SIDE HUSTLE GPS

Find Your Route to Making Money with AI

ANGIE NORRIS



THE REASON I HUSTLE





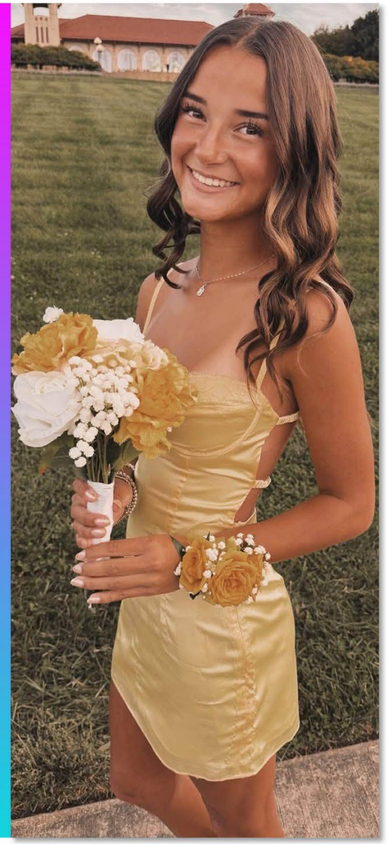
St. Louis, MO

CHRIS

TIA

LEXI

HAYDEN







25+ YEARS IN MARKETING

01
Merrill Lynch
1997
Finance Intern

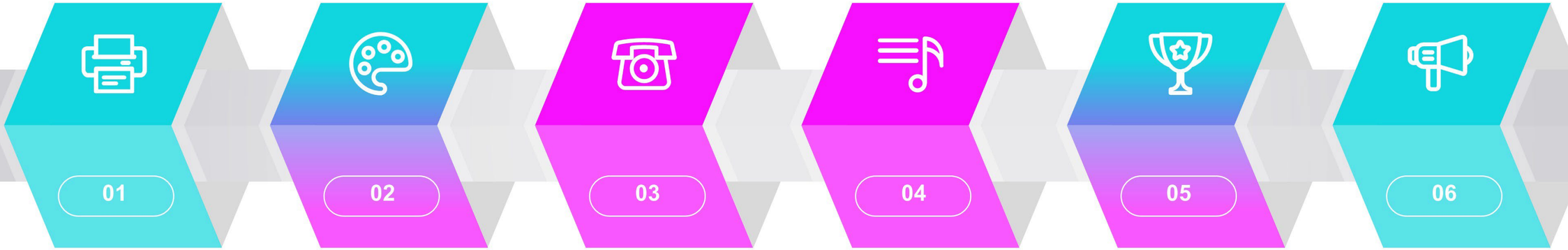
02
A.G. Edwards & Sons
1998 – 2003
Strategic Marketing & Vendor Relations

03
Spartech Corporation
2003 – 2006
Marketing Manager

04
Technology Partners
2006 – 2013
Director of Marketing Communications

05
Amitech Solutions
2013 – 2014
Director of Marketing

06
DXC Technology (HPE)
2014 – 2019
Principal, Global Product & Sales Enablement



CORPORATE ROOTS.
ENTREPRENEURIAL SPIRIT.

Over 1,000 PROJECTS

A sampling of Fortune 500 Companies I've Served:

Adobe	Hewlett-Packard	Pfizer
Boeing	Home Depot	Southwest
Cisco	Monsanto	Starbucks
Citrix	Mastercard	Wells Fargo
Enterprise	Microsoft	WWT
FedEx	Panera	YMCA

Finally, Made the Leap & "Quit the Man" in 2019

- CEO MarketersFM Consulting
- Affiliate Marketer ($1m+)
- Certified AI Consultant
- Brand Influencer/Ambassador
- Speaker/Coach/Author
- Side Hustler
- Software Nerd
- Connector
- Jack of All Trades

TRAINED OVER 10,000 PEOPLE OVER THE PAST FEW YEARS:


Perry Belcher


AI Innovision


ClickDesigns


Digistore

ALWAYS HAD A SIDE HUSTLE

Alongside working full-time



LOVE POEMS



CUSTOM T-SHIRTS



WEDDING GIFTS



PHOTO & VIDEO SLIDESHOWS



LOGOS & WEBSITES



HALLOWEEN BUS PARTIES



AMAZON INFLUENCER

EVERYBODY NEEDS A SIDE HUSTLE



FIND YOUR STARTING POINT

Snap a photo. Fill in your answers as we travel.

