

Hi Ryan,

Here are the results of your Idea Assist for Step 1 of the Sideline Recipe. You did great!

You not only tolerated my numerous questions, but showed openness to expanding your idea when suggestions were offered. I think you are really on to something that meets all of the Sideline design criteria: absolutely enjoyable activity at which you are gaining skill, that others want – in this case middle school kids who love producing/watching narrated game clips and their families who will have special video memories.

We encourage you to continue progressing through steps 2-8 of the attached, Illustrated Sideline Recipe. And if you find that you need additional personalized guidance on a regular basis, you can enroll in our Sideline Enhancement Training [SET] Program for \$29 on a month-to-month basis. If chosen, our staff Associates will personally coach, guide, and inform you about critical skills and information you need to use at each of the 7 remaining Sideline Recipe stages so your chances of succeeding escalate, and without spending excessive time or money.

The purpose of a Sideline is to use playful creativity in developing a thoroughly enjoyable and profitable activity you do on the side. A successful Sideline adds new meaning and greater self-reliance in your life, while pleasing those you serve. You're already on the right track. Here are your results.

**Phase 1. Purpose** Ryan -Are you clear about what Sidelines involve?

What Sidelines Are:

- Yes-They Grow out of playful thinking
- Yes-About Part-time activities you enjoy
- Yes-That include a unique idea you have and
- Yes-Activities you intend to become good at
- Yes-Which can benefit you financially
- Yes-And very much benefit others that are
- Yes-Constantly changing in small steps with
- Yes-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** - You were asked to identify one or two simple but profitable 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. Here are your answers to the 5 questions we asked about activities:

Q. 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?

Ans: I love basketball and sports, and teaching the game to kids

Q. 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?

Ans: Instructing middle-school kids twice a week on basketball fundamentals

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

Ans: Mentoring kids who think they want to be game announcers or commentators

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

Ans: Definitely, announcing at sporting events, and having a young person alongside me doing volunteer commentating that excites them to do it even more.

Q. 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?

Ans: Now that I'm really thinking about it – parents would be excited to pay for narrated video clips of basketball games their middle-school age kids play,

**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?

Ans: I believe parents would be excited to pay for narrated video clips of basketball games their middle-school age kids play, even if narrated by middle school or high school kids I mentor. I've just never thought about this being a possible Sideline for me -- but it is!

**Phase 4. Expand Your Sideline Idea** - Together, we explored ways of expanding or rotating your current budding Sideline idea in ways that collectively make it more:

**Simple to do:** spend twice a week mentoring 4-6 high school or middle school students for 2 hours on sports broadcasting/commentating, and help schedule their shooting game clips of 2 middle school club team games per week over a 10 week period.

**Beneficial to more people:** parents and players would love to have clips of their kid's club basketball games, especially where in-game commentaries are made.

**Profitable:** if each team pays Ryan \$50 per game for clips and commentaries, that are posted on a youtube channel for downloading and sending to relatives, Ryan could make up to \$500 per week [10 teams] over 10 weeks for a total of \$5000.

**Sharable with others:** If more than 1 team wanted taping/commentaries done, Ryan could contract with another couple of students to do the scheduling and review of game clips before being published so he would only do the mentoring, knowing it takes about 1 hour per week with 4 students being mentored by him. If he had four groups of 4 students being mentored it would take him about 8 hours a week to do the mentoring.

**Affordable to operate:** If he keeps his business size to 4 student trainees, his sideline takes only a few hours a week to manage, which is hugely rewarding for him both personally, professionally and socially.

**Summary:** Your expanded idea not only meets all 3 Sideline design criteria, but could be very profitable without adding more than 8 hours a week to your current schedule. Assuming your barter with your young Announcers in training to do clips with their own smart phones in exchange for mentoring by you, its possible you could garner \$500 per team for the 10 week season in exchange for about 10 hours of training time with the group – or \$50/hour. As you begin estimating costs and revenue, you will also want to pay attention to these factors, all of which we can help you manage:

Processing Payment

Have Parents/athletes sign releases for allowing video clips be posted to YouTube

Form a Proprietorship or LLC for tax payment purposes

Open a business bank account

Using a simple accounting program to track expenses and revenue

Using labor substitution for scheduling games, reviewing game clips, and posting