

Educish

LIVE OUTSIDE THE LINES

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Hustle up! Series

Data Friendly Version

START MAKING IT



Lesson One

From Scratch

Repeat the steps

All the planning in the world won't get you to the end. Yes, it is helpful, but sometimes you just have to start creating your products! So, for now, set aside the planning and business side of things and let's focus on the actual product/service you are offering.

This means you need to perfect the process and make sure it is easily replicated. This is an important part of your Side Hustle as you need to ensure you can handle the possible volumes of orders.

We can do this, by clearly identifying a simple and effective process to create your product whenever you need it!

Test and review

Let's start with a tester – You will need to create your product from start to finish. As you go through the process try and identify easier ways of doing it and always ensure the quality is perfected. Once you have baked your goods, so to speak, you will need to get some feedback.

Make a few samples for you family and friends – Regardless of what it is you are creating; your closest humans can always be a good source of feedback. Make sure you let them know exactly what it is you are trying to create, then collect as much feedback and opinions as you can from them. This is what you need to improve your offering and get a perspective that is less biased than yourself!

Once you have amended your product based on the feedback you received, you should have a better-rounded product to start selling.

Detailed process

If you and your friends are happy with the final outcome, then make a template of it! We can do this by creating a "process guide" on the exact specifications needed to recreate the approved product/service. So, you will need to create the product/service once more – but this time focus solely on writing down every single step, ingredient, time spent on each phase until it is completed.

This document is now your secret weapon to produce your unique creation and needs to be safely stored somewhere. You can now use this every time you need to make another order on demand with minimal fuss.

This process guide should also be used to make your own requirements going forward. So, list the full time it took you to create the product in full – This is good to know for when a client asks when you will have a product/service completed and ready. You can also make sure you have a constant supply of the items required on the list to create your end result!



Lesson Two

Promote yourself

The perfect product

Now that you have the best version of your offering, it's time to capture its beauty! You will need to use the best-looking product you have made or the process of your service and get someone with an eye for photography to take a variety of pictures. This will be your stock images to use for all future promotions and advertising you may do.

Ensure the product looks clean, appealing and exactly the same as what you are offering. We don't want to give any false advertising by adding in extra items just for the photos, So show the original beauty of the product.

Free for comment

People trust people – So you need a few good customer reviews to sell your product/service for you. This means you will need to hand out a few freebies in exchange for some valuable feedback and reviews.

Select a few people you know and ask them to be a part of your trial period. You will need to create the exact product/service you are offering and let them experience it as a customer would. Ensure you get their feedback and a written review!

This will be a statement from them saying what they enjoyed about the product/service and if they would return as a customer. Confirm with them before hand if they are happy for you to use their name/photo when promoting your Side Hustle first.

Portfolio of evidence

You're ready to go! Add the new customer reviews you have received to the promo images you took of your good-looking product/service, and you are ready to sell yourself! These items are all you need to show your target market exactly what you offer and the response of the people that have tried it.

You can now put these together in a way that you want to showcase this to your customers. This could be a set of 3-5 images you send over WhatsApp, a Facebook page you create to show your products, or even a portfolio that you update on the likes of Dribbble, Canva, Behance etc (Go check them out).

Either way, make sure your customer is able to see the end product they are paying for and the happy customers they can trust!



Capture
the
beauty
of your
creation!

Lesson Three

Sample Sets

Local neighbours

Deciding where to start selling your product/service can be a hard decision. There are so many places to start but which is the best as a starter on limited time? Therefore, we always recommend you start at home! This means your family, friends, and neighbours in your specific area you live.

This is a group of people that will know you as a person so are likely to support you. There are next to zero costs for travel and not much advertising needed other than WhatsApp and word of mouth. Even start spreading the word at your day job – every customer helps!

You don't need to be pushy or persistent, just ensure they know what you are selling and how they can contact you – they will reach out if they want to...

Follow ups

A good practice to adopt is the process of following up with customers. Once you have sold them the product/service make sure you have got their contact details when you make the sale. This allows you to follow up after a week to find out if they liked the product, any recommendations they may have and importantly if they want a repeat order.

This is a process of building relationships with your clients to ensure they are happy with your offerings, brand quality and supply. Always remember to remain polite, patient and accommodating with your clients.

If you take care of your current clients, then your repeat business will be a great stream of income.

Availability

This last step is always a challenge – If this is a Side Hustle then you may not always be available 24/7. So, it is important to let your customers know exactly how and when they can contact you. This will set the tone for your relationship and ensure you are able to meet any order requirements your clients may have.

If you state you are available over certain periods, it is highly important that you are ready for incoming orders! This means you need to constantly be checking the supply of your ingredients, internet, boxes etc – Anything you need to immediately make an order on demand.

Leaving your client waiting too long for any order may result in them going to your competitor... So be ready for your next order and keep your client in the loop with their orders – This will always help build a trusting relationship!

