

# Develop a side hustle

Earn an extra income





# What is a side hustle?

The COVID-19 pandemic and related financial hardships of this year may cause you to look for additional sources of income. You may also be thinking more about how you can “future-proof” your income by creating multiple streams of income. If you are already employed, you may be curious about how to develop a “side hustle”.

## What is a side hustle?

A side hustle is any type of employment undertaken in addition to one’s full-time job. A side hustle is generally freelance or piecework in nature, providing a supplemental income. Side hustles are often things a person is passionate about, rather than a typical day job worked to make ends meet.

A side hustle is not the same as a part-time job. While a part-time job still entails someone else (your employer) calling most of the shots (including hours worked and what you’ll be paid), a side hustle gives you the freedom to decide how much you want to work and earn.

<https://www.wonolo.com/blog/what-is-a-side-hustle>



# How to identify a side hustle

Your answers to the following questions can help you think about your needs, your skills and knowledge, as well as some practical considerations such as time and funding.

1 What problems / challenges / shortages have I identified that I think I can solve?

2 What do others need or want that I can provide and that they will pay me for?

3 What kind of side hustle do I want to create – is it service-based or selling physical products, is it online or offline? Do I want to make money “while I sleep”, or do I have time to invest to provide personal services?



# How to identify a side hustle

4 What knowledge and skills have I acquired?

a. Think about your formal and informal studies

b. Think about your volunteer and informal work experience

c. What did you learn online (e.g. from reading, watching videos, and completing online courses)?



# How to identify a side hustle

5 What personal attributes do I have to start and persist with a side hustle? Think about challenges that you have experienced and how you overcame these.

Think about your personal motivation for wanting to start a side hustle:

1 Why am I thinking of starting a side hustle? If you are unhappy with your income, what can you do to change it?

2 How can I reduce my income risks – how has the pandemic influenced my finances and my thinking about my finances?

3 How can you manage your money more effectively and earn more money?



# How to identify a side hustle

4 What is my goal with a side hustle? Think about specific outcomes, e.g. I want to generate at least R10 000 of income within 12 months with my side hustle to pay for a deposit on a new car.

Think about the practical considerations for starting a side hustle:

1 When do I have time to commit to my side hustle? Think about how you are currently spending, for example, your Saturday mornings (or other spare time).

2 How much money do I have to invest in starting up my side hustle?



# Generating side hustle possibilities

Below are some examples of different ways in which one could generate side hustle possibilities.

## Food

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Restaurants were hard hit by the pandemic. Those who survived adjusted by selling their food as "order in"	Chefs and cooks developed their own YouTube material to teach	Sustainable food production is an issue of survival and of generating income. Start a seed trust to avoid genetically modified food and to preserve heritage seeds. Start your own catering company	Writing about food, sharing recipes Painting or taking photos of food Creating digital products (e.g. recipe plans)	Chefs and cooks developed their own YouTube material to promote certain cuisines and regional foods	Nutritionist coach their clients via Zoom or Teams to adopt healthier lifestyles

## Household goods/services

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell household items	Make videos how to use newly bought household appliances or how to fix them	Plumbers, electricians, maintenance contractors and gardening services advertise their services	Taking photos of, writing about any aspect of household services or goods Creating digital products (e.g. present a masterclass about using eco-friendly cleaning products)	Developing videos and publishing online about household goods/services	Promoting the use of organic cleaning materials that do not harm the environment



# Generating side hustle possibilities

## Personal services

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell items related to good living (as per individual perception)	Developing YouTube videos related to any personal product or service	Creating devices or products to assist with good living such people age	Taking photos or writing about personal services or products such as the reusable silicone moon cup for women Create digital products (e.g. create templates for personal wellness)	Developing videos and publishing online about any aspect of personal goods or services	Hairdressing, stylists, personal trainers, nutritionists, yoga teacher and Pilates instructor

## Pet products and services

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell items related to pets	Developing YouTube videos related to any product or service for pets	Veterinarian services; animal trainers and animal behaviourists Animals supporting human services Animal house sitting services	Taking photos or writing about personal services or products Paintings of pets Create digital products (e.g. create an online workshop about how to take care of your pet for children)	Promoting the use organic cleaning materials that do not harm the environment	Grooming services for animals Promoting animal wellness Being an animal activist