1. I enjoy _____
2. People ask me for help with _____
3. I can give this _____ hours a week.
4. Extra income would help me _____



YOUR INTERESTS ARE CLUES

Something you enjoy could solve a problem someone will pay you to solve.

AI can help you bring that idea to life.




Your Interests. AI Power.
Income Possibilities.
Your Interests
What you enjoy, know, or already do
AI Power
Brainstorm. Create. Improve. Automate.
Something to Sell
A product, service, or experience someone values
AI Shortcut
You bring the ideas. AI helps you move.


BEFORE GPS,
WE HAD THIS...
A
B
C
E
F
1
2
3
4
5
6
7
8


SIDE HUSTLE GPS
Explore 100 routes from interests to income
TREASURE TRAIL
CREATOR COAST
STORYBOOK VALLEY
MEMORY LANE
PET PARKWAY
YOU ARE HERE
HELPING HILLS
CELEBRATION SQUARE
MAIN STREET
DISCOVERY DISTRICT
TECH JUNCTION
N
W
E
S


Who wants to go on a
ROAD TRIP
with me?
SIDE Hustler
SIDE Hustler

YOUR MAP TO WHAT'S POSSIBLE

10 regions

100 possibilities

Find a route that fits you



Your Side Hustle GPS Toolkit

Everything you need to explore—and begin.



Explore the Map

10 regions. 100 possibilities.



Help Me Choose Quiz

Find routes that fit your interests.



Your Action Plan

Turn your route into your first money move.



AI Express Lane

AI shortcuts and prompts for your route.



Pack Your Bag

Tools, resources, and a checklist.



Road Trip Radio

Stories and encouragement for the journey.


TREASURE TRAIL
Find hidden value in everyday things
Clothing Resale
Used Book Resale
Vintage Toy Resale
Board Game Resale
Furniture Flips
Storage Unit Resale
Estate Sale Sourcing
Collectible Resale
Home Decor Resale
Consignment Selling


SIDE HUSTLE GPS
OUR NEXT STOP
TREASURE TRAIL
Storage Unit Resale
Ai & SOFTWARE
Gemini
ChatGPT
amazon
Amazon
ebay
eBay

SIDE HUSTLE GPS

FROM STORAGE UNIT TO SALES LISTING

Shawna's process at a glance



1. SNAP A PHOTO

Capture the equipment and details.

2. RESEARCH & ESTIMATE

Gemini · ChatGPT · amazon

Identify items • Compare products • Estimate potential value.

Estimates—not guaranteed sale prices.

3. DRAFT THE DESCRIPTION

Gemini · ChatGPT

Turn item details into a clear listing draft.

4. LIST ON ebay

Review the details. Post items for sale.

Photograph. Research. Describe. List.


PET PARKWAY
Put your love of animals to work
Pet Sitting
Dog Walking
Pet Portraits
Pet-Themed Merchandise
Pet Photo Editing
Pet Birthday Packages
Pet-Business Content
Pet-Owner Shopping Guides
Pet-Care Organizer Materials
Pet Video Editing


SIDE HUSTLE GPS
OUR NEXT STOP
PET-THEMED PARKWAY
PET PARK
PETS
SIDE HUSTLER
YOU CAT TO BE KITTEN ME RIGHT MEOW
Pet Merchandise
ANGIE NORRIS
Ai & SOFTWARE
ChatGPT
Claude
Printify
Redbubble
Etsy

SIDE HUSTLE GPS

FROM A FUN IDEA TO PET MERCHANDISE



1. BRAINSTORM WITH AI

ChatGPT Claude

2. CREATE YOUR DESIGN



Turn a funny phrase into artwork.

