

# Educ'ish

LIVE OUTSIDE THE LINES

[www.educish.com](http://www.educish.com) [www.educish.co.za](http://www.educish.co.za)

@educish on Twitter/Instagram

# Hustle up! Series

## Data Friendly Version

Search for...

SIDE HUSTLE IDEAS



POWERED BY EDUC'ISH

# Lesson One

*It all starts with an idea*

## What is a Side Hustle?

The reasons for your side business are endless, it doesn't really matter why you started it, but we all want it to succeed. A side hustle is a business venture you take on in your spare time to bring in some extra money and hopefully build it into a viable Full-term business.

As you are most likely doing this over the evenings and weekends, your time is limited. This means you need to be clear, organised, and specific about how you operate your Hustle. A lot of the work is needed during the setup of your idea and operation, then it's all about sales and networking.

## How does it fit into your lifestyle?

Each type of Side Hustle you are thinking of will have different requirements of your time and resources. You need to think ahead and figure out how you are going to fit these demands in with your current job, family life and personal activities. There is no point in going through all of the hard work in getting your Hustle set up, only to decide it takes up too much time and quit.

The best way to organise your time requirements is to decide which part of your free time you are willing to give up each week. For some it is easier to do extra work in the evenings once home, and others it would be the whole day on the weekend. Either way, once you know when you have the free time then you can match up a side hustle that fits. Freelancing is great for any weeknights or weekends, whilst selling products at markets will only really work over the weekends. If you are willing to sacrifice your spare time and fully commit, then your Side Hustle will have a great chance at paying off.



## Where to begin?

The easiest and most natural Side Hustle to take up is with a skillset you already have! This could be baking, photography, Woodwork, DJ'ing, and any other skill you know you are good at. These are perfect as you already are a specialist in the field, know what it takes to complete the task and will have some previous work to show off.

If you are lucky enough to have one of these, then all that is needed is to set up your business operation and start selling!

But if you didn't make that cut then not to worry... We have 6 different options for you to consider.

# Lesson Two

## Idea station

### Ideas – One and Two

**Home made goods** – Anything you can make in your home and with great skill. This could be baking biscuits, making cakes for parties, weaving macramé bags and any other “Hobby” that others would be willing to pay for. These can then be listed as a made-on demand order to ensure you don't waste your resources until needed. Making fully prepared meals that can be delivered or frozen is another great way to monetise your kitchen skills!

**Personal Trainer** – Fitness and physical training is so important in our world, and if you have the ability to teach, then this could be your cash cow! Whether it is coaching younger individuals on a sport, conditioning your body, yoga and meditation, Boxing or martial arts, or general fitness and training. All of these passions you may already have can be created into a personal training programme that you can offer to clients.

### Ideas – Three and Four

**Driver** – With the likes of Uber, inDriver, Taxify, Bolt, Lyft and others setting up shop in South Africa, there is a wealth of options to become a driver for extra cash. With the relationships managed through Apps and online platforms the process to get started is as easy as googling how to become a driver! A great option for those that have spare time and access to a vehicle, license and enjoy driving around for others.

**Event planner** – Everyone loves a party; nobody loves planning them! But this might be your specialty, with a keen eye for decorations and organising catering, music, and other elements. Working with a client's budget, you can charge your planning fee to take the hassle out of your client's hands. This is another option that requires minimal resources and capital from your part as it will be your clients budget doing the work for you.

### Ideas – Five and Six

**Tutor** – The knowledge you've acquired over the years can never be taken away. Therefore, you will always be able to teach the younger generation to learn and understand subjects they find tricky. Whether it's math's, science, a local language, accounting, or anything else you excelled at, you can tutor kids with your knowledge. It's just about picking your specialty and selling your service to the right target market – Locally or remotely!

**Freelancer** – This is the broadest category and leverages off of the skillsets you already have. From a Graphic designer, make-up artist, DJ, Painter, Graffiti artist, Singer, Content writer, to anything you have a talent for. By making it known you are a specialist in that field you can charge clients for your time on a project and build up your client list.



# Lesson Three

## *Finding your place*

### **Is my idea any good?**

First off you need to convince yourself that this is your best fit idea! Only once you have serious confidence in your Side Hustle and yourself then can you start selling the idea to others. But once you are happy, the best place to test your idea is with family and friends. Ask people for their time to pitch them your idea, not to buy into it straight away, but just to ask you questions and give their feedback.

It's ok if you don't have all of the answers to their questions, and even if there is some criticism, take it as a learning curve. This is your opportunity to fix any obvious issues that you may not have seen or something that may work better.

### **Will people pay for it?**

This is the biggest and scariest question of all! The problem is you can't guarantee that your idea will be a success. But the more work and research you put in, the better your chances.

Most of the time the issue is not around if people will buy it, but how much can you charge for it. Pricing is everything and you can lose a lot of business just by charging too much for your product or service. The most effective way to start off with a good pricing point is to beat the market value, this means Google!

Go onto Facebook, Takealot, Gumtree, LinkedIn, Google, and any other online marketplace to find your competitors. Search for the exact same product or service you are wanting to create and see what the current price is going for. As you are starting out, this market value should be your ceiling, rather start off a bit lower to gain some new customers and you can then start to charge more as you become more popular and in demand.



### **Can I really make it work?**

One thing is for sure – It is going to be HARD!

There is no escaping the many, many hours you are going to need to put into setting yourself up for success. But no one is going to pay you extra money just for sitting around watching YouTube so you may as well try something that has a big potential to change your life forever!

The KEY to a successful Side Hustle is to keep your actual monetary costs as low as possible when starting out. This means if it doesn't work out then you have only lost your time, with some valuable lessons received. Use what you have at home, get creative with what is free out there on the internet (We will show you soon!), and pull in favours from friends and family where you can.

Either way, we are here to hold your hand through the process! Good job for starting your journey – **It is going to be fun...**