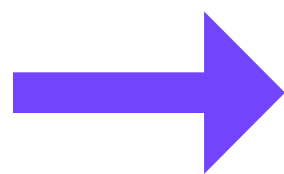


# How to Plan & Build a Side Project from Scratch

A Step by Step

## 30-Day Action Plan

(+ Bonus Google sheet. **Free to Copy**)



April 2023



Sa Su Mo Tu We Th Fr

Week 1

1 2 3 4 5 6 7

----- Milestone 1

Week 2

8 9 10 11 12 13 14

----- Milestone 2

Week 3

15 16 17 18 19 20 21

----- Milestone 3

Week 4

22 23 24 25 26 27 28

----- Milestone 4



If you are a developer,

Building a Side  
Project is not hard,  
**Consistency is**

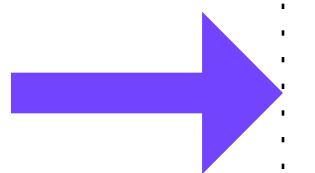
But you can achieve it  
with a robust and  
time-bound action plan



# This is not Rocket Science

But **no matter** how **complex**  
the **Rockets** are, even they  
need a **Schedule** and  
a **Plan to Launch** 🕒



Makes Sense?





Let's look at...



How you can **systematically**  
make use of your **time** to  
manage your **full time job**   
and also build the **v0.1**  
of your **side project idea** 

**...Without  
losing  
motivation**



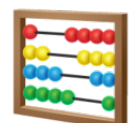
# Before proceeding, some points to keep in mind



This is a **30-Day** plan, divided into **4 Weeks**



Each **week** has its **milestone**



**Activities** are **distributed** considering, you have a **full time job** (but students can take part too)



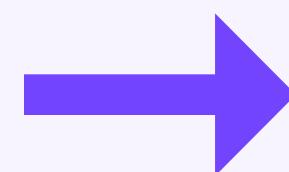
**Weekdays** have **less** intense activities & **weekends** have **more** intense activities



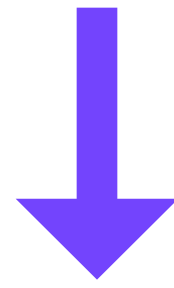
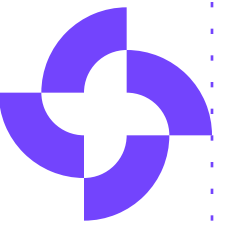
We are **building** the **idea** in the next **30 days**, so the program is **intense**



Use the provided **Google Sheet**  
*See the next page to get the URL*



Please **grab** the **URL** of the Google **Sheet** **from** below the **code**



```
1  const a = ["ht", "tp", "s", "://",
2         "sa", "aswi", "sd",
3         "om", ".", "com", "/",
4         "res", "ou", "rces"];
5  let url = "";
6  for (let i = 0; i < a.length; i++) {
7    url += a[i];
8  }
9  console.log(url);
```



Week	Count	Day	Task	Details	Difficulty Level	Est. Time Required	Status	Score
1	Week 1	Day 1	Monday	Brainstorm for ideas	Easy	1 hour - 1.5 hours	<input type="checkbox"/>	20%
2	Week 1	Day 2	Tuesday	Research for ideas	Easy	1 hour - 1.5 hours	<input type="checkbox"/>	20%
3	Week 1	Day 3	Wednesday	Research existing tools	Medium	1.5 hour - 2 hours	<input type="checkbox"/>	40%
4	Week 1	Day 4	Thursday	Evaluate ideas and choose one	Difficult	2 hours	<input type="checkbox"/>	60%



# Few Guidelines to make the most of this activity



1 **Start** from the Day 1: **Monday** ▶

2 **Each day**, there are certain **tasks** to be **completed** ✓

3 **Follow** the **instructions** for that day 🚦

4 **Once** the activity is **done**, just **check** the corresponding **checkbox** ✓