# Generating side hustle possibilities

## Digital

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Digital products are sold online. Examples of digital products include printables, e-books, e-courses, tutorials, videos, workshops, document templates, etc.	Developing YouTube videos related to any product or service related to digital upskilling	Web designers and the development of apps for any aspect of human activities	Game developers can plug into the skills of writers, photographers, graphic designers and musicians Create digital products (e.g. create an online workshop about how to take care of your pet for children)	Create new and innovative social media	Promoting the responsible disposal / recycling of digital equipment

## Language services

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell second hand academic books	Teach others reading and writing skills	Consult organisations about effective communication	Design and write e-books Offer translation and transcription services	Create videos about aspects of language to publish online	Offer your language services to authors/ companies writing about health and beauty issues



# Generating side hustle possibilities

## Education

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell items related to education	Language teaching/ tutoring Math teaching/ tutoring Financial skills teaching/ tutoring	Consulting services in your field of expertise (legal, finance, coaching) Writing, programming designing for business environments	Create language apps/ Write music scores for games and apps DJ in your area Self-publish books & eBooks' Become a party / wedding planner/ entertainer for children's parties Create digital products (e.g. template lesson plans for teachers)	Developing YouTube videos related to any aspect of education – your audience can be other teachers, adults, children, etc.	Promoting continuous learning related to health and wellness. Promoting environmentally responsible beauty products

## Leisure and hobbies

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Buy and sell items related to leisure and hobbies, e.g. second-hand books, clothes, and furniture Sell your crafts online	Sell or buy items related to a leisure activity such as rock climbing or hobbies such as scrapbooking	Teach others how to do crafting (e.g. mosaics, scrapbooking)	Leisure enthusiasts or hobbyists take photos of their activities and post it on social media Creating digital products (e.g. sell your photos on image subscription platforms)	Blogging and vlogging and different social media platforms to promote a specific craft/ leisure activity online (e.g. 3D printing, gardening, rock climbing, etc.)	Leisure and hobby activities can be influential in areas such as fitness and wellness because it creates a community where destressing is possible



# Generating side hustle possibilities

## Medical

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Sell or buy items related to medical equipment and/or services	Instructional videos about learning to take care of diabetes, or any home-based medical procedures	Medical professionals have YouTube material to teach and inform the public	Taking photos or writing about medical aspects such administering food through a feeding tube for the home-based career  Creating digital products (e.g. create a workbook for families affected by terminal illness)	Develop your own webpage.  Blog or vlog about your experience as home-based carer	Launch your own mobile treatment vehicle (e.g. midwives and doulas assisting with home births)

## Transport

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Drive for Uber and Lyft (online transport services)	Instructional videos about learning to drive different vehicles	Become an instructor to drive, fly or sail (a vehicle, plane or boat)	Taking photos or writing about transport services or products  Creating digital products (e.g. create an e-book highlighting pet-friendly travel destinations in your area)	Blog or vlog about your favourite mode of transport	Launch your own mobile pet grooming salon or transporting children to school or other events



# Generating side hustle possibilities

## Hospitality and tourism

BUYING AND SELLING	TEACHING & MENTORING	BUSINESS & PROFESSIONAL	CREATIVE ART, MUSIC, WRITING	SOCIAL MEDIA	BEAUTY, HEALTH & WELLNESS
Items related to the hospitality and tourism industry	Develop a short course in promoting the interesting aspects of your area	Become a local tour guide (especially as travelling is restricted during the pandemic)	Organise or promote festivals in your area Creating digital products (e.g. create an online event to showcase local tourist attractions)	Develop your own website. Publish a blog or a vlog on a regular basis	Promote the use of indigenous products such as beauty products containing rooibos

Adapted from:

<https://medium.com/falling-into-freelancing/how-to-start-a-side-hustle-in-2020-e977e0905431>



# How to launch your side hustle

1. **Take stock** of your situation & start from a place of curiosity.
2. Start **small**.
3. **Take classes** or cross-mentor while you're hustling to get even better at what you do.
4. Take the **time**.
5. **Launch your side hustle effectively**: think about the best ways to market your product/ service (e.g. website, social media, local adverts). What tools do you need to market your side hustle?
6. **Work your network**: Join private online and social media groups related to what you're pursuing.
7. **Work your contacts**: Connect with past employers/former clients.
8. **Keep learning**: use your customer feedback to understand what you can change, complete online learning courses, subscribe to relevant newsletter, participate in discussions with others in your field.