3. CHOOSE YOUR ROUTE

PRINTIFY
Create products for printing & fulfillment.



REDBUBBLE
Offer your design on merchandise.



ETSY
Create your shop listing.
Pair with a production partner.



Idea → Design → Products → Possibilities


CELEBRATION SQUARE
Help bring memorable events to life
Party Setup Assistance
Custom Invitations
Party Activity Packs
Event Signage
Registration Support
Event Email Preparation
Speaker-Material Coordination
Event Recap Videos
Attendee Follow-Up Support
Community Event Assistance


SIDE HUSTLE GPS
SAVE THE COCKS OF KEY WEST
OUR NEXT STOP
CELEBRATION SQUARE
Community Event Assistance
BRIAN NEFF
Ai & SOFTWARE
ChatGPT
Claude
Facebook

BRIAN'S FLORIDA KEYS CREATIVITY

Local photos. Creative content. New possibilities.

SOCIAL CONTENT



His Florida Keys photos

ChatGPT + Claude

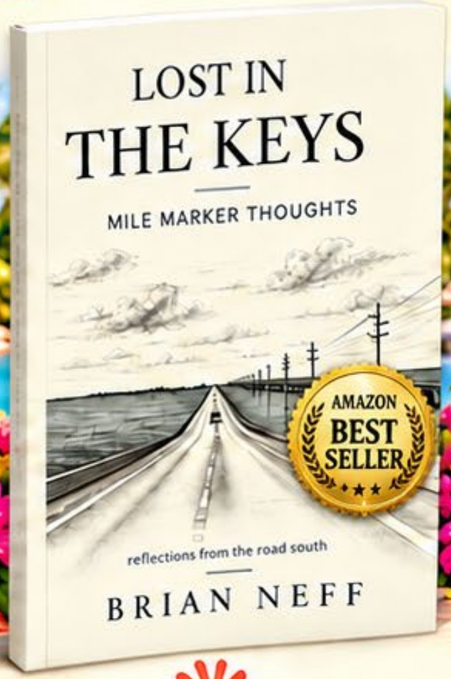


150 MILLION+

Annual organic reach across 2 sites

+ Monetization

LOST IN THE KEYS



Claude Cowork

Formatted the book.

SAVE THE COCKS



ChatGPT

Helped create the shirt design.

His local inspiration. AI-powered creation.


Discovery District
Turn useful finds into helpful recommendations
Amazon Influencer Videos
Amazon Storefront and Idea Lists
Affiliate Product-Comparison Content
TikTok Shop Affiliate Content
Affiliate Newsletters
Software Demonstration Content
Niche Resource Directories
Product Livestreams
Buyer's Guides
Sponsored Product Reviews


SIDE HUSTLE GPS
OUR NEXT STOP
DISCOVERY DISTRICT
YELLOW PAGES
LOCAL TOWN NEWS
Community Events
Food Trucks
Local Businesses
Niche Resource Directories
MARK SHILENSKY
AI & SOFTWARE
Claude Cowork
Replit

SIDE HUSTLE GPS

OUR NEXT STOP

LOCAL TOWN NEWS

AT A GLANCE

LocalTownNews.com



LOCAL INFORMATION



Events • Food trucks
Performers • Businesses

ONE LOCAL HUB



Town pages + daily newsletters

COMMUNITY CONNECTIONS



Help residents discover what's nearby.
Advertising opportunities

AI & SOFTWARE | Claude Cowork | Replit

Make local information easier to find.


SIDE HUSTLE GPS
OUR NEXT STOP
DISCOVERY DISTRICT
Amazon Influencer Videos
ANGIE NORRIS
Ai & SOFTWARE
ChatGPT
ElevenLabs
CapCut
amazon
Amazon AI

SIDE HUSTLE GPS

AMAZON INFLUENCER VIDEOS

My process at a glance



1 FILM THE PRODUCT



Record a real product demo.

