everywhere you have an audience. Repeat weekly.

LEVERAGE

Path 11: Community Building

Create a space people want to belong to, then monetize the belonging.

First-Month Range: \$0–\$500 · Startup Cost: \$0 · Time to First \$: 4–12 weeks

Who it's for: Natural connectors. People who bring others together. If you're the one who organizes the dinner, plans the group trip, or starts the group chat — this is your path.

The \$33/day math: 50 paid members at \$20/month = \$1,000/month. That's a private Slack channel, a weekly call, and curated resources. Not a massive operation. A focused, valuable group.

What to charge: \$10–\$50/month for an online community. \$100–\$500/month for premium access with live calls, feedback, or accountability groups.

Where to find your first client: Start free. Build a group around a shared interest or goal. Provide value for 30–60 days. Then launch a paid tier with exclusive access. The free members who got the most value will convert.

The ugly first version: A free Slack or Discord channel with 25 people who share a common goal. Weekly voice note or quick live check-in. Zero technology. Zero overhead.

LEVERAGE

Path 12: Micro-Agency

Coordinate a small team to deliver services at scale.

First-Month Range: \$1,000–\$5,000 · Startup Cost: \$0–\$100 · Time to First \$: 2–4 weeks

Who it's for: People who are good at managing, communicating, and quality control. You don't do all the work — you find the work, set the standard, and manage the delivery. This is the path that grows into a real business fastest.

The \$33/day math: Land two clients at \$2,000/month each. Hire two freelancers at \$800/month each. Your margin: \$2,400/month. That's \$80/day.

What to charge: Price at agency rates (\$1,500–\$5,000/month), deliver with freelancer costs. The margin is the business.

Where to find your first client: Combine Paths 1–9 into a packaged offer. "I'll handle your social media, email, and content for \$2,000/month." You do the strategy. Your freelancers do the execution. The client gets one point of contact and better results than hiring three separate people.

The ugly first version: You plus one freelancer from Upwork. One client. One deliverable. Manage it in a shared Notion doc. Scale only after the first one is running smoothly.

TOOLS

The AI Prompt Kit

15 ready-to-use prompts organized by stage. Copy, paste, customize, launch.

These aren't generic "write me a blog post" prompts. Each one is designed for a specific moment in your side hustle journey — from discovering your best path to landing your first client to scaling past \$1K.

DISCOVERY PROMPTS — FINDING YOUR PATH

Prompt 1: The Skills-to-Income Mapper

I have experience in [YOUR FIELD/SKILLS]. I have [X] hours per week available. I have access to [YOUR TOOLS]. Based on this, give me 5 specific side hustle ideas ranked by: (1) speed to first dollar, (2) income potential in month one, and (3) fit with my existing skills. For each idea, include a one-sentence description, realistic first-month income range, and the single first step I should take this week.

Prompt 2: The Niche Validator

I'm considering starting a side hustle offering [YOUR IDEA]. Help me validate this by answering: (1) Who specifically would pay for this? (2) What are they currently doing instead? (3) What would I need to charge to make \$1,000/month? (4) What are 3 potential objections a buyer would have — and how would I overcome each one? (5) Is this a growing, shrinking, or stable market?

Prompt 3: The Competitor Scout

Find me 5 people or businesses currently offering [YOUR SERVICE/PRODUCT] online. For each, tell me: what they charge, how they position themselves, what their reviews say, and one thing I could do differently or better to stand out.

LAUNCH PROMPTS — BUILDING YOUR OFFER

Prompt 4: The One-Page Offer Builder

Help me create a clear, compelling offer for [YOUR SERVICE/PRODUCT]. Include: a headline that hooks, 3 bullet points on what's included, the price, one guarantee, and a call-to-action. Write it in a conversational tone — not corporate. This should fit on one page or one social media post.

