

HUSTLE AT HOME

A Guide on How South Africans Can Make Money
from Side Hustles in
2025

BY
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Disclaimer

The information provided in this book is for general informational and educational purposes only. While every effort has been made to ensure the accuracy and relevance of the content, it is not intended to serve as professional business, financial, legal, or investment advice. Readers are encouraged to seek further guidance before making any significant decisions regarding their side hustle or business ventures.

The author and publisher are not liable for any losses, damages, or legal issues that may arise from the use of the information contained in this book. Success in a side hustle or business is influenced by many factors, including individual effort, market conditions, and external circumstances, and no guarantees of financial or business success are made.

Additionally, while South African examples, laws, and market trends have been referenced, these may change over time. Readers are encouraged to verify information and adapt strategies to suit their specific circumstances and local conditions.

This book is meant to inspire and guide, but the ultimate responsibility for any decisions made rests solely with the reader. Your hustle, your journey, your success.



INTRODUCTION

Every January, South Africans light up social media with jokes about eating cabbage or “Janu-worry” because of “Dezemba” spending. The memes are as much a part of the new year as the weather reports about rainstorms. But beneath the laughter lies a sobering reality: for many, January is a tough month. The festive season leaves pockets empty, credit cards stretched, and regret as the uninvited guest at the start of the year.

This time, however, things will be different.

You’ve picked up this book because you’re ready for a change. You’ve decided that this year, Dezemba 2025 won’t catch you off guard. Instead of worrying about the cost of gifts, celebrations, or a holiday at the beach, you’ll be sipping your favourite drink knowing your side hustle has turned the festive season into your most lucrative period. No more panic about school fees or grocery bills in January. You’ll be planning your next move while others are scrambling.

But let’s be clear: this isn’t some magical guide to overnight success. No one’s dropping bags of money into your lap, and there’s no sangoma granting business wishes. What this book will give you is the blueprint to take control of your financial future, using skills you already have or opportunities waiting for you to seize. It’s about leveraging what’s uniquely South African—the hustle, the heart, and the grit—to build something sustainable, profitable, and meaningful.

South Africa is no stranger to the side hustle. From the street vendors in bustling cities to the rural entrepreneurs transforming their communities, we’ve always been a nation of resourceful people. We don’t just make a plan; we make a Plan B, C, and D if necessary. And whether you’re based in Soweto, Sandton, or Soshanguve, this book is here to show you how to channel that resourcefulness into a side hustle that works for you.

This isn’t about chasing trends or copying what everyone else is doing. It’s about finding what fits your skills, your interests, and your life. It’s about being smart, being bold, and thinking beyond the “quick fixes” that rarely work. Whether you’re a creative, a professional, or a jack-of-all-trades, there’s a hustle with your name on it. And we’re going to help you find it, build it, and scale it.

By the time you’ve worked through these pages, you’ll have a plan in hand, the confidence to execute it, and the tools to weather the inevitable challenges. You’ll see the opportunities hiding in plain sight, understand how to tap into uniquely South African markets, and use 2025 to rewrite your story.



So, laugh at the memes if you must, but let's make this the last January where you relate to them. Instead, picture this: Dezemba 2025, you're the one paying for that family getaway in cash, celebrating the year's wins, and looking forward to what's next. If you follow the strategies and insights in this book, that vision isn't just possible—it's inevitable.

Let's get started. Your best year yet begins here.





HUSTLE

1 PART

LAYING THE FOUNDATION



CHAPTER 1: UNDERSTANDING THE SIDE HUSTLER MINDSET

If there's one thing South Africans know how to do, it's hustle. Whether it's finding a way around load-shedding, stretching a budget to make it through the month, or turning a tiny idea into a thriving side business, we've mastered the art of resilience. But let's be honest: hustling isn't just about making ends meet. It's about dreaming bigger, pushing boundaries, and creating opportunities where others see obstacles.

To succeed at side hustling, the first thing you need isn't a killer idea or a lot of money. It's the right mindset. Your hustle will only grow as big as your belief in yourself, your ability to adapt, and your willingness to put in the work—even when it feels like the world is against you. And in South Africa, let's face it, sometimes it does.

The Power of Knowing Your “Why”


Before you do anything else, you need to ask yourself one simple question: *Why am I doing this?* Your “why” is what will keep you going when things get tough. It's what will drive you to wake up earlier, stay up later, or sacrifice a weekend binge-watch session to work on your dream.

Is it to give your family the financial security you didn't have growing up? Is it to afford that degree or diploma that's been just out of reach? Maybe it's the freedom to leave a toxic job, build a legacy, or finally take that trip you've been putting off for years. Whatever your “why,” write it down. Stick it on your mirror, your fridge, or your phone's wallpaper. You'll need it as a reminder when the grind feels endless.

From Survival Mode to Success Mode

Many of us start hustling out of necessity—just trying to make ends meet. But here's the thing: if you approach your side hustle as a desperate survival strategy, you'll always be scrambling to stay afloat. Instead, you need to shift your mindset to one of *success*. Think about how your hustle can grow, how it can solve problems, and how it can add value to people's lives.

Success mode is about thinking long-term. It's about building something sustainable that doesn't just help you survive but thrive. The beauty of a side hustle is that it allows you to dream big while starting



small. It gives you the space to experiment, learn, and grow without the immediate pressure of risking everything.

Consistency Over Motivation

Let's be real: motivation is great, but it's inconsistent. Some days, you'll wake up ready to conquer the world. Other days, just getting out of bed will feel like an Olympic event. That's where consistency comes in. It's the unsexy cousin of motivation, but it's what separates successful side hustlers from those who burn out or give up.

Consistency doesn't mean working 24/7. It means showing up regularly, even when you don't feel like it. It means putting in the effort week after week, even if progress feels slow. It's about trusting the process and staying committed to your goals.

Embracing Failure as Part of the Journey

Here's the truth no one likes to talk about: you're going to fail. Not once, not twice, but probably multiple times. And that's okay. Failure is part of the hustle. It's how you learn what works, what doesn't, and how to do better next time.

Think of it like this: every successful entrepreneur you admire has a long list of failures under their belt. The difference is they didn't let failure stop them. They used it as fuel to keep going. So when your first marketing strategy flops, or your product doesn't sell as well as you hoped, don't throw in the towel. Ask questions, adjust, and try again.


Adopting a “Make a Plan” Mentality

If there's one phrase that captures the South African spirit, it's “*Ons gaan 'n plan maak*” or “*We'll make a plan.*” It's the ultimate expression of resourcefulness, and it's exactly the attitude you need to thrive as a side hustler. Things won't always go according to plan—whether it's a power outage while baking a cake or a supplier who doesn't deliver on time. But instead of giving up, you'll find another way. Because that's what hustlers do.

Turning Doubters into Believers

Let's be honest: not everyone is going to understand your hustle. Some people will question your choices or laugh at your ambitions. That's fine. Use their doubt as fuel. Let your results do the talking.





When your side hustle starts paying for holidays, school fees, or even just a few extra luxuries, those doubters will quickly become your biggest supporters.

But You Have to Believe More than Anyone Else

No one has ever succeeded without first believing that they could. Your mindset is the foundation of your journey—if you’re convinced you’ll fail, you’ve already lost. To succeed, you must change your mental model from expecting obstacles to expecting breakthroughs. Believe in your hustle, in your ability to solve problems, and in the value you bring. This shift is powerful: when you focus on success, your actions, decisions, and energy align with that belief. Success begins in the mind.

Your Hustle, Your Rules

Finally, remember this: your hustle is yours. It doesn’t have to look like anyone else’s. You don’t need to follow the latest trends or compare yourself to someone else’s highlight reel on social media. Focus on what works for you, what makes you happy, and what fits your goals.

Getting into the right mindset isn’t a one-time event. It’s a daily commitment to believing in yourself, staying focused, and taking action. The hustle is hard, but with the right mindset, it’s also deeply rewarding. So, take a deep breath, get your head in the game, and let’s start building something incredible.

Exercise: Finding Your “Why” and Building a Winning Mindset

Understanding your “why” is the foundation of your side hustle. It’s the fuel that keeps you going, even when the road gets tough. Use this exercise to uncover your deeper motivations and start cultivating the mindset you need for success.