2 WRITE THE SCRIPT

ChatGPT

Product Script

Turn my demo into a script.

3 CREATE MY VOICEOVER

ElevenLabs

Use my trained voice.

4 EDIT THE VIDEO

CapCut

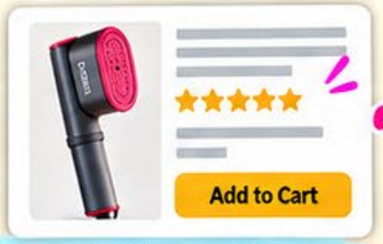


Bring the footage and voiceover together.

5 FIND THE LISTING

amazon

Amazon AI



Locate the matching product.

6 POST TO MY STOREFRONT

amazon



Publish my product video.

BONUS: GIVE THE VIDEO MORE MILEAGE



TikTok Shop

Post video + tag the affiliate product.



Facebook

Post video + add the affiliate link.



Blog

Add the video to a blog post.


MEMORY LANE
Create keepsakes that mean something
Memory Pillows
Family Cookbooks
Family Memoirs
Photo Restoration
Anniversary Keepsake Books
Memorial Slideshows
Family Photo-Album Design
House Portraits
Milestone Collage Prints
Handwritten-Recipe Keepsakes


SIDE HUSTLE GPS
OUR NEXT STOP
MEMORY LANE
SIDE HUSTLER
Memorial Slideshows
ANGIE NORRIS
Ai & SOFTWARE
ChatGPT
Shotcut
YouTube

Turning Memories into Meaningful Keepsakes

Memory Lane

Angie Norris ♥ Memorial Slideshows ♥ At a Glance

1. Touch Up Photos

ChatGPT



Used ChatGPT to touch up family photos.

2. Choose the Music

YouTube

Song Choices

- A Beautiful Life
- In My Life
- Wind Beneath My Wings
- Count on Me
- You Are My Sunshine

Selected meaningful song choices from YouTube.

3. Create the Slideshow

Shotcut

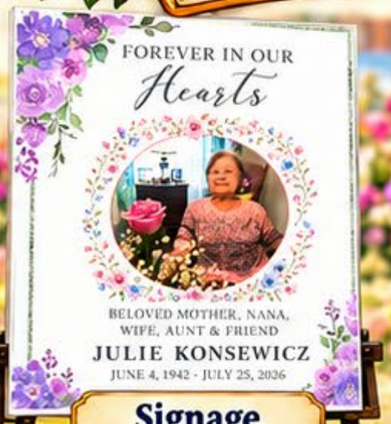


Combined photos and music in Shotcut.

Beyond the Slideshow



Announcement



Signage



Welcome Poster



Personalized Puzzles

STORYBOOK VALLEY

Turn stories and knowledge into something useful

Children's Books

Personalized Storybooks

Niche Nonfiction Books

Educational Activity Books

Presentation Writing



Business Newsletters

Interview-to-Article Writing

Workshop Workbooks

Book Formatting

Author Publishing Assistance


SIDE HUSTLE GPS
OUR NEXT STOP
STORYBOOK VALLEY
BOOKS
IDEAS
PEOPLE
POSSIBILITIES
WRITERS
CREATORS
COMMUNITY
BIG IDEAS
Mixologist Master
NEWSLETTER IDEAS
AUDIENCE GROWTH
STORYTELLING
MONETIZATION
Business Newsletters
ANDREA ROGERS
Ai & SOFTWARE
beehiiv
Claude MCP
ChatGPT
Canva
Canva

FROM INTEREST TO INBOX

Andrea Rogers • Mixologist Master • At a Glance



1 CHOOSE A NICHE



Build around an interest and a specific audience.

2 CREATE THE CONTENT



Use AI to brainstorm, draft, and refine. Add your expertise.

