

THE 90-DAY SPRINT

The 4-Hour Side Hustle · Chapter 10 · 68 hours across twelve weeks · The4HourSideHustle.com/sprint

Start date _____ Print at A3.

Put it where you will see it on a Tuesday evening in week seven.

[illegible]

THE TWO HARD WEEKS

Week 6 is emotionally hard.

Moderate hours, nothing has paid off, you have built a product nobody has bought and a chain that has not published. Everyone hits this. Schedule it lighter than the plan says.

Weeks 8 and 9 are physically hard.

The hours peak at 10.3 in the heaviest week. Lean on the three recording sessions banked in week 7. If something has to give, give up the Saturday build block — not the recording.

WHAT IT COSTS

Week 1 \$0 — buy nothing

Week 2 \$21 one-off — Carrd + Plausible trial

Week 3 ~\$32/mo begins — Airtable, Make Core, one AI

Weeks 5–7 +~\$35/mo — OpusClip, Buffer x2, Ghost

Weeks 8–9 +~\$15/mo — ManyChat. Kit and Tally stay free

Week 3 is the last moment you can still walk away having spent almost nothing.

STARTING MID-PLAN

Product exists, no content machine → start week 5

Content exists, no offer → start week 3

Both exist, nothing automated → week 3, expect eight weeks

Never skip: the week 1 time audit and the week 3 Command Center.

Both are cheap, both are impossible to retrofit comfortably, and every later week assumes you have them.

WHAT BROKE, AND WHAT I CHANGED

One line a week. In week 12 you re-run the time audit and compare it against week 1 — this column is what explains the difference.