5 A **progress** bar is **provided** at the **top** of the sheet, to **track** the overall **progress** 🚧

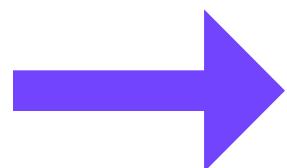
6 The **instructions** in the sheet are **generic**, you are **free** to **modify** them as per your **App idea**

7 For some Apps, DB may not be relevant, for some ideas UI might not be much relevant

8 **Use** the **sheet** as a **template** & as a **tool** to **track progress** & **stay motivated** towards building the App



# Enough Talking Let's get straight to the Plan












# Week 1: Plan



1 The **goal** of this week is to **design & organize** your upcoming **activities** 

# COUNT	📅 DAY	📌 TASK	☰ DETAIL	🏊 DIFFICULTY	🕒 EST TIME	✓ Isdone?	🚩 SCORE
Day 1	Monday	Brainstorm Ideas + BIP  (BIP: Build In Public)	▪ Start F...	● Easy	1 - 1.5 Hr	<input checked="" type="checkbox"/>	2%
Day 2	Tuesday	Research Ideas 	▪ Now, J...	● Easy	1 - 1.5 Hr	<input type="checkbox"/>	2%
Day 3	Wednesday	Research Existing Tools 	▪ It's A F...	● Moderate	1.5 - 2 Hr	<input type="checkbox"/>	4%
Day 4	Thursday	Evaluate & Choose The Idea 	▪ Open P...	● Difficult	2 Hr	<input type="checkbox"/>	4%
Day 5	Friday	Plan The Project & Roadmap 	▪ That W...	● Moderate	1.5 Hr	<input type="checkbox"/>	4%
Day 6	Saturday	Build A Landing Page 	▪ We Ar...	● Moderate	2 - 3 Hr	<input type="checkbox"/>	4%
Day 7	Sunday	Content & Social 	▪ Today...	● Difficult	4 - 6 Hr	<input type="checkbox"/>	6%

2 The '**Detail**' tab in the above **table** is truncated due to **space** constraints. Please refer to the **Google Sheet**

3 **Noticed?** On **Sunday**, we are spending a **huge time** **creating content** & **not** on **building** the product

4 **Because**, This Action **Plan** is created not only to **help** you **build** your **idea** but also to **market** it **simultaneously**

5 We are going to be **creating** & **posting content** on **social** media with the **Build in Public** Approach 

# Building in Public

...is an integral part of this program

But what is it? And why should you care?

## What?

#BuildinPublic

## Why?

**Start** actively **talking** about **your idea**, right from the beginning

It's an approach that **gives** you **early exposure** as a maker/ **founder**

**Tweet** about your daily **progress**

**Gives** your **idea**, early **visibility**, in **front** of your potential **users**

**Announce** major **milestones** on LinkedIn

**Improves** your **chances** of getting **noticed**

**Utilize** other relevant **social channels**, like Medium, etc

**Improves** your **chances** of **collaborations**

I will **create** a **detailed** post about **#BuildinPublic** later (Stay Tuned)

**Establishes** you as an **expert** & more...



If you want to succeed  
you have to start talking



I repeat

**If you want to  
succeed, you  
have to start  
talking**

Great! What else?





# By the end of Week 1:

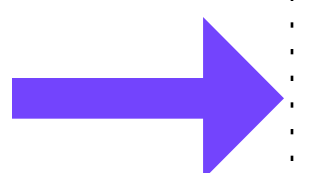
1 You should have a **Basic Landing Page**

2 You can **use** drag & drop services like **Webflow, Carrd** etc

3 Here is a **basic structure to follow**, while creating your **landing page**

Section	Content
Inspiration	Context & background
Problem	The problem you are trying to solve
Differentiation	How your App is different
Call to Action	An email field & a Submit Button

4 In the end, **ask** for the user's **email ID**, if they **want** an **early access**



# Tips









Once your landing **page** is **ready**, **share** it with the **relevant users & prospective customers**