Step 1: Uncover Your “Why”

1. Find a quiet space and grab a notebook or journal.
2. Answer the following questions honestly:
 - Why do I want to start or grow a side hustle?
 - What would success mean to me? (Think beyond money—freedom, security, purpose?)
 - Who or what am I doing this for? (Family, personal dreams, community impact?)
3. Reflect on your answers and summarise your “why” in one sentence. For example: *“I want to build a side hustle that gives me the financial freedom to send my kids to university without debt.”*



Step 2: Identify Potential Roadblocks

1. List 3 things that could hold you back (e.g., self-doubt, time constraints, lack of skills).
2. For each roadblock, write one action you can take to overcome it. For example:
 - *Roadblock:* Lack of skills in social media marketing.
 - *Action:* Watch free YouTube tutorials or take an affordable online course.

Step 3: Reframe Negative Thoughts

1. Write down three common doubts or fears you have about starting your side hustle.
Example: *“What if I fail?”*
2. Next to each, write a positive reframe.
Example: *“If I fail, I’ll learn what doesn’t work and come back stronger.”*

Step 4: Build Your Winning Mindset

1. Create a personal affirmation based on your “why.”
Example: *“I am building a side hustle that will provide financial security and freedom for my family.”*
2. Say this affirmation to yourself daily—especially on tough days.

Step 5: Take Action

1. Commit to one small action today that moves you closer to your side hustle goals.
 - Post your idea on social media.
 - Research your target market.
 - Watch a tutorial on a new skill.





CHAPTER 2: MAPPING YOUR STRENGTHS AND TALENTS

Every great side hustle starts with understanding your unique strengths. The key is figuring out what *you* bring to the table that sets you apart and how to turn that into something marketable. This chapter will help you identify your strengths, leverage the diversity of our nation, and pinpoint the skills you can transform into a profitable hustle.

How to Identify Marketable Skills Unique to South Africa

South Africa's unique environment offers opportunities you won't find anywhere else. Here's how to unearth your marketable skills:

1. Look at Your Everyday Life

Think about what you already do well. Are you a skilled braai master, a creative baker, or an expert at fixing things around the house? Everyday skills that seem ordinary to you could hold immense value for someone else.

Example: Janine turned her talent for baking rusks into a side hustle by targeting local supermarkets and lodges catering to tourists.

2. Consider the Needs Around You

What problems do people in your community face? Are there gaps in services or products? The best side hustles solve problems.

Example: Kabelo noticed local parents struggling to help their kids with homework. He turned his knack for maths into a weekend tutoring service.

3. Think About Your Work Skills

Skills from your day job can be a goldmine for side hustling. Are you good at managing events, writing reports, or designing graphics? Offer these as freelance services.

Example: Zanele, a graphic designer by day, started creating logos and branding for small businesses in her spare time, earning extra income while helping others get their ventures off the ground.



Worksheet: Skills Inventory

This simple exercise will help you identify your strengths and turn them into a side hustle.

Step 1: Identify Your Skills and Talents

Write down everything you're good at—no matter how small or unrelated it seems. Include:

- Skills from your job (e.g., typing, organising, presenting).
- Hobbies (e.g., sewing, gardening, photography).
- Life skills (e.g., cooking, budgeting, storytelling).

Category	Skills/Talents
Work Skills	e.g., typing, presenting, event planning
Hobbies	e.g., baking, photography, gardening
Life Skills	e.g., cooking, budgeting, problem-solving

Step 2: Highlight What Brings You Joy

Circle the skills that make you happiest or you'd enjoy doing more often. This is key to staying motivated in your hustle.

Step 3: Pinpoint Market Demand

For each skill, ask:

- Is there a need for this in my community or online?
- Would people pay for this service or product?

For each circled skill, answer the following questions:

Skill	Is there a need for this in my community or online?	Would people pay for this service or product?
Example: Cooking	Yes, busy families need affordable meal preps	Yes, I could sell pre-packed meals for R50 each

Step 4: Combine Your Strengths with Local Opportunities

Think about how you can use your skills in ways that resonate with South African audiences.

- Do you speak multiple languages? Consider tutoring or translating.

- Are you good with technology? Offer services like smartphone repairs or social media management.

Complete the table below:

Skill	Local Opportunity	Idea
Example: Braiding	Many working parents don't have time for salons	Offer affordable mobile braiding services
Example: Baking	People love traditional desserts for events	Sell koeksisters and milk tarts at markets

Step 5: Set a Clear Goal

From your list, pick one skill that feels most viable and exciting. Write down what you'd like to achieve with it.

- **My Chosen Skill:**
(e.g., Braiding hair)
- **Goal Statement:**
(e.g., In three months, I'll earn R2,000 monthly by offering mobile braiding services to local schools and families.)
- **First Steps to Achieve This Goal:**
 1. *(e.g., Research local demand for braiding services)*
 2. *(e.g., Create a pricing list and marketing flyer)*
 3. *(e.g., Advertise on WhatsApp and Facebook groups)*

Reflection and Next Steps

- What challenges might I face, and how can I overcome them?
(e.g., Limited time → Set specific hours for side hustle work.)
- What support or resources do I need to get started?
(e.g., Affordable tools, connections in my community.)

By completing this worksheet, you'll gain clarity on what you can offer and where to focus your efforts. South Africa is bursting with potential side hustle ideas—you just need to find the one that's perfect for you. Let's take your strengths and turn them into something extraordinary.



HUSTLE

2 PART

IDENTIFYING OPPORTUNITIES

CHAPTER 3: SPOTTING PROFITABLE HUSTLES IN SOUTH AFRICA

One of our lead strategists recently shared a story that surprised us. She mentioned having her shopping cart full on Temu, patiently waiting for the right moment—when her savings allowed—to hit checkout. Her cart was a mix of items: clothes, hairpieces, kitchen gadgets, and kids’ toys. But the standout detail? She noticed that one of her items, hairpieces, was sitting in *thousands* of other shopping carts as well. Even looking at the trending products on Takealot on 12 January 2025, we were surprised to see that wigs was up there.

This revelation surprised us for two reasons.

First, this strategist is someone who’s passionately pro-buying local. But her reasoning hit home: *“The economy is so tough right now that ignoring the discounted prices on foreign platforms doesn’t make sense anymore.”*

Second, of all the items to top the list—hairpieces. During a season when people are stocking up for the festive holidays, it’s hair that dominates shopping carts.

The takeaway?

- South Africans are relentlessly searching for quality at the lowest possible prices. The current economic climate has forced even the staunchest buy-local advocates to look elsewhere for savings. This correlates with the findings from the study by Neil Patel and his team (shared in image on next page). The main reason people are switching from a competitor? Because they are looking for lower prices.
- The saying, “women buy for beauty,” rings truer than ever. This ties perfectly to a lesson from Sarthak Ahuja about succeeding in B2C (business-to-consumer) markets:
 - **Sell beauty to women.**
 - **Sell confidence to men.**
 - **Sell education to children.**
 - **Sell healthcare to the elderly.**
 - **Sell convenience to the rich.**
 - **Sell opportunity to the not so rich.**



Neil Patel · Follow

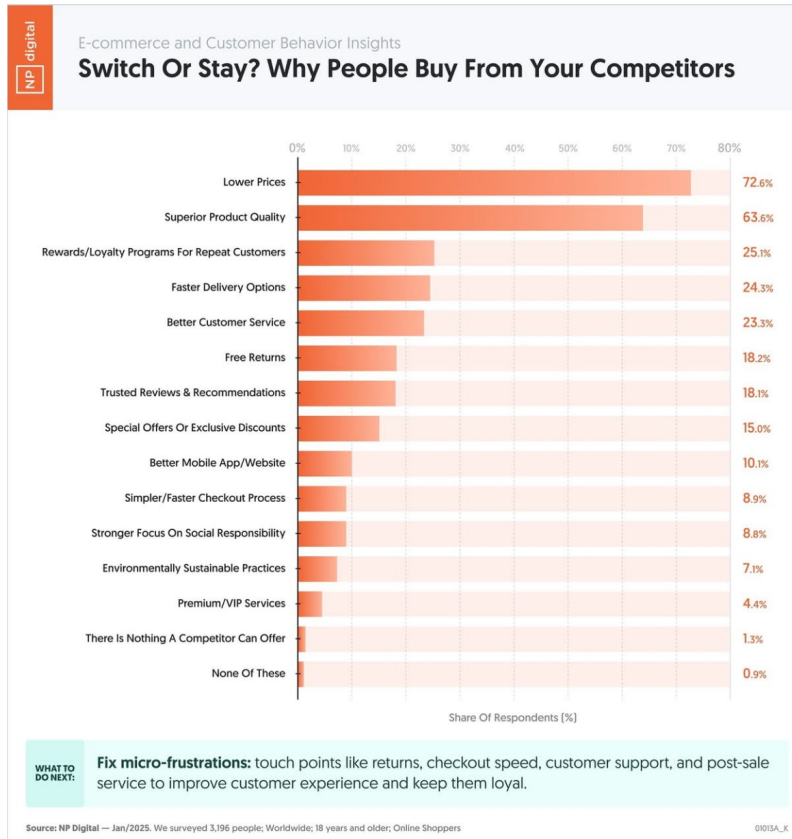
6d ·



This is what causes people to switch to a competitor.