# Further reading

## **Side Hustle School**

Read about and listen to stories from others who have started side hustles.

<https://sidehustleschool.com/>

## **GoDaddy Side Hustle Report**

A Way of Life Not Work

<https://uk.godaddy.com/blog/wp-content/uploads/GoDaddy-Side-Hustle-Report-A-Way-Of-Life-Not-Work-Download.pdf>

## **40 Best 2020 Side Hustle Ideas**

Side hustles are one of the best ways to increase your income, so you can pay off debt, save up for a big purchase, grow your retirement savings, or reduce your financial stress.

<https://millennialmoneyman.com/side-hustle/>

## **2020 – The rise of the ‘side hustle’ and the spirit of entrepreneurship**

<https://www.iol.co.za/personal-finance/guides/2020-the-rise-of-the-side-hustle-and-the-spirit-of-entrepreneurship-981e8d93-87fa-4431-876c-ef6aa5ace583>

## **10 of the Most Profitable Side Hustles in South Africa**

<https://www.theworkspace.co.za/blog/10-profitable-side-hustle-ideas-south-africa/>

## **Need a side hustle? Here are 6 ideas you can do from home (IOL)**

<https://www.theworkspace.co.za/blog/10-profitable-side-hustle-ideas-south-africa/>

## **6 side hustles that will actually make you money (City Press)**

<https://www.news24.com/citypress/trending/6-side-hustles-that-will-actually-make-you-money-20190825>

## **50 Ideas for a Lucrative Side Hustle**

You know how to do something people would hire you for, but only if they know you are available.

<https://www.entrepreneur.com/article/293954>



# Further reading

## **How to Start A Side Hustle in 2020**

Multiple income streams have become THE way of work.

<https://medium.com/falling-into-freelancing/how-to-start-a-side-hustle-in-2020-e977e0905431>

## **How to Start a Side Hustle While Keeping Your Day Job**

### **Want to Be Your Own Boss? Here's How to Start a Side Hustle**

<https://www.thebalancesmb.com/how-to-start-a-side-business-while-keeping-your-day-job-4115403>

## **Make Your Side Hustle Work**

With the rise of platform technologies and increased use of freelancers, contractors, and “gig” workers by companies, it has never been easier to start a side hustle to generates income on the side of a full-time job.

<https://hbr.org/2020/03/make-your-side-hustle-work>

## **Side Hustle Ideas: Top 42 Ways that WORK GREAT in 2020**

If you're looking for a list of profitable side hustle ideas, here's some of the best options (that also fit your lifestyle!)

<https://www.iwillteachyoutoberich.com/blog/side-hustle-ideas/>

## **Images in this brochure:**

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# Counselling and Career Development services @ Unisa

The Unisa Directorate: Counselling and Career Development offers career-, academic- and personal counselling services to Unisa students and the broader community. You can talk to a counsellor about:

**Career decisions.** I am not sure which career path to follow; I don't know which qualification would be best; I want to change my career direction...

**Career information.** How can I find out more about a career in ...

**Employability.** How do I market myself to employers? How can I look for work? How can I compile an effective CV? How do I go about networking with others? How do I put together my career portfolio? How can I meet potential employers? How can I improve my interview skills?)

**My studies at Unisa.** How can I get started with my studies? How do I plan my studies? How can I study more effectively? I don't feel motivated to continue with my studies... I feel worried about preparing for/ writing the exams. I failed my exams – what now? I need to improve my reading/ writing/ numeracy skills

**Personal issues.** How can I have better relationships with others? How can I cope more effectively with issues that impact on my studies?

Visit our website at <http://www.unisa.ac.za/counselling> to access many self-help resources, or talk to a counsellor by e-mail to

[counselling@unisa.ac.za](mailto:counselling@unisa.ac.za).