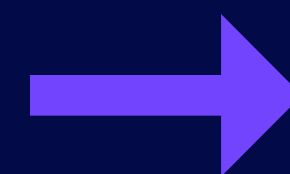
See. You **haven't** even **started building** the App yet, **but** while you are **coding** in **parallel**, you need to know, if **people** are **interested in** your **idea**



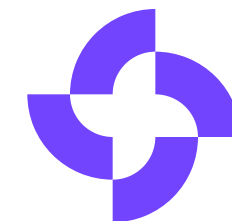
## How to find relevant users?

-  ▪ **Start talking** about your **idea** on **social** since **Day 1**
-  ▪ **Be active in** the **communities** relevant to your ideas
-  ▪ **Write blogs** about your **App idea** & share them on **social**
-  ▪ **Network** with **experts** on **social** & ask for their **feedback**
-  ▪ You can even **run** some **Paid Ads**
-  ▪ **Be creative**

**Great! let's move on to Week 2**



# Week 2: Set up & Start

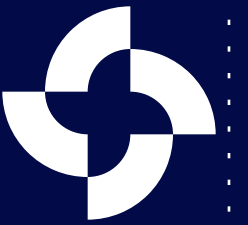


- 1 The **goal** of this week is to **get started** with the development **activities**

# COUNT	📅 DAY	🔗 TASK	☰ DETAIL	🏊 DIFFICULTY	🕒 EST TIME	✅ Isdone?	🚩 SCORE
Day 8	Monday	It's A Break Day 🎉	▪ Off	● Easiest	24 Hr	<input checked="" type="checkbox"/>	0%
Day 9	Tuesday	Set Up Dev Env & Frameworks	▪ We Are ...	● Moderate	1 Hr	<input type="checkbox"/>	6%
Day 10	Wednesday	DB & Structure (Or Equivalent)	▪ Work ...	● Easy	1 Hr	<input type="checkbox"/>	3%
Day 11	Thursday	Finish DB Schema (Or Equiva...	▪ Contin...	● Easy	1 Hr	<input type="checkbox"/>	3%
Day 12	Friday	Core Logic + Base 🍷	▪ We Ne...	● Easy	2 Hr	<input type="checkbox"/>	3%
Day 13	Saturday	Build Basic Functionality 🛠	▪ Don't ...	● Moderate	3 - 4 Hr	<input type="checkbox"/>	6%
Day 14	Sunday	Social + Content 📝	▪ This M...	● Moderate	3 - 4 Hr	<input type="checkbox"/>	4%

- 2 We are **starting** the **week** with a **break**. What a **relief**, isn't it?
- 3 Once we have **decided** on **what** to **build** & we have started talking about it on **social**, it's now **time** for the **fun** part
- 4 **Start** your **terminal** and **start** with the **project** setup
- 5 This week we will **start building** our **core features**
- 6 **Don't forget** to **talk** about all these on **social** in parallel, & you **might see** some **sign ups** on your **landing page**

# Tips



**While** you are **coding**, make sure to **keep posting** on **social** about the **progress**



**I don't know what to post!**



▪ **Post** about what you did today



▪ **Share Screenshots** of your App **UI/ Code snippet**



▪ **Ask for feedback** from your **social** connections



▪ **Share pics** of your work desk etc

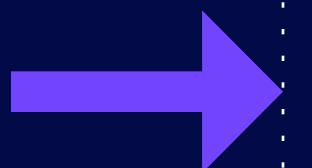


▪ **Engage** with **other** users' **content**



▪ **Write** small **articles** about the **day's** progress

**Keep Reading...**





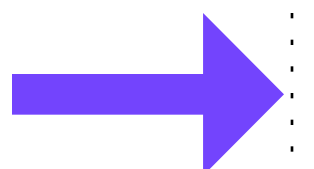
## By the end of Week 1:

**Be active on these platforms for  
Daily writing, Networking & Collabs**

- Hashnode
- Dev.to
- Showwcase
- Indiehackers
- Medium
- Other communities relevant to your idea

**And just like that  
Two weeks are over**

Let's begin our Week 3 Activities





# Week 3: Build



**1** The **goal** of this week is to **build** the main functionalities of your App 

# COUNT	📅 DAY	🔧 TASK	☰ DETAIL	🏃 DIFFICULTY	🕒 EST TIME	✓ Isdone?	🏆 SCORE
Day 15	Monday	It's A Break Day 🎉	▪ Off	● Easiest	24 Hr	<input checked="" type="checkbox"/>	0%
Day 16	Tuesday	Build Core Functionalities	▪ We Are...	● Moderate	1 Hr	<input type="checkbox"/>	4%
Day 17	Wednesday	Build Core Functionalities	▪ Work ...	● Moderate	1 - 1.5 Hr	<input type="checkbox"/>	4%
Day 18	Thursday	Build Core Functionalities	▪ Contin...	● Moderate	1 - 1.5 Hr	<input type="checkbox"/>	4%
Day 19	Friday	Finish The Core/ Payment	▪ It's Frid...	● Moderate	2 - 3 Hr	<input type="checkbox"/>	4%
Day 20	Saturday	Work On Supplementary Featur..	▪ Today...	● Moderate	2 - 3 Hr	<input type="checkbox"/>	8%
Day 21	Sunday	Finish Allied Features & Content	▪ Check...	● Moderate	4-6 Hr	<input type="checkbox"/>	6%

**2** Can you **believe** it? We are **already halfway** through. This is the **Most important** week for the **building phase**

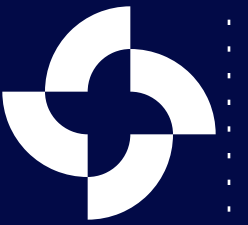
**3** Keep **weekdays light**, but prepare to squeeze the most out of the **weekend**

**4** **Complete** all the major **functionalities** of your **App**

**5** **Don't lose motivation.** Also, **send emails** to subscribers

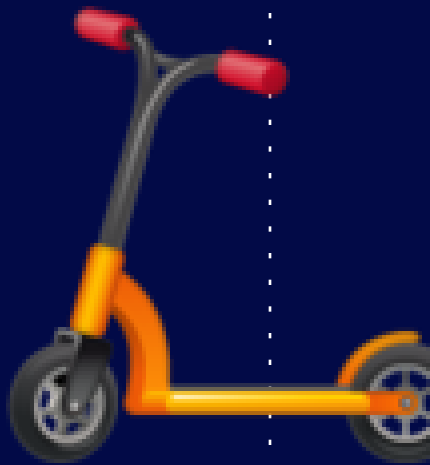


# Tips



Three weeks are **over**, and just **one left**







By this time, your **App** functionalities should be **almost complete**

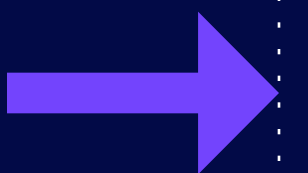


The last week is **reserved** mainly for **deployment & testing**

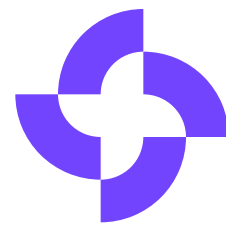


**Start reaching out to your connections**

-  ▪ **Increase the frequency** of posting on **Social** media
-  ▪ **Send an email** to existing subscribers
-  ▪ **Write** a long **blog** about **problems** faced
-  ▪ Make an **announcement** with the **landing page teaser**
-  ▪ Try to **Increase sign ups** on the landing page
-  ▪ **Collab** with other **makers** to **leverage** their **social** presence