We surveyed over 3000 people to find out why someone would switch brands.


Here they are.



Source: Neil Patel, Retrieved from Facebook 11.01.2025

The South African market is no different. If you want to make an impact with your side hustle, start by understanding these core motivators. For women, beauty is a top priority—even during tough times—and for men, it’s confidence. If you align your product or service with these deep-seated needs, you’re already halfway to success.

To be clear, the message here is simple: (1) Consumers are looking for lower prices, (2) Consumers are driven to spend on their needs, not your passion. Let’s get to the point: chasing passion is great,



but if you want to make money, you need to chase demand. In South Africa, where the economy is stretched and consumers are savvier than ever, aligning your hustle with what people need—and are willing to pay for—is the smartest way to succeed.

This chapter takes an expert lens to the South African market, examining consumer behaviour, emerging trends, and high-growth sectors. By the end of this, you'll know where to focus your energy and how to turn everyday opportunities into profit.

What Are South Africans Spending On?

South Africans are navigating tough economic conditions, which means they're spending carefully and prioritising value for money. If you're looking to start a side hustle, here's what's catching their attention:

1. Value-Conscious Shopping

- Platforms like Temu are booming in South Africa because they offer deeply discounted goods, often undercutting even local retailers.
- Retailers like Mr Price, known for affordability, reported a 4.6% rise in revenue to R8.5 billion in the first quarter of 2024. South Africans are spending, but only where they see true value.

2. Everyday Essentials in Township Economies

- Township economies generate R100 billion annually, with most spending directed towards daily necessities like bread, airtime, and toiletries.
- Tiger Brands, South Africa's largest food producer, has significantly increased its presence in townships, expanding to over 71,000 stores—a nearly 50% increase in 2024. This strategic move aims to tap into the substantial market in townships, which contributes approximately 184 billion rand to the fast-moving consumer goods (FMCG) sector. By focusing on underserved areas, Tiger Brands has enhanced product distribution and availability by over 90%, demonstrating the potential for growth in these markets.
- Spaza shops remain the backbone of informal markets, but there's growing demand for add-ons like prepaid electricity vouchers and bottled water.

3. Digital Shopping and Social Media

- South Africa's e-commerce market is growing at a CAGR of 15% and is expected to hit R62 billion by 2027. However, shopping isn't limited to websites—82% of South Africans discover products through social media platforms like TikTok and Facebook.

Opportunities Across South Africa: Urban, Rural, and Township Economies


Your approach will depend on where you're operating. Let's break it down:

Area	Opportunities	Why It Works
Urban Areas	Meal prep and delivery, mobile car washes, digital services (e.g., social media management).	Time-strapped urbanites value convenience and professional services.
Rural Areas	Alternative energy products, supplies, mobile hairdressing.	Rural consumers need affordable, accessible solutions to everyday problems like electricity and household supplies.
Townships	Food stalls, second-hand goods, spaza shop add-ons (e.g., airtime, prepaid electricity vouchers).	Townships thrive on local, community-driven businesses that meet essential needs.

South African Market Trends: Where Demand Is Growing

Here's a list of side hustles that are both profitable and easy to start (note: these are the more traditional ways; the next chapter is dedicated to newer, digital ways to make money):

1. **Selling Hair / Beauty Products, Hairdressing or Barbering:** Low setup costs, high demand in all areas. Traditional hairstyles and beauty treatments remain in high demand, especially during events and celebrations. Offering mobile services can overcome transportation or time challenges faced by consumers.
2. **Car Wash Business:** Start small with basic equipment and scale up with premium services. The car wash industry is thriving, with a projected CAGR of 5.5% from 2024 to 2029. Urban dwellers value time, making mobile or drive-through car wash services particularly appealing. Incorporating eco-friendly practices, such as waterless car washes, can provide an edge in the market.
3. **Selling Bottled Water:** Affordable to start, with consistent demand across urban and rural areas. Access to clean drinking water remains a challenge in many areas, making water sales a profitable hustle. By investing in affordable purification systems or bulk purchases, you can meet local needs while maintaining healthy profit margins.
4. **Meal Prep and Delivery:** Cater to busy professionals or health-conscious urbanites with simple, ready-to-eat meals. With the rise of food delivery platforms like Uber Eats and Mr D,




there's growing demand for meal prep services tailored to health-conscious or busy individuals. Localised, home-cooked offerings—like traditional Cape Malay curries or bunny chows—can carve out a niche.

5. **Digital Marketing Services:** Help small businesses manage social media accounts or run ads. As small businesses move online, they need help with creating content, managing social media, and running ads. If you have these skills, you can offer affordable packages to local businesses looking to expand their reach.
6. **Second-Hand Goods Reselling:** Buy and sell furniture, electronics, or clothing through Facebook Marketplace or Gumtree. Platforms like OLX make it easy to sell pre-loved items, from furniture to clothing. With consumers tightening their belts, affordable second-hand goods are more appealing than ever.
7. **Laundry Services:** Offer wash-and-fold services for busy families or people without washing machines. In urban areas, busy professionals often outsource laundry, while in rural regions, limited access to machines creates demand for manual services. Both markets are ripe for innovation, such as eco-friendly detergents or delivery options.
8. **Selling Airtime and Data:** Small, steady business with guaranteed demand in all areas. Rural areas often lack easy access to essential goods and services. Side hustlers can bridge these gaps by offering affordable, community-focused solutions.
9. **Alternative Energy Sales:** Sell solar-powered lights, chargers, or generators to areas affected by electricity issues. Electricity issues continue to plague rural communities, creating demand for affordable alternative energy products. Selling or renting solar-powered lights and small appliances is a side hustle with long-term growth potential.
10. **Tutoring Services:** Offer after-school lessons or language tutoring, particularly in high-demand subjects. South Africa's education sector faces ongoing challenges, with parents seeking additional support for their children. Tutoring in subjects like maths or science, especially in indigenous languages, is both impactful and lucrative.

A bonus idea we saw on the Facebook Group called Kasi Hustlers: rent out VIP trailer toilets, which is an in-demand facility most weekends (during events).

Actionable Insights for Your Hustle

1. **Follow the Demand:** Use tools like Google Trends or Facebook Marketplace to see what people in your area are searching for.
2. **Start Small, Think Big:** Focus on one product or service to start, then scale once you have consistent sales.
3. **Leverage Social Media:** Platforms like TikTok and Instagram aren't just for entertainment—they're powerful tools to research AND showcase your offerings.

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4. **Understand Your Customer:** Spend time talking to people in your community to learn their needs.

South Africa is a land of opportunity, but you need to know where to look. Whether you're selling hairpieces, running a mobile car wash, or offering digital marketing services, the key is to align with market demand. Start small, stay focused, and watch your side hustle grow into something remarkable.

Remember: Success isn't about how much you spend to start—it's about how well you serve your market. Now go out there and chase the demand!





CHAPTER 4: DIGITAL SIDE HUSTLES IN SOUTH AFRICA

Startling Headline: According to Foot Fetish Market Research and Alternative Income Reports, individuals can earn up to \$500 a week through selling pictures of their feet online.

In today's digital era, the opportunities for earning income are as vast as they are surprising. The online world has opened doors to unconventional ways of making money, often in niches you'd never expect. One of the greatest gifts of the digital age? The chance to earn passive income—money that flows in even while you sleep. And when it comes to side hustles, passive income is the ultimate goal. It's about leveraging the internet to create revenue streams that work for you, not the other way around.

Side note: The World Economic Forum's "Future of Jobs Report 2025" highlights the fastest growing and declining jobs by 2030 (shared in image on next page). As the landscape shifts towards tech-driven roles like AI specialists, fintech engineers, and renewable energy experts, traditional jobs like postal clerks, bank tellers, and data entry roles are rapidly declining.

This isn't just a wake-up call—it's an opportunity. Why not use your side hustle to **upskill yourself and become future-fit**? Whether it's learning coding, diving into data analytics, or exploring renewable energy, your hustle can be the bridge to the skills and opportunities that tomorrow's market demands. Adapt, learn, and stay ahead of the curve!