Prompt 5: The Pricing Strategist

I'm offering [YOUR SERVICE/PRODUCT] to [YOUR TARGET AUDIENCE]. Help me set my pricing. Consider: (1) What competitors charge. (2) What the buyer would pay to solve this problem another way. (3) A tiered pricing structure (basic, standard, premium) with clear differentiation between each tier. Make the middle tier the obvious best choice.

Prompt 6: The Lead Magnet Creator

Create a free resource I can offer to attract potential clients for my [YOUR SERVICE/PRODUCT] business. It should solve a small, specific problem for [YOUR TARGET AUDIENCE] and naturally lead them to want my paid offering. Give me the title, outline (5-7 sections), and a description I can use to promote it.

Prompt 7: The Outreach Script Writer

Write me 3 versions of a direct message I can send to potential clients for my [YOUR SERVICE/PRODUCT]. Version 1: warm outreach to someone I know. Version 2: cold outreach on LinkedIn. Version 3: follow-up after no response. Keep each under 100 words. No jargon. No desperation. Confident and helpful.

FIRST CLIENT PROMPTS — LANDING THE SALE

Prompt 8: The Case Study Builder

I just completed [DESCRIBE THE WORK YOU DID] for [TYPE OF CLIENT]. Help me turn this into a case study with: the problem they had, what I did, the result they got (even if the result is early-stage), and a testimonial request I can send them. Format it for both a social media post and a one-page PDF.

Prompt 9: The Objection Handler

My potential clients for [YOUR SERVICE/PRODUCT] keep saying: “[OBJECTION].” Give me 3 different ways to respond to this objection that are confident but not pushy. Include real-world analogies or reframes that make the buyer see the situation differently.

Prompt 10: The Social Proof Generator

I’m new to offering [YOUR SERVICE/PRODUCT] and don’t have many testimonials yet. Give me 5 strategies to build social proof quickly — including how to ask for testimonials, how to create “before and after” content, and how to leverage my own results as proof of expertise.

Prompt 11: The Proposal Writer

Write a professional proposal for [YOUR SERVICE/PRODUCT] for a client named [CLIENT NAME] who needs [THEIR SPECIFIC NEED]. Include: project overview (2 sentences), scope of work (bullet points), timeline, pricing with payment terms, and next steps. Keep it under one page. Professional but warm.

SCALE PROMPTS — GROWING PAST \$1K

Prompt 12: The Systems Architect

I’m currently earning \$[AMOUNT]/month from [YOUR SERVICE/PRODUCT] and spending [X] hours per week on it. Help me identify the 3 biggest bottlenecks in my process and suggest specific tools or systems to automate or streamline each one. My goal is to double my income without doubling my hours.

Prompt 13: The Upsell Strategist

I currently offer [YOUR MAIN SERVICE/PRODUCT] at [PRICE]. What are 3 upsells or add-ons I could offer to existing clients that would increase my average transaction value by 50%? For each, include what it is, what I’d charge, and why a client who already bought my main offer would want it.

Prompt 14: The Content Engine

Create a 30-day content plan for promoting my [YOUR SERVICE/PRODUCT] on [PLATFORM]. Include: 4 "hook" posts (grab attention), 4 "value" posts (teach something useful), 4 "proof" posts (case studies, testimonials, results), 4 "ask" posts (clear CTA), and 14 "conversation" posts (questions, polls, stories). Give me the first line of each post.

Prompt 15: The Hiring Helper

I'm ready to hire my first freelancer to help with [SPECIFIC TASK]. Write me: (1) a clear job description for Upwork or Fiverr, (2) 3 screening questions to filter applicants, (3) a small paid test project to evaluate quality before committing. Budget: \$[AMOUNT] per month.

WORKSHEET

The \$1K Action Plan

You've taken the Skill Audit. You've read the paths. You've got the prompts. Now choose.

Not the perfect path. Not the most exciting path. The path where your existing skills meet real demand — and where you can earn your first dollar this week.