# Week 4: Ship



- 1 The **goal** of this week is to **launch** your App and release it to public 

# COUNT	📅 DAY	📌 TASK	☰ DETAIL	🏊 DIFFICULTY	🕒 EST TIME	✅ Isdone?	🚩 SCORE
Day 22	Monday	It's A Break Day 🎉	▪ Off	● Easiest	24 Hr	<input checked="" type="checkbox"/>	0%
Day 23	Tuesday	Finish Basic UI And Test It 📱	▪ Come ...	● Easy	2 Hr	<input type="checkbox"/>	4%
Day 24	Wednesday	Deploy For Beta Testing 🚀	▪ AWS O..	● Difficult	2 Hr	<input type="checkbox"/>	4%
Day 25	Thursday	Allow Your Users To Test It ✍️	▪ This Is ...	● Easy	1 - 2 Hr	<input type="checkbox"/>	4%
Day 26	Friday	Fix Bugs And Test 🐛	▪ While ...	● Moderate	1 - 2 Hr	<input type="checkbox"/>	4%
Day 27	Saturday	Fix Bugs And Test 🐛	▪ Bug Fi...	● Moderate	1 - 2 Hr	<input type="checkbox"/>	4%
Day 28	Sunday	Release/ Launch 🚀	▪ Are Yo..	● Moderate	4 - 6 Hr	<input type="checkbox"/>	4%

- 2 **Final** Week. **Finish** the **UI** (**Don't** focus much on **styling**)

- 3 **Deploy** your App on a suitable server (AWS free tier etc)

- 4 If you are **following** the **plan**, you might have **received** some **interest** from the people on **social** & some **sign ups** on your **landing page**

- 5 **Reach** out to those & ask them to **test** your **App**

- 6 Spend the majority of the time **fixing** the **bugs**

- 7 If the beta testers & you are satisfied, It's time to Launch it 

# Don't worry about the UI & Styling much It's an MVP v0.1



# Go Head & Launch

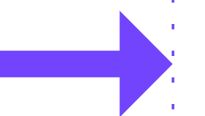


# Congratulations!

It's LIVE 

## Fabulous Job!

It's Live, right?



# What Now?

- 1 You know, **well begun** is half **done** 💪
- 2 **This is** just the **beginning** 🔑
- 3 **If** you have **followed** along with the instructions, **you** have **really** done a **great job** 👌
- 4 **But** the real **battle starts now**. 🗡️  
You have the **App live** & running, right?
- 5 **Now** you need **users** to use it.  
And **Pay** for it 💰



**From** hereon, You will be **battling** on **two fronts**



**Product  
Development  
& Roadmap**



**Marketing,  
Growth &  
Cust. Support**



**Andrew Gazdecki**   
@agazdecki · [Follow](#)



If you're a technical founder please learn sales and marketing, you'll find product market fit faster and save so much pain.

8:21 AM · Nov 5, 2022 from San Mateo, CA



[Read the full conversation on Twitter](#)



956



Reply




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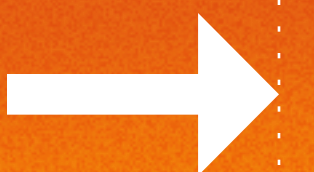
 But That's the **topic** for  
some other **time**



 The **agenda** of this **guide**  
was to **help** you **get started**  
by providing a **template**

 ... **Help** you stay **motivated**  
towards your **goal**

**& build**  
**consistency**







I **hope** you have seriously **followed** the **Google Sheet** and I would **love to know what** you are **building**

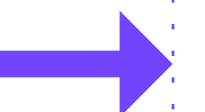
**Send** me a **DM** on **@zubairspov** on **Twitter**

If you want to Practically Learn,

# **How to turn your side project into a SaaS Startup**

**Sign up** on **saaswisdom.com**

It's a **Cohort** (Boot camp) **course** with  
Hands-On learning



# And Finally!

Share this guide with your friends  
and your colleagues

## Follow me on



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Also Don't Forget to **join** our private **groups**

(Links are on [saaswisdom.com](https://saaswisdom.com))



Slack



Discord