In today's digital era, starting a side hustle has become more accessible than ever, especially in South Africa, where internet usage is on the rise. Let's delve into some digital ventures you can embark on.

Fastest growing and declining jobs by 2030

↑ Top fastest growing jobs

1	Big data specialists
2	FinTech engineers
3	AI and machine learning specialists
4	Software and applications developers
5	Security management specialists
6	Data warehousing specialists
7	Autonomous and electric vehicle specialists
8	UI and UX designers
9	Light truck or delivery services drivers
10	Internet of things specialists
11	Data analysts and scientists
12	Environmental engineers
13	Information security analysts
14	DevOps engineers
15	Renewable energy engineers

↓ Top fastest declining jobs

1	Postal service clerks
2	Bank tellers and related clerks
3	Data entry clerks
4	Cashiers and ticket clerks
5	Administrative assistants and executive secretaries
6	Printing and related trades workers
7	Accounting, bookkeeping and payroll clerks
8	Material-recording and stock-keeping clerks
9	Transportation attendants and conductors
10	Door-to-door sales workers, news and street vendors, and related workers
11	Graphic designers
12	Claims adjusters, examiners and investigators
13	Legal officials
14	Legal secretaries
15	Telemarketers



1. Provide Online Training

If you possess expertise in a particular field—be it graphic design, coding, or even traditional crafts—you can monetise your knowledge by creating online courses.

You can use the knowledge and the skills that you have to create online training courses and programs. People will pay to access your training and you can use established platforms such as Udemy and Teachable to make your training available.

Decide on the Format of your Course

We would recommend that you provide your online training courses in video format but you can also include text-based resources such as PDF documents, spreadsheets, slide presentations and more. Find out what your market wants before deciding on the format of your training. You can research existing courses in your niche to see how they present their training.

Right now, there are people earning huge amounts of money by providing online training. They provide courses that show people how to learn a new skill or solve a specific problem. Think about it – you create your training course once and you sell it over and over to people that want it.

Anyone can Create a Good Online Training Course


You may be thinking that you do not have the knowledge, skills or experience to create a quality online training course. But this is not the case. There are people looking to learn all kinds of things online and all you need to do is to learn more than they do and you can create a course.

The online course that you create does not have to be very extensive. Less is often more with online training as people do not want to spend too much time learning. You could develop a basic course and then more advanced courses to make even more money.

Knowing what your target audience wants is the secret to success. In every niche, there are problems that people have and you can identify these and solve them with your online training. Do your research and uncover these pain points. Then create your courses around them.

Make an Assessment of your Current Skills

The first step to creating successful online training courses is to make an assessment of the skills that you currently have. Identify your interests as well as it will be a lot easier for you to create a course around something that you are interested in.



You want to come up with a list of possibilities and then choose the best one to get started. Perhaps you have some experience of digital marketing and generating traffic to a website for example. Or maybe you are an accountant and can teach people valuable business accounting skills?

There is value in these skills and many others. If you don't think that you have valuable skills and experience to offer then you can learn a new skill, master it, and then create a course around it. The most important thing is that you create courses that people want.

The Sky's the Limit with Online Training

The provision of online training has the potential to make you a lot of money and can be one of the most profitable side hustles around. There are many options for you to take this further to make more money. For example, you could decide to provide personal one-on-one coaching to your students. You can charge a lot more money for this. If your online training is high-quality (which it needs to be) and people perceive you to be an expert, some of them will want more from you and will be willing to pay for it.

2. Provide Freelance Services

When you offer freelance services, you should be able to make good money without having to spend a lot of time. All you need to do is to decide what services you want to offer, decide what you will charge for your services and then only accept the number of gigs that you have time to complete comfortably.


There are many different freelancing services that you can provide. Your aim is to develop a client base who will come back to you with more work on a regular basis. Today, there are several freelancing websites where you can find freelancing work. Fiverr.com is a very popular "gig-based" site where you can advertise your services for free. If you prefer to respond to project requests from clients then you can join a website like Freelancer.com.

Choose your Freelancing Services

You need to decide which freelancing services that you are going to provide. Choose a service that is in demand so you will get a steady stream of work. Here are some examples of in-demand freelancing services:

- Content writing
- Copywriting
- Translation



- 
- WordPress set up and maintenance
 - Search Engine Optimization (SEO)
 - Web design and development
 - Graphic design
 - Social media marketing

You need to be confident that you can complete any job that you accept. If you don't feel that you have the right skills to offer you can learn them first. It is better to do this than to just accept jobs that you do not know how to complete.

Customer Service is everything

When you are providing freelancing services, you need to develop a good reputation with your customers. Ask your customers to leave you a review on websites like Fiverr and Freelancer as this will help you to obtain work from other customers. If your profile has many testimonials then customers are more likely to choose you for their work than your competitors that have few reviews.

Commit to delivering your services to specific deadlines. Your customers will really appreciate this. If you need to clarify anything then contact the customer right away so that you can fully understand what they need. Regular communication with your customers will help you to obtain even more glowing testimonials.

Research your Pricing

Identify who your competitors are in the freelancing world and compare the prices that they are charging. If you set your prices too high when you start out then you will probably find it difficult to get work. You do not want to set your prices too low either as you could end up working like a slave for little reward.

Find out what other freelancers are charging for similar services. You want to give the impression that your services are high-quality so don't settle for the lowest price. Go for a reasonable price to begin with. As you build up your profile with positive testimonials from customers you can increase your prices with confidence.

Here are some freelancing websites that you can consider for offering your services:

- Fiverr.com
- PeoplePerHour.com
- Upwork.com



- Freelancer.com
- Guru.com

Please note that the first 2 sites (Fiverr and PeoplePerHour) are “gig based” where you can create your own gigs (ads) for your services and customers will choose the one that they want. The remaining 3 sites are “project based” which means that you need to respond to client projects with your bid.

3. Create “How To” Videos

These days, people prefer to watch a video to learn how to do something rather than read a lot of text. YouTube is the second largest website in the world and receives around 35 billion visitors each month. It is also the second largest search engine after Google. A lot of people search YouTube for “how to” videos.

If you create popular “how to” videos then you can quickly generate a lot of views and make a lot of money. Once you get used to creating these videos it will be easy for you to make more of them. Creating a YouTube channel for your videos is very easy.

What Videos will you create?

Creating the right type of “how to” videos is critical to your success. You want to upload videos that people want to watch. A good place to start is to assess your current skills, knowledge and experience. Can you turn any of this into popular how-to video content?

Spend some time going through YouTube looking for how-to videos in your chosen niche. Look at the average number of views that the videos receive. Also take note of the number of subscribers that the channel has.

Play some of the most popular videos to see how they are structured. Do not copy what others are doing but use their videos for inspiration. How are they answering the questions that their audience has? What kind of style do the videos have? Are they showing their faces on camera or using a slideshow approach?

Take the time out to fully research your market. The more that you know about what your audience wants, the more likely you are to create the right videos. What problems do your audience have? Can you provide solutions to these problems in your videos?



Creating High-Quality How-To Videos

We recommend that you show your face on camera. A lot of people don't like this idea but it will help to build trust with your audience. YouTube users are not expecting you to create Hollywood style videos. But they do expect your videos to be good quality. Using an inferior Camera or microphone will drive your audience away. You can find good quality webcams (HD) and USB microphones on Amazon for a very reasonable price these days.

Video editing software and screen recording software are available for free. You can use iMovie for a Mac computer and Movie Maker for a Windows computer. There are also other free video editing suites available. For screen recordings you can use the open-source OBS Studio.

Create a storyboard for your video. You can write a script for your video as well but if you are reading from a script then this may come across as unnatural. Plan your videos and write some notes instead. This will ensure that you cover all of the main points that you need to and don't forget anything.

YouTube Shorts are very popular now. Can you create a good how-to video in 60 seconds or less? The shorter you can make your videos the better. People do not want to spend any longer watching a how-to video than they have to.

A good opening clip and ending clip will add a good touch of professionalism to your videos. It will also help to promote your brand. There are gigs on Fiverr for a reasonable price for this. We also recommend that you add high-quality graphics to your YouTube channel. Again, you can outsource this on Fiverr.


Monetizing your How-To Videos

There are different ways that you can monetize your how-to videos. If you have a product or service, you can promote this in your videos. Tell your audience that it will reveal secrets to greater success in your niche.

Alternatively, you can promote related affiliate offers in your videos. Find affiliate offers that complement the subject of your videos and explain to your viewers how the product or service will help them.

