Course Title: Side Hustle Mastery: Using AI & Digital Platforms to Build Smart Income Streams (Beginner to Advanced)

Module 1: Foundations of the Modern Hustle (Beginner Level)

Lesson 1: Understanding the New Economy

Today, side hustles aren't just for extra cash—they're a way to test business ideas, grow skills, and gain freedom. From freelancing to affiliate marketing, digital products to consulting, there are more opportunities than ever. And AI? It's your shortcut to working smarter.

Mini Quiz:

1. Side hustles are now considered:

2. A) Hobby only

3. B) Career enhancers *(✔)*

4. C) Time pass

5. What role does AI play in modern hustles?

6. A) Confuses people

7. B) Speeds up and automates tasks *(✔)*
8. C) Only for techies

Lesson 2: Choosing the Right Hustle for You

Not all hustles are equal. You'll learn how to pick one that matches your skills, interests, and time. Use tools like ChatGPT, Notion, and Canva to test small ideas before going all in.

Mini Quiz:

1. What's a good way to test hustle ideas?

2. A) Jump in without research

3. B) Use free tools and start small *(✔)*

4. C) Wait for luck

5. Why is alignment with your skills important?

6. A) Less motivation

7. B) Better chance of success *(✔)*
8. C) Makes it boring

Lesson 3: Tools You'll Need (AI + Digital Stack)

Build your hustle toolkit: ChatGPT for content, Notion for planning, ClickUp for workflows, Canva for design, and automation tools like Zapier. We break down what each tool does and why it matters.

Mini Quiz:

1. Which tool is good for content creation?

2. A) Zoom

3. B) ChatGPT *(✔)*

4. C) WhatsApp

5. What does Notion help with?

6. A) Party planning

7. B) Productivity and documentation *(✔)*
8. C) Gaming

Module 2: Creating & Selling Digital Products (Intermediate Level)

Lesson 1: Types of Digital Products

Learn what sells: ebooks, online courses, templates, digital downloads. We'll show you how to brainstorm ideas that people are already buying.

Mini Quiz:

1. What's an example of a digital product?

2. A) T-shirt

3. B) Ebook *(✔)*

4. C) Coffee mug

5. Why are digital products profitable?

6. A) No recurring work after setup *(✔)*

7. B) High cost to make
8. C) Need physical delivery

Lesson 2: Creating a Product Using AI

Use AI to write, design, and plan faster. Generate ideas with ChatGPT, format in Canva, and host using Gumroad or Payhip.

Mini Quiz:

1. Which platform is used for selling digital products?

2. A) Payhip *(✔)*

3. B) Instagram only

4. C) Dropbox

5. What's a benefit of using AI for product creation?

6. A) Looks robotic

7. B) Saves time and gives ideas *(✔)*
8. C) Replaces creativity

Module 3: Audience Building & Marketing (Intermediate to Advanced)

Lesson 1: Building a Personal Brand

Why your face (or voice) matters: people trust people. Learn simple branding strategies for Instagram, YouTube, and LinkedIn. Use content + value to build trust.

Mini Quiz:

1. What is personal branding?

2. A) Logo only

3. B) How people perceive you online *(✔)*

4. C) Ads

5. Why do people follow creators?

6. A) Fancy cameras

7. B) Value and connection *(✔)*
8. C) Forced ads

Lesson 2: Traffic Strategies (Organic + Paid)

Break down the difference between free traffic (SEO, social) and paid (ads). Learn how to test \$5 ads or go all-in with email campaigns.

Mini Quiz:

1. What's an example of organic traffic?

2. A) Google search *(✔)*

3. B) Billboard

4. C) TV ad

5. What is one benefit of email marketing?

6. A) One-time use

7. B) Direct communication with audience *(✔)*
8. C) Unreliable

Module 4: Scaling & Automation (Advanced Level)

Lesson 1: Automating Your Workflow

Use Zapier, Make.com, or IFTTT to connect apps and auto-pilot your hustle. Save hours every week.

Mini Quiz:

1. What tool helps with automation?

2. A) Canva

3. B) Zapier *(✔)*

4. C) Excel

5. Why automate?

6. A) Lose control

7. B) Save time and reduce manual work *(✔)*
8. C) Spend more time online

Lesson 2: Turning Your Hustle into a Business

Set up systems, get an ABN (in Australia), track income, scale with freelancers or VA support. Learn to turn your hustle into a legit, income-generating business.

Mini Quiz:

1. What does ABN stand for (Australia)?

2. A) Account Business Number

3. B) Australian Business Number *(✔)*

4. C) Aussie Brand Name

5. When should you hire support?

6. A) After quitting

7. B) When tasks are repetitive *(✔)*
8. C) Only for big businesses