1. My chosen path is:

Freelance Consulting / Coaching / Done-for-You / Digital Products / Content / AI Services / Design / Writing
/ Video-Photo / Affiliate / Community / Micro-Agency

(circle one)

2. My first offer is:

What I'll do:

Who I'll do it for:

What I'll charge: \$

3. Three people I will tell about this offer this week:

1.

2.

3.

4. My "ugly first version" looks like:

5. My \$33/day math:

\$____ per ____ × ____ per month = \$____/month

\$____/month ÷ 30 = \$____/day

6. My deadline for first dollar earned:

_____ (date — make it within 14 days)

Sign it.

I, _____, commit to launching my side hustle by _____.

I will not wait for it to be perfect. I will start ugly. I will improve by doing.

Signed: _____ Date: _____

ACTION

The 48-Hour Challenge

Knowledge without action is entertainment. You didn't buy this guide to be entertained. You bought it because you're ready to move.

So here's the deal:

In the next 48 hours — not next week, not next month — you do ONE thing from your action plan.

Not all of it. Not even most of it. One thing.

The one action I will take in the next 48 hours is:

I will do it by:

_____ (day) at _____ (time)

The person I will tell about this commitment is:

What I'll text them right now:

Pick up your phone. Send the text. Right now. Not after you finish reading. Not tonight. Now.

The Finder's journey has four stages: Believe. Earn. Invest. Converge.

If you've done the Permission Slip, you've claimed the right to believe. If you've done the Money Detox, you've cleared the mental slate.

Now you earn. Not in theory. In dollars. Starting in the next 48 hours.

\$33 a day. That's all. One skill. One person. One transaction.

And then you do it again tomorrow.

NEXT STEPS

You've Got the Shortlist. Keep Building.

The Side Hustle Shortlist gives you the paths. Here's what comes next:

\$7 — The Money Detox

Haven't done the belief work yet? Start here. 7 days of guided exercises to uproot the inherited money beliefs that sabotage every financial move you make. The Shortlist shows you what to do. The Money Detox makes sure your own mind doesn't talk you out of it.

Get the Money Detox 'devendavis.com/buy/money-detox

\$7 — The Identity Shift (30-Day Journal)

30 days of daily prompts rooted in the Wattles philosophy. Your side hustle will grow at the rate your identity expands. This journal makes sure they grow together.

Get the Identity Shift 'devendavis.com/buy/impression-of-increase-30day

Coming Soon — The AI Income Toolkit (\$17)

60 pages of AI-powered income strategies that go deeper than the 15 prompts in this guide. Full workflows. Template libraries. Case studies. For Finders ready to turn \$33/day into \$100/day.

Coming Soon — The First \$1K Weekend (\$47)

A 48-hour intensive workshop. You walk in with an idea. You walk out with your first sale. Guided, structured, accountability-driven.

FREE — Join the Conversation

Follow [@deven.r.davis](https://www.instagram.com/deven.r.davis) on Instagram. Free content, live Q&As, and a community of Finders who've stopped researching and started doing.

About the Author

Deven Davis is the Co-Founder of Ivystone Capital, an impact venture fund that bridges institutional capital and grassroots innovation. He's built \$500M+ in startup growth revenue, cultivated 400+ family office relationships, authored two books, and delivered keynotes on stages around the world.

He's also the guy who spent five years in his in-laws' basement, dropped to 155 pounds, and made \$37 on his first Black Friday.

He didn't come from money. He came from conviction.

Today he teaches a generation of Finders, Founders, and Funders how to build wealth with purpose — using the same Wattles principles that rebuilt his own life from nothing.

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The consulting cost equivalents cited are estimates based on industry ranges for similar deliverables and are provided for illustrative purposes only. Actual costs vary significantly by firm, geography, scope, and engagement terms.

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The Side Hustle Shortlist — Version 1.0, March 2026

*“Act upon your present place with all your heart, and
put your whole mind into present action.”*

— Wallace D. Wattles, *The Science of Getting Rich*

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