YouTube has a Partner Program where you can show ads on your videos once you surpass their requirements for this. You will need at least 1,000 subscribers and over 4,000 watch hours. We need to tell you that ad revenue from YouTube is unlikely to make you rich. A lot of views are needed to make decent money with this.





Another monetisation strategy that you can consider is sponsorship. You can find a company to sponsor your videos. Finding a company that operates in the same niche is probably best but you can look for other companies as well. Agree a deal with them and how you will promote them in your videos.

You can make a lot of Money with How-To Videos

There are people making thousands each month by creating and uploading useful videos. YouTube users are always searching for solutions to the problems that they have and if you can get in front of these people, you will maximise your chances of success.

Choosing the right niche and creating the right videos is critical. You need to be patient with this strategy as you are unlikely to make a lot of money from it right away. Growing your channel is very important as you want as many subscribers as possible. When your videos are good your audience will share them on their social media profiles.

Creating engaging videos is your number one priority. You want to encourage your audience to like and share your videos and leave comments. Be sure to respond to any comments quickly and professionally.

4. Become an Affiliate Marketer


Being an affiliate marketer can be very profitable for you if you do it right. It is a very popular side hustle as you can start for free. There are thousands of affiliate offers available in just about every niche. It is easy for you to get started with affiliate marketing. People are earning thousands of dollars a month in passive income from this and there is no reason why you cannot do it as well.

What is affiliate marketing? It is the promotion of someone else's products and services in exchange for a commission. You do not need your own product and you will not be responsible for customer service issues either. All you need to do is to drive traffic to the affiliate offers and each time a sale is made you make a commission.

Decide on the Affiliate Offers to Promote

The best way for you to promote affiliate offers is through content marketing. This means that you will have a website or blog, a YouTube video channel, a social media channel such as a Facebook Page and so on.





If you like the idea of content marketing then we recommend that you choose a niche that is in demand and where products are already selling. The three most popular niches are health and fitness e.g. weight loss, wealth creation e.g. make money online, and self-help e.g. relationship advice.

Once you have chosen your niche you need to find related affiliate offers. There are thousands of affiliate offers for the top 3 niches, but you need to understand that these niches are all highly competitive.

You need to decide if you are going to promote physical products, digital products or both. A physical product is something that you can touch such as a TV or a pair of shoes. It is easier to make sales with physical products as people know what to expect. The problem with physical products is that the commissions tend to be low.

A digital product could be an e-book or video training. The customer does not receive anything in the mail when they order a digital product. They will either need to download the product or access a special website where the training videos are located for example. Commissions with digital products are usually much higher. It is not uncommon to make a 50% commission or more on a digital product.

Never promote low quality affiliate offers. If you can, purchase the product or obtain it from the vendor then go through it and make sure that it provides good value. People will quickly lose faith in you if you promote poor quality affiliate offers.

Affiliate Networks


The best way to find affiliate offers is to join an affiliate network. There are many affiliate networks available that you can join for free. Some of these specialise in digital products while others only deal with physical products. Some have both.

You should never have to pay to join an affiliate network. If you are asked to pay then we recommend you look elsewhere. When you join an affiliate network you can search through the offers that they have and find those that are best suited to your chosen niche.

Here are some examples of well-known and respected affiliate networks:

- Amazon Associates
- Commission Junction
- Digital Products Clickbank
- Digistore 24





Please note that you may require approval from some vendors to promote some products. Always check the commission levels to see if it is worth your while promoting the offer. Affiliate networks often provide other useful information such as earnings per click, gravity, conversion levels, and more.

Using Paid Traffic for Affiliate Offers

The fastest way to make affiliate commissions is to use paid traffic. It can take a while for content marketing to work, but with paid traffic you can start to get results in minutes. Pay per click (PPC) ads are offered by Google and Microsoft and it is sometimes called search marketing. Your ads will appear for specific keywords that users type in.

Social media ads and native ads are other alternatives. Facebook and Instagram offer ads as do Pinterest and other major social networks. Native ads are offered by companies like Taboola and they appear on high traffic websites like CNN.com.

Additional Resources:

- For a list of top-paying affiliate programs in South Africa, refer to Commission Academy's compilation.

5. Become a Merchandise Seller

There is a huge demand for printed t-shirts and you can make money from this without having to process any payments and ship any inventory. All that you need to do is to use a website such as TshirtprintingSA and you only have to upload a design and they will deal with everything else.

You have the choice of several different types of merchandise that your design can appear on. Examples of these products include handbags, mouse pads, coffee mugs and of course, t-shirts.

You Focus on the Design

This is a really good side hustle as you just need to focus on your designs, and you will not have to spend time on anything else. We recommend that you perform solid research to see what kind of designs are selling well so that you can maximise your chances of success.

Spend quality time on this research and look at websites such as Etsy and Amazon for inspiration. Make a note of the slogans, phrases, colors and other factors that are involved for the most sold designs. This will all help you to come up with winning designs of your own.



You do not have to be a Designer

Don't worry if you are not a graphic designer or have no Photoshop skills. There is a free website called Canva where anyone can create awesome designs using their range of templates. You do not require any design experience to create a great looking design using Canva.

Alternatively, you can find a talented designer on Fiverr that will create the designs for you based on your ideas for a few Rands. There are some very talented people on Fiverr that will be happy to create your designs and get them to you quickly. Be sure to check out the reviews that the sellers have from other customers before you choose a designer.

Additional Resources:

- For guidance on setting up an online store, consider Shopify's resources tailored for South African entrepreneurs.

6. Use the Dropshipping Model


If you are not aware of dropshipping, it is where you can sell physical products on your website (online store) and you do not have to purchase any inventory or deal with delivering the orders to the customers. For instance, you set up a gym apparel store, but you don't actually hold any inventory – the supplier you work with has the stock and sends it to the customer. This is one of the best side hustles for passive income. Once you have set everything up, you will not have to spend a lot of time on this side hustle.

Dropshipping is a low-risk side hustle. You do not have to purchase any inventory and then hope that you will sell it all quickly. This requires significant investment and if you choose the wrong products, you can make a loss. With dropshipping, no products are shipped by the company until sales are made.

Decide on your Niche

The most important thing for you to do when you are getting started with dropshipping is to choose the right niche. Once you know who your target audience is and what you want to sell to them, you can then look for a good dropshipping company to work with.

You want to avoid the mistake of trying to promote too many different products. Narrow your focus to a specific niche and then investigate the products that will be the best fit for the niche.



Some people use current trends to make money from dropshipping. They identify what is popular right now and then jump on this by promoting related products. We would not recommend basing your entire dropshipping business on this method but you can make good short-term profits with trends. Choose an evergreen niche for your business so that you can be confident of consistent sales. If you have the time and opportunity to jump on a hot trend and make some good profits as well then do that.

Find the Right Company and Market your Business

To be successful with the dropshipping side hustle you need to work with the right dropshipping companies and promote your business properly. When you have found a good dropshipping supplier, you will need to create an online store so that you can integrate the inventory of the supplier.

It is never a case of “build it and they will come” with dropshipping. You need to promote the products offered by the dropshipping company and you can use eBay and Amazon as part of your marketing strategy.

Find out where your target audience hangs out and let them know about your store. Spend all of the available time that you have promoting your dropshipping business after you have set it up

Additional Resources:

- For a comprehensive guide on starting a dropshipping business, consider Shopify's dropshipping resources.

7. Become a Self-Publisher

Before the launch of the Amazon Kindle Direct Publishing Platform (KDP), if you wanted to write a book and get it published you were at the mercy of publishing houses. You would first need to convince the publisher that your book idea was a good one and would sell well. Then you would enter into a contract where they would take a sizable part of your book sale income.

Now anyone can use the Amazon KDP platform self-publish. Millions of self-published books are sold on Amazon every day and you can turn this into a very profitable side hustle. With KDP you can publish a fiction or non-fiction book immediately and start selling to your audience.





Decide on the Books that you want to Publish

Think about what you are interested in and knowledgeable about to come up with ideas for books that you can self-publish. It is tougher to come up with successful fictional books than it is with non-fiction. But if you create a winner in fiction then you can really make a lot of money.

For non-fiction books, what skills and experience do you have that will help others? Write a list of the things that you have done and assess these for marketable ideas. Is there sufficient demand for your ideas?

For example, do you have experience in niches such as finance, digital marketing, copywriting or personal development? These are a few of the bestselling genres on Amazon.

Writing your Books

How do you feel about writing your own books? If you enjoy writing then you can do this yourself. All you need is a word processing application such as Microsoft Word or the free Google Docs.