3 DESIGN & PUBLISH



Create the visuals. Publish the newsletter. Keep showing up.

ANDREA'S TOOLKIT

- beehiiv
- Claude MCP
- ChatGPT
- Canva

SHE BUILT SOFTWARE, TOO!

ScamRank — AI-powered checks for suspicious texts, emails, links, and screenshots.

scamrank.com


CREATOR COAST
Make things people love to watch and hear
Product Demo Videos
Paid Brand Content
Podcast Clips
Short Video Editing
Custom Songs
Business Jingles
Short Films
Explainer Videos
Podcast Audio Cleanup
Original Animated Channels


SIDE HUSTLE GPS
OUR NEXT STOP
CREATOR COAST
Short Films
LORI HYDE
Ai & SOFTWARE
Claude
Higgsfield
WonderReel
Amazon KDP
YouTube

SIDE HUSTLE STACKING

Lori Hyde • Baby Lou's Adventure Team



1 AN IDEA FOR HER GRANDKIDS



2 ANIMATED SHORTS



3 YOUTUBE CHANNEL



4 PRINTED KDP BOOK



5 ACTIVITY BOOK



6 KIDS' SHIRTS



One idea. Multiple ways to create value.


WE'RE VISITING
CREATOR COAST
ALICIA
Micro Dramas
IDEAS
SCRIPT
SHOOT
EDIT
POST
REPEAT
SIMPLY BARE
AI & SOFTWARE
ChatGPT
or
Claude
Syllaby
or
Higgsfield


SIDE HUSTLE GPS
OUR NEXT STOP
CREATOR COAST
SIDE HUSTLER
Custom Songs
ANGIE NORRIS
Ai & SOFTWARE
ChatGPT
Suno
Suno


FROM SONG IDEA TO SOUNDTRACK
Angie Norris • Custom Songs • At a Glance
1. BRAINSTORM WITH CHATGPT
SIDE HUSTLER
ChatGPT
Explore ideas, shape the story, and write the lyrics.
2. CREATE WITH SUNO
SIDE HUSTLER
Suno
Choose the style and turn the lyrics into a song.
Your idea + AI = A custom song


TECH JUNCTION
Solve everyday problems with simple tools
Website Refreshes
Landing-Page Setup
Booking-Page Setup
Client Intake Forms
Task-Board Setup
Simple Spreadsheet Dashboards
Small Custom Software Tools
Basic Follow-Up Automations
FAQ Knowledge Bases
AI Assistant Setup


SIDE HUSTLE GPS
Flywheel Friends
OUR NEXT STOP
TECH JUNCTION
Small Custom Software
SUZIE KANE
Ai & SOFTWARE
Replit
Claude
Fable
Resend
beehiiv
OpenAI

From Business Cards to Connections

Suzie Kane • Flywheel Friends • At a Glance



TECH JUNCTION

1. Spot the Opportunity



A box of contacts. An idea to help people connect.

2. Build the Software



Turn the idea into a useful app with AI and software.

3. Keep People Connected



Bring people together and keep the conversation going.

Her Toolkit

Replit | Claude | Fable | Resend | beehiiv | OpenAI

Start with a real need. Build something useful.


HELPING HILLS
Make everyday life a little easier
Home Organization
Errand Assistance
Photo Scanning
Digital File Organization
Inbox Organization
Spreadsheet Cleanup
Contact List Cleanup
Meeting Notes and Action Items
Personal Research Assistance
Everyday Device Setup


MAIN STREET
Help local businesses shine
Marketplace Listing Preparation
Product Photography
Inventory Cataloging
Social Content Scheduling
Menu Updates
Customer FAQ Creation
Review Response Assistance
Business Profile Cleanup
Testimonial Organization
Seasonal Promotional Materials

SIDE HUSTLE GPS

WHAT'S YOUR NEXT STOP?

