

Recipe Step 1 – The Initial Sideline Idea

You are welcome to proceed through the Sideline Recipe that appears below, and submit your completed Recipe to our Quarterly Scholarship Contest. However, we recommend that you subscribe and enroll in our complimentary Sideline Assist Program. Here it is:

Sideline Assist Program – The Professional Staff at Student Sidelines would like to offer you a complimentary Sideline Assist with your initial idea. As you can imagine, developing a Sideline idea can be challenging. Our Associate staff is delighted to assist with this first step via telephone consult and email over a week's period. During that guided interview we will work through the following 4 phases of Sideline Idea Development. Please don't hesitate to send us your contact information and identify the Associate staff person with whom you would like to work. We will have you call in at a set appointment time for your consult, after you've completed and submitted the following Information Guide. When we've finished the Assist program, you are welcome to complete the remaining 7 steps of the Sideline Recipe, and submit your Idea to our quarterly Sideline Scholarship Contest for \$1,000. You can also receive ongoing professional consulting with our Associate staff on a per-session fee basis.

Phase 1. Purpose *Let's be clear upfront about what Sidelines involve*

What Sidelines Are:

*They Grow out of playful thinking
About Part-time activities you enjoy
That include a unique idea you have and
Activities you intend to become good at
Which can benefit you financially
And very much benefit others that are
Constantly changing in small steps with
Help from others that can help you grow*

and Are Not:

*Necessarily things you often do
Related to Your career goals
Or Serious Business Plans nor
Dependent on your being expert
At spending 8+ hours a week doing
Nor Hobbies just for your pleasure
Or focused on long-term strategies
To be completed only by you*

Phase 2. Identify Activities - *We begin with one or two simple activities you could enjoy doing a few hours a week, that allows you to use some of your own creativity, that produces a result others would enjoy receiving. Please answer these 5 questions to set your mind rolling with playful thinking about starting a Sideline:*

If you moved to a new community and didn't know anyone, and had nothing to lose, how might you spend a few hours a week providing something for some of them, that would almost certainly make them happy or thankful?

During the next year, what is an activity you wish you could do a few hours a week for other people that you're now not able to do much, that would make them happy and appreciative?

What is an activity you've done in the past that's made you very proud?

When you think of playful activity for yourself, what are the first and second thoughts that come to your mind?

Think of a group of people you enjoy being around. For activities they really enjoy, what is something they don't know have they might love to have if it was offered to them at a price they could afford?

Phase 3 Initial Sideline Idea - *Given your answers to the 5 questions above, what jumps out at you as a possible Sideline Activity you enjoy doing, are capable of becoming good at doing, that others want?*

Phase 4. Expand Your Sideline Idea - *Together, let's try to expand or rotate your current budding Sideline idea in ways that collectively make it more:*

Simple to do:

Beneficial to more people:

Profitable:

Sharable with others:

Affordable to operate:

When you've gone through these 4 steps with our Associate Staff Assistance, you will be ready to move on to the remaining