If you are not a fan of writing or do not have the time to write your own books, you can still profit from the self-publishing side hustle. You will need to find a competent writer to create your books for you. These people are called “ghostwriters” and have experience of writing books for others. There are freelance marketplaces where you can find good ghostwriters and these include Upwork and Reedsy.

Whether you decide to write the book yourself or outsource it to a ghostwriter you need to create an outline for your book. Your outline needs to be clear and specific especially if you are going to outsource the writing task. When you are looking for a ghostwriter, check their credentials thoroughly. What kind of track record do they have? Do they have glowing testimonials from other customers? Can they write the book in the style that you want?

As you start to profit with your self-publishing side hustle you can reinvest some of your profits into the creation of a writing and editing team. The more high-quality books that you can publish, the more income you should generate from self-publishing.



Market your Books

There is a lot of visitor traffic for books on Amazon but we recommend that you do not leave it at that. Do everything that you can to market your book(s). You need a solid marketing plan for all of your self-published books so that you can tell your audience when you publish a new book.

Another approach that you can take with self-publishing is to create “low-content” books. These are popular on Amazon and examples are notebooks, calendars, planners, and more. Low-content books are much easier to create than full books. You can purchase templates for your low-content books which come with full commercial rights on a site like Niche Raiders.

In the digital world, there are many low barrier to entry options for side hustles. Which one is calling your name?

Tip: Not Sure What Market to Focus On? Start with Health, Money, or Relationships

If you're stuck deciding which market to target, here's a golden rule: **focus on health, money, or relationships**. Why? Because these three areas touch everyone's lives. These three categories are timeless and impactful because they speak to the core of what people value most. If you don't know where to start, this is your answer.





CHAPTER 5: VALIDATING YOUR IDEA

Starting a side hustle is exciting, but even the best ideas can fall flat if there isn't a market for them. The good news? You don't need a fancy business plan or an expensive consultant to figure this out. Validation is all about ensuring there's real demand for your idea before investing too much time or money.

In South Africa, where markets are diverse and interconnected, validating your idea can be as simple as starting small and using the tools already at your fingertips. This chapter will guide you through conducting low-cost market research, engaging potential customers through social media, and testing ideas in real time.

Start Simple: Why Low-Barrier Ideas Win

When it comes to side hustles, complexity is your enemy. The best ideas are those you can start with minimal effort, resources, or risk. Why? Because they allow you to validate the market in real time.

- Example: Instead of creating an elaborate e-commerce store for a new snack, start by selling it at local markets or on WhatsApp. Observe if people reorder or recommend it to others.
- Key Tip: Your first goal isn't perfection—it's proof. Can you find people willing to pay for your idea?

Conducting Low-Cost Market Research in South Africa

Market research doesn't have to be a long, drawn-out process. In South Africa, you can leverage your local networks and affordable tools to gather insights.

1. *Ask Your Community*

Start by tapping into your immediate network. Ask friends, family, or colleagues if they'd pay for your product or service. Focus on honest feedback—not just encouragement.

Example Questions:

- Would you buy this? Why or why not?
- How much would you pay for it?
- What would make this product/service more useful to you?



2. *Observe Competitors*

Look at similar businesses in your area or online. What are they doing well? What gaps can you fill?

- Visit markets, spaza shops, or online stores.
- Use websites like [Yellow Pages_South_Africa](#) to research local competitors.

3. *Use Free Online Tools*

- Google Trends: Check the popularity of your idea or related topics in South Africa.
- Facebook Polls: Post a poll in relevant groups to gauge interest.
- SurveyMonkey or Google Forms: Create short surveys and share them via WhatsApp or email.

Engaging Your Market Through WhatsApp and Facebook Groups

Social media and messaging platforms are goldmines for testing ideas, especially in South Africa, where WhatsApp is the most widely used app.

1. WhatsApp Groups: Share your idea with local groups or start your own. For example, if you're selling homemade sauces, send a few samples to a group of foodies and ask for feedback.

2. Facebook Groups: Post a simple question or product image and ask for feedback. When using groups, don't just sell—engage. Ask open-ended questions to spark discussions and understand what people truly need.

- **Examples:**

- *Kasi Hustlers:* an amazing and in-touch Facebook group providing ideas and motivation for “kasi hustlers”. They even have a WhatsApp group to support your business growth.
- *East London Girls Group:* This popular Facebook group is a hub for women in South Africa to exchange recommendations, products, and services.
- *Buy and Sell stuff in Cape Town:* Perfect for testing product ideas like clothing or gadgets.

Real-Time Validation: Test, Don't Guess

For side hustles, validation is often best achieved by simply doing. Start small, observe, and adapt.

1. *Pre-Sell Your Product or Service*

- Offer an early bird discount to gauge demand.

- Example: If you're selling handmade jewellery, post pictures on Instagram and take pre-orders to see if people are willing to pay.

2. *Test a Pop-Up Approach*

- Use local markets or events to sell directly to customers.
- Example: Set up a stall at a weekend market in your area. Track which products sell out and which ones don't move.

3. *Use Referrals*

- Ask your first customers to recommend your business.
- Incentivise referrals with small discounts or freebies.

Why Side Hustles Thrive on Real-Time Feedback

South Africa is a diverse and fast-paced market. The beauty of side hustles is that they allow you to pivot quickly based on real-time feedback.

- **Low-Cost Entry:** You're not locked into big investments. If one idea doesn't work, try another.
- **Immediate Validation:** With tools like WhatsApp and Facebook, you can test ideas in days, not months.
- **Adaptability:** If customers suggest improvements, you can implement them right away.

Key Takeaways

1. **Start Simple:** Choose ideas with low barriers to entry so you can validate in real time.
2. **Ask Questions:** Use WhatsApp and Facebook groups to gather feedback from potential customers.
3. **Observe and Adapt:** Pay attention to customer feedback and pivot if necessary.

Validating your idea doesn't have to be a complicated or expensive process. By leveraging the tools and networks already at your disposal, you can ensure your side hustle is built on a solid foundation of real demand. Next, we'll dive into how to set clear goals and position yourself for success. Let's keep the momentum going!



HUSTLE

3 PART

BUILDING YOUR SIDE HUSTLE

CHAPTER 6: RUNNING THE NUMBERS

Let's face it—numbers can be intimidating, but if you don't know your financials, you don't know your business. In South Africa, where every rand counts, understanding your costs, margins, and break-even point isn't optional—it's survival.

Here's the reality: **a side hustle with low inventory and production costs is your safest bet.** It reduces risk while keeping your startup expenses manageable. And if you can pair that with high margins, you're looking at a formula for consistent profitability.

This chapter will walk you through the basics of financial planning for your hustle, ensuring that the numbers make sense before you pour your time, energy, and money into it.

Step 1: Establish Your Costs

Before your hustle makes a single rand, you'll need to cover your **establishment costs**—the once-off expenses that get you operational. These are often underestimated, and that's where many hustlers go wrong.

Examples of Establishment Costs:

- **Company registration:** Whether it's a sole proprietorship or Pty Ltd, you'll need to register with the CIPC.
- **Stock and materials:** Initial inventory or raw materials for production.
- **Equipment and tools:** Anything from sewing machines to laptops, depending on your hustle.
- **Product testing:** Particularly relevant if you're developing something new.

Pro Tip: Keep your setup lean. Opt for cost-effective options like shared workspaces or renting equipment instead of buying upfront.

Step 2: Calculate Your Operating Costs

Once your hustle is up and running, you'll need to cover monthly expenses—your **operating costs**. These are the regular payments that keep the lights on (literally, in South Africa's case, when load shedding isn't striking).

Examples of Operating Costs:

- Salaries or wages (even if it's just paying yourself).
- Rent for premises or equipment.
- Utilities like water, electricity, and internet.
- Insurance for your stock or business assets.
- Marketing and advertising.
- Office supplies like printing, stationery, or packaging materials.

Pro Tip: Always overestimate your operating costs to allow for unexpected increases, like rising electricity rates or petrol prices.

Step 3: Know Your Margins

Here's where the magic happens—or doesn't. Your margins determine how much money you're actually making after costs. **Low margins mean you'll work harder for less money. High margins mean you'll see profits faster.**

Key Formulas You Need to Know:

1. Mark-Up Percentage:

$$\text{Mark-Up Percentage} = \frac{\text{Gross Profit}}{\text{Cost of Sales}} \times 100$$


- **Gross Profit** = Selling Price - Cost Price
- **Cost of Sales** = Cost Price (the expense to produce or purchase the item).