1. I enjoy _____.
2. People ask me for help with _____.
3. I can give this ____ hours a week.
4. Extra income would help me _____.



START SMALL. DREAM BIG.



MAKE YOUR COMMITMENT

FIND YOUR STARTING POINT

Snap a photo. Fill in your answers as we travel.

1. I enjoy _____
2. People ask me for help with _____
3. I can give this _____ hours a week.
4. Extra income would help me _____

Complete your card on your phone
(Photo → Edit → Add Text)

OR

Tell me your commitment after the talk.

SHOW ME YOUR COMMITMENT. GET A MILLION-DOLLAR BILL!

SIDE HUSTLE GPS

YOUR JOURNEY STARTS HERE

SideHustleGPS.com

Explore 100 side-hustle possibilities.

Scan to explore.

Not sure where to start?
Try Help Me Choose.




SIDE HUSTLE GPS
Explore 100 routes from interests to income
TREASURE TRAIL
CREATOR COAST
STORYBOOK VALLEY
MEMORY LANE
PET PARKWAY
YOU ARE HERE
HELPING HILLS
CELEBRATION SQUARE
MAIN STREET
DISCOVERY DISTRICT
TECH JUNCTION
N
W
E
S

Your Side Hustle GPS Toolkit

Everything you need to explore—and begin.



Explore the Map

10 regions. 100 possibilities.



Help Me Choose Quiz

Find routes that fit your interests.



Your Action Plan

Turn your route into your first money move.



AI Express Lane

AI shortcuts and prompts for your route.



Pack Your Bag

Tools, resources, and a checklist.



Road Trip Radio

Stories and encouragement for the journey.

HOW I MADE MY WALKOUT INTRO VIDEO

BIG IDEAS
BOLDER YOU
GLOBAL IMPACT

SIDE HUSTLE GPS

1. REFERENCE PHOTOS

ChatGPT



Created reference images for the people, characters, and map.

2. VIDEO CREATION

Higgsfield

Syllaby

Seedance 2.5



Turned reference photos into video clips.

3. ANNOUNCER VOICE

ElevenLabs



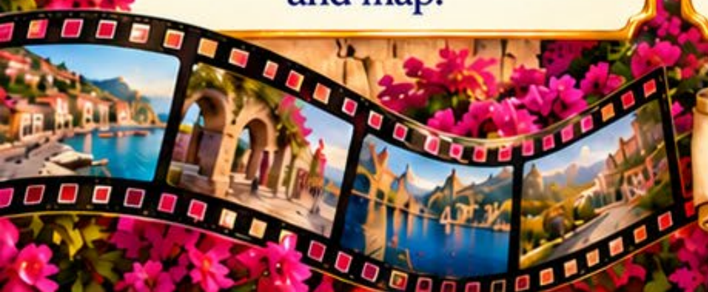
Created the announcer voiceover.

4. FINAL EDIT

Camtasia



Brought the clips and voiceover together.



Reference photos → Video clips → Voiceover → Finished intro



HOW I MADE SIDE HUSTLE GPS

BIG IDEAS
BOLDER YOU
GLOBAL IMPACT

EXPLORE
INCOME
FREEDOM

1. THE IDEA



An interactive map.
100 side hustle ideas.

