



INCOME STREAM 1

PRODUCT OR SERVICE?

HOW MUCH
WOULD YOU
VALUE THIS PER
UNIT?

HOW MANY
CUSTOMERS ARE
REQUIRED TO MEET
HGRG GOALS

WHAT
PERCENTAGE
OF YOUR SALES
WILL THIS
REVENUE
STREAM BE?

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INCOME STREAM 2

PRODUCT OR SERVICE?

HOW MUCH
WOULD YOU
VALUE THIS PER
UNIT?

HOW MANY
CUSTOMERS ARE
REQUIRED TO MEET
HGRG GOALS

WHAT
PERCENTAGE
OF YOUR SALES
WILL THIS
REVENUE
STREAM BE?

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INCOME STREAM 3

PRODUCT OR SERVICE?

HOW MUCH
WOULD YOU
VALUE THIS PER
UNIT?

HOW MANY
CUSTOMERS ARE
REQUIRED TO MEET
HGRG GOALS

WHAT
PERCENTAGE
OF YOUR SALES
WILL THIS
REVENUE
STREAM BE?

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HUSTLE GROSS REVENUE GOAL
(HGRG)

MONETIZER CHART

INSTRUCTIONS

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Choose the top product or service from the previous stage and start monetizing it. It's time to map out exactly how you'll make money. With your goal income in mind, you can now set the right prices for your products and services.



WHO WOULD PURCHASE THESE PRODUCTS OR SERVICES??



(IDEAL CUSTOMER)



(IDEAL CUSTOMER)



(IDEAL CUSTOMER)



(IDEAL CUSTOMER)

INSTRUCTIONS

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Gross revenue guidelines show how much you need to multiply your dream income by to set clear revenue goals for your hustle. If your business includes employees or overhead costs like rent, use the higher percentages to calculate your total gross revenue goal (HGRG).

GENERAL GUIDELINES FOR GROSS REVENUE PROFITS

Restaurants & Catering Biz	x2.8 - 3.3
Retail Biz	x6.7 - 12.7
Service Biz	x2.0 - 2.5
Manufacturing Biz	x3.3 - 8.8