If your product costs R100 and you sell it for R150, your mark-up is 50%.

2. Gross Profit Percentage:

$$\text{Gross Profit Percentage} = \frac{\text{Gross Profit}}{\text{Sales}} \times 100$$

- **Gross Profit** = Selling Price - Cost Price
- **Sales** = Selling Price



Using the same example, if you sell an item for R150 and your profit is R50, your gross profit percentage is 33.3%.

Step 4: Find Your Break-Even Point

Your break-even point is the turnover you need to cover all your costs without making a loss. Anything above this is profit.

How to Calculate Your Break-Even Turnover:

1. Identify your gross profit percentage.
 - Let's say it's 20%.
2. Determine your annual operating costs.
 - For example, R100,000.
3. Calculate your break-even turnover

$$\text{Break-Even Turnover} = \frac{\text{Operating Costs}}{\text{Gross Profit Percentage}}$$


- **Operating Costs:** These are your fixed monthly or annual expenses (e.g., rent, salaries, utilities).
- **Gross Profit Percentage:** The portion of your sales revenue that is gross profit, expressed as a percentage.
 - In this example: Break-Even Turnover=R100,0000/0.2=R500,000
 - **Pro Tip:** Always aim to exceed your break-even turnover by at least 20–30%. This cushions you against slow months or unexpected expenses.

Step 5: Start Small and Think Lean

South Africa's economy is unpredictable, so keep your risks low. Start small, test your idea, and scale up only when you're confident in your numbers.

Why Low Inventory Hustles Are Safer:

- Lower upfront costs.
- Less risk of unsold stock tying up cash.
- Flexibility to pivot if demand shifts.



Examples of Low-Inventory Hustles:

- Drop shipping: You don't hold stock; your supplier ships directly to your customers.
- Services: Tutoring, consulting, or freelancing require minimal physical resources.

Step 6: Track Everything

You can't manage what you don't measure. Keep track of every cent coming in and going out. Use tools like Google Sheets, Wave, or 22seven to manage your finances.

Checklist for Financial Tracking:

- Track income and expenses daily.
- Update your profit and loss statement monthly.
- Recalculate your break-even point quarterly.

Pro Tip: If you're bad with numbers, hire an accountant or use software like Xero. It's worth the investment.

Real Talk: Why This Matters

Building a side hustle isn't just about passion—it's about **profitability**. You can love what you do all you want, but if the numbers don't add up, it's not sustainable.

Take this advice from one of our clients: "If you can't see where your next rand is coming from, you're not running a business—you're gambling."

The financial plan isn't just a formality; it's your blueprint for success. It shows you where the risks are, where the opportunities lie, and how long it will take before your hustle is truly self-sustaining.

Final Thoughts

Running the numbers isn't just about spreadsheets and calculators—it's about building a business that works for you, not the other way around. Keep it simple. Keep it lean. And above all, keep it profitable. When your financials are solid, you'll move from hustling to thriving. That's the South African way—resilient, resourceful, and always prepared to make a plan.

Now, take out your calculator and start making those numbers work for you.





CHAPTER 6: BRANDING AND MARKETING FOR LOCAL IMPACT

Branding and marketing isn't just about looking good or saying the right things—it's about building trust, creating connections, and standing out in a crowded market. In South Africa, where our economy is as complex and layered as a township skyline, a great brand isn't just an asset—it's your survival strategy.

Here's the truth: branding in South Africa requires more than flashy logos and catchy slogans. It demands cultural understanding, and the ability to pivot when faced with challenges like fluctuating disposable incomes, or fierce competition from both local and international players.

This chapter will arm you with practical tools and insights to build a brand that's not only trusted but also impossible to ignore. Whether you're running a side hustle selling airtime or launching a fintech online course, these principles apply across the board.

Why Branding Matters More Than Ever

South Africans are spoiled for choice. We've got big names like Checkers, Pep, and Nando's on one side and a thriving informal sector on the other. If you want your business to thrive, you need to give people a reason to choose you.

A strong brand tells your customers:

- “I'm here to stay.”
- “I understand your needs.”
- “I'm worth your hard-earned rands.”

And if you think branding is only for big companies, think again. Branding is why customers choose one spaza shop over another, why a young graduate from Mamelodi picks your tutoring service, or why someone in Soweto buys their haircare products from you and not a rival.

Step 1: Build a Brand South Africans Can Trust

In South Africa, trust is everything. With economic uncertainty, scams, and unreliable services on the rise, consumers are cautious. If your customers don't trust you, they won't buy from you.

How to Build Trust:

1. Tell Your Story:

South Africans connect with businesses that feel personal. Share your story—the struggle, the why, and the vision.

Example: Theo Baloyi, the founder of Bathu Shoes, built a brand rooted in pride and authenticity. He turned a simple idea—local sneakers—into a multi-million powerhouse because people connected with his story of resilience and determination.

2. Be Transparent:

Whether it's pricing, delivery timelines, or refunds, honesty builds loyalty. Don't overpromise and underdeliver.

3. Show Your Local Pride:

Incorporate uniquely South African elements into your branding. Use local languages, imagery, or sayings that resonate.

Example: Nando's uses sharp, witty South African humour to build loyalty. Their ads speak to our culture, politics, and quirks—and it works.

Step 2: Leverage Social Media Like a Pro

South Africans are glued to their phones, with 38 million mobile internet users and rising. Social media platforms like TikTok, WhatsApp, Instagram, and Facebook dominate our digital lives. If you're not using these platforms to market your business, you're leaving money on the table.

How to Win on Social Media:

1. TikTok for Quick Wins:

TikTok's algorithm doesn't care if you're a big brand or a small hustler in Soweto. If your content is engaging, it'll go viral.

- Post behind-the-scenes footage of your hustle.
- Share transformation videos (e.g., a before-and-after of your baked goods or braided hairstyles).

2. **WhatsApp Business for Personal Connections:**

WhatsApp is South Africa's most-used app. It's free, personal, and perfect for staying in touch with your customers.

- Set up a WhatsApp Business account with autoreplies and product catalogues.
- Use WhatsApp Status updates to promote flash sales or new arrivals.

3. **Instagram for Visual Appeal:**

For visually driven promotion, Instagram is your stage. Use Reels to showcase your products in action.

- **Pro Tip:** Partner with local micro-influencers who connect with your target audience. A Soweto-based influencer could do more for your brand than a national celebrity who feels out of touch.

Step 3: Leverage Local Opportunities

In South Africa, business is personal. Festivals, community events, and markets aren't just for fun—they're prime opportunities to get your brand in front of real people.

How to Make the Most of Local Exposure:

1. **Pop-Up Stores and Markets:**

- Use township festivals, flea markets, or city events like the Neighbourgoods Market in Joburg or Maboneng's First Sundays to showcase your product.
- Offer small discounts or free samples to build relationships.

2. **Collaborate with Local Brands:**

Partnering with a non-competing local brand can boost your exposure.

Example: A car wash in Khayelitsha teamed up with a local food truck to create a "wash and dine" combo that doubled their weekend revenue.

3. **Be Community-Focused:**

South Africans support businesses that support them. Sponsor local events, contribute to schools, or create initiatives that uplift your community.



Step 4: Master the Do's and Don'ts of Marketing

When marketing your brand, there are rules of engagement. Play it smart, or risk alienating your customers.

Do's

1. **Do Know Your Audience:** Tailor your branding and messaging to resonate with local preferences and cultures.
2. **Do Keep It Visual:** Use high-quality photos and videos for maximum impact, especially on Instagram and TikTok.
3. **Do Engage Actively:** Respond to comments and messages promptly to build relationships.
4. **Do Use Free Tools:** Apps like Canva for design and Buffer for social media scheduling save time and money.
5. **Do Leverage Hashtags:** Use popular local hashtags (#SupportLocalSA, #BuyBlackZA) to increase visibility.

Don'ts

1. **Don't Oversell:** Focus on building trust and providing value rather than bombarding customers with sales pitches.
2. **Don't Ignore Feedback:** Listen to your customers and adapt based on their suggestions.
3. **Don't Underestimate Word of Mouth:** Encourage satisfied customers to recommend your business.
4. **Don't Overcommit:** Start small and scale gradually to maintain quality.
5. **Don't Neglect Mobile Optimisation:** Ensure your website or social media pages are mobile-friendly—most South Africans access the internet on their phones.

Branding and marketing in South Africa isn't about mimicking international trends—it's about blending global business savvy with local street smarts. It's about embracing who we are, from the challenges we face like load shedding to the unique opportunities in our mobile-first economy.