2. SHAPE THE VISION

ChatGPT



- Ideation & vision
- Graphics & scripts
- Development scope

3. GIVE IT A VOICE

ElevenLabs



My trained voice
100 podcast episodes

4. BUILD & LAUNCH

Replit



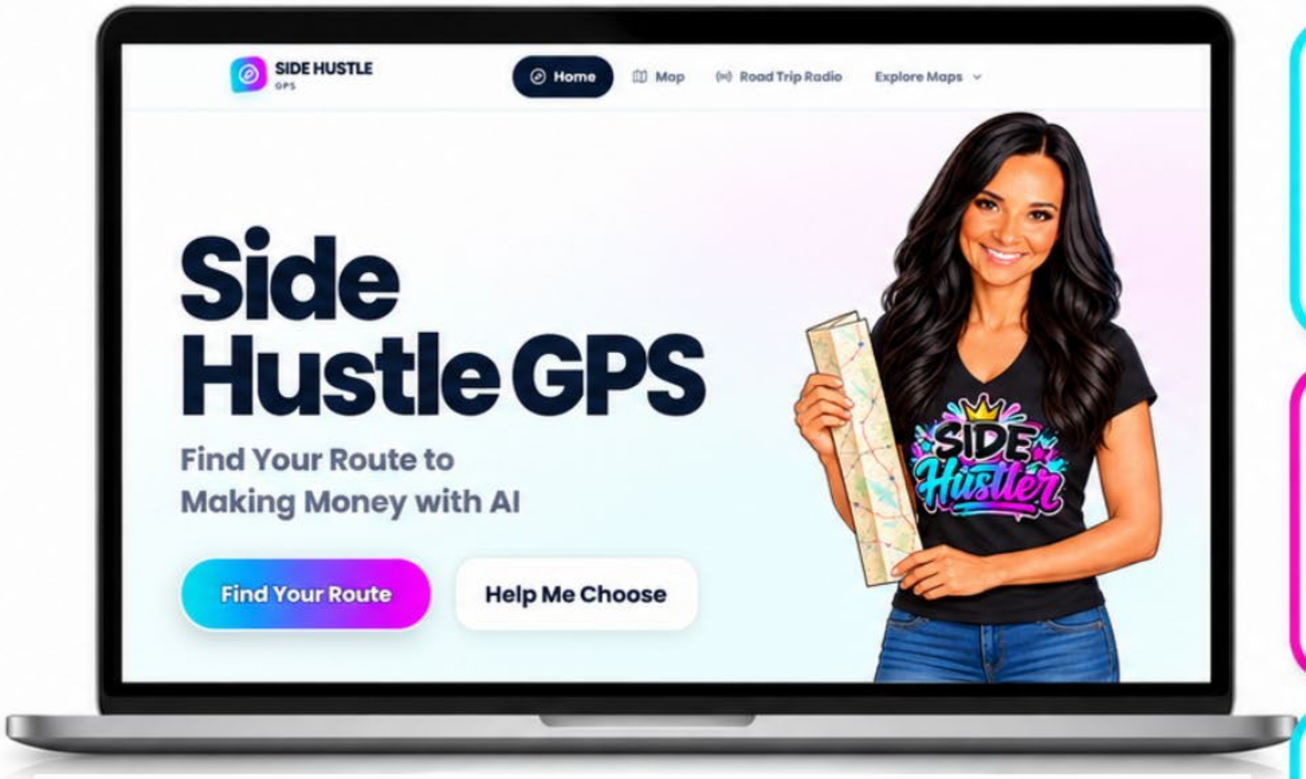
Build. Launch. Host.
SideHustleGPS.com

One idea. **100** possibilities. Brought to life with **AI.**





SIDE HUSTLE GPS
AT A GLANCE



100 WAYS TO EARN MONEY AS A SIDE HUSTLE



FIND YOUR FIT

A quick quiz suggests routes to explore.



FOLLOW A ROUTE

Practical steps, tools and an action plan.

AI EXPRESS LANE

AI shortcuts for your route



ROAD TRIP RADIO

100 episodes of real stories and encouragement.

Explore what's possible. Choose a route. Make your first money move.

Everybody Needs a Side Hustle

Where could yours take you?

Treasure Trail
Creator Coast
Storybook Valley

Memory Lane
Pet Parkway
Helping Hills
Celebration Square
Main Street
Discovery District
Tech Junction

SCAN TO KEEP EXPLORING

Get the slides

Revisit the stories, tools, and ideas from today.

Explore Side Hustle GPS

A free resource to discover possibilities, put AI to work, and take your first step toward getting paid.

Connect with Angie

Keep the ideas—and the conversation—going.



Start small. Dream big. Make your move.