Whether you're selling water, running a cleaning service, or providing digital marketing services, the principles are the same: build trust, leverage the platforms your customers are already using, and stay true to your story.

CHAPTER 7: NAVIGATING ONLINE AND OFFLINE CHANNELS

Let's be real: in South Africa, running a side hustle means catering to customers who shop online *and* those who prefer the trusted face-to-face experience. Balancing e-commerce with physical sales is your secret weapon for reaching both types of customers. Whether it's selling on platforms like Takealot or meeting people at local markets, the goal is simple: make it easy for customers to buy from you, wherever they are.

This chapter breaks it all down—from the best tools and platforms to how you can streamline logistics and payments. Let's dive in.

E-commerce vs. Physical Sales: The South African Perspective

While e-commerce is growing at lightning speed, South Africans still love the personal touch of in-person shopping, especially in townships and rural areas. You don't need to choose one over the other—in fact, the best businesses combine both. Here's how they stack up:

Feature	E-commerce	Physical Sales
Best For	Reaching tech-savvy urban customers.	Building trust and connecting directly with customers.
Examples	Selling on Takealot or Shopify.	Setting up at local markets or pop-ups.
Pros	Wider reach, 24/7 availability, and scalability.	Immediate cash flow, instant feedback, and stronger customer relationships.
Cons	Delivery logistics, load-shedding challenges, and online trust issues.	Limited by time and location.
Pro Tip	Optimise your store for mobile shopping—most South Africans browse on their phones.	Leverage word of mouth—township customers trust personal recommendations.

Top Tools and Platforms for Selling in South Africa

Whether you're selling online or offline, you need the right tools to simplify your hustle. Let's break down some of the best options:

E-commerce Platforms

Platform/Tool	What It Does	Best For	Pro Tip
Takealot	South Africa's leading e-commerce marketplace.	Selling physical products.	Ensure professional product images and competitive pricing.
Bidorbuy	Online auction and fixed-price platform.	Selling collectibles, electronics, or unique items.	Use auction-style listings for rare or high-demand products.
Makro Marketplace	Large retail platform now open to third-party sellers.	Selling a wide range of goods to established Makro customers.	Leverage Makro's brand reputation for customer trust.

Online Stores

Platform/Tool	What It Does	Best For	Pro Tip
Shopify	Easy-to-use platform for creating your own store.	Selling globally or locally.	Integrate with Instagram Shopping for seamless sales.
WooCommerce	Free WordPress plugin for building an online store.	Affordable option for tech-savvy users.	Pair with South African payment gateways like PayFast.
Wix eCommerce	Drag-and-drop website builder with store features.	Selling to a local audience with visually appealing designs.	Use Wix templates to create a professional-looking store quickly.

Online Marketplaces

Platform/Tool	What It Does	Best For	Pro Tip
Gumtree	South Africa's leading classifieds platform.	Selling second-hand goods or services.	Post in popular categories and refresh ads regularly.

Platform/Tool	What It Does	Best For	Pro Tip
Facebook Marketplace	Social platform for buying and selling locally.	Selling a mix of personal items and business products.	Join local buy-and-sell groups to expand your reach.
OLX	Global classifieds platform with a strong local presence.	Selling items quickly in your area.	Respond to inquiries promptly to build trust.

Delivery Support

Platform/Tool	What It Does	Best For	Pro Tip
Pargo	Nationwide collection points at retail stores.	Affordable shipping for local businesses.	Offer Pargo as an option for customers who prefer pickup points.
The Courier Guy	Affordable door-to-door delivery across South Africa.	Delivering parcels to customers' homes or offices.	Use their economy option for non-urgent deliveries.
Aramex Drop Box	Small parcel delivery via drop boxes at retail stores.	Sending lightweight parcels quickly and affordably.	Great for hustlers with small product inventories.

Payment Platforms

Platform/Tool	What It Does	Best For	Pro Tip
SnapScan	Mobile payment app using QR codes.	Easy payments at markets or pop-ups.	Display your SnapScan QR code visibly at your stall or on your website.
Yoco	Card machines designed for small businesses.	Accepting card payments in person.	Use Yoco's reporting tools to track your sales performance.
PayFast	Online payment gateway for e-commerce.	Handling EFT, card, and mobile wallet payments.	Perfect for pairing with Shopify or WooCommerce.

Social Media Shops

Platform/Tool	What It Does	Best For	Pro Tip
Instagram Shopping	Tag products directly in posts and stories.	Selling visually appealing products like clothing or crafts.	Optimise your feed with lifestyle photos that showcase product use.
WhatsApp Business	Messaging app with built-in catalogues.	Engaging directly with customers and sending promotions.	Create broadcast lists to share offers with multiple customers at once.
TikTok Shop (coming soon)	Sell directly on TikTok (available in some countries).	Engaging younger audiences through short videos.	Prepare for TikTok's rollout in South Africa by building your audience now.


How to Balance Online and Offline Channels

To succeed, you don't need to pick one channel—you just need to make them work together. Here's how:

Step	Online Approach	Offline Approach
Attract Customers	Run Facebook or Instagram ads targeting your niche.	Hand out flyers in local communities or use posters at taxi ranks.
Engage Customers	Use WhatsApp to send updates and engage directly with online shoppers.	Talk to customers face-to-face at pop-ups or local markets.
Sell Products	List products on Takealot or create your own Shopify store.	Showcase your products at events like Joburg Day or township festivals.
Handle Payments	Accept card payments online using PayFast or SnapScan.	Use a Yoco card reader or cash payments for in-person sales.
Deliver Products	Offer delivery via The Courier Guy or Pargo for online orders.	Hand-deliver products within your local area or offer a "collect at market" option.

Key Takeaways

1. **Think Hybrid:** Combining online and offline channels gives you the best of both worlds.
2. **Leverage Local Tools:** Platforms like Takealot, Pargo, and SnapScan are built for South African businesses.

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3. **Focus on Trust:** Whether online or offline, make your process simple and reliable for customers.
 4. **Start Small:** Begin with one platform or market, then expand as you gain confidence.

By navigating these channels strategically, you'll set your side hustle up for success in South Africa's unique marketplace. Now, let's move on to scaling and positioning your brand for long-term growth.





HUSTLE

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DOING IT RIGHT



CHAPTER 8: MANAGING YOUR TIME AND RESOURCES

Starting a side hustle is exciting, but it can get overwhelming, especially if you're juggling a full-time job. Throw in the challenges of accessing funds, staying productive, and navigating local business laws, and it might feel like you're carrying the world on your shoulders. Don't worry; this chapter will show you how to manage your time, money, and resources effectively while doing it *right*.

Balancing Your Hustle with a Full-Time Job

Most South African side hustlers are working 9-to-5 jobs while building their dreams on the side. So how do you balance it all without burning out?

1. Prioritise Ruthlessly

Not all tasks are created equal. Focus on the activities that bring in revenue. For instance:

- **Do:** Spend your limited time on selling or delivering your product/service.
- **Don't:** Obsess over getting the “perfect” logo or business card.

2. Set a Realistic Schedule

Time-block your day and dedicate specific hours to your hustle. Example:

- **Weekdays:** 7 PM–9 PM for marketing or fulfilling orders.
- **Saturdays:** 9 AM–12 PM for production or client meetings.

3. Automate or Outsource Where Possible

Use tools and services to free up time:

- **Example:** Use WhatsApp Business auto-replies to manage customer queries while you're at work.

4. Communicate Boundaries

Let your employer know that your hustle won't interfere with your full-time role. This builds trust and avoids unnecessary workplace tension.





Productivity Tools for the South African Entrepreneur

Running a side hustle while managing everything else in life? You need tools that simplify and streamline. Here are some locally relevant options:

Tool	What It Does	Pro Tip
Trello	Task management app to organise your projects.	Use boards to prioritise tasks for the week—what must get done, what can wait.
Google Workspace	Cloud-based tools for email, docs, and spreadsheets.	Use Google Sheets to track expenses and inventory on the go.
Xero	Accounting software for small businesses.	Use it to track your profits, losses, and taxes—ideal if you plan to scale.

Legal Tips for Registering a Business and Managing Taxes Locally

Many side hustlers overlook the legal side of things, but staying compliant isn't just about avoiding fines—it builds credibility with customers and lenders.

1. Register Your Business

Here's how to make it official:

- **Use the CIPC (Companies and Intellectual Property Commission):**
 - Register online for as little as R175.
 - Choose between registering as a sole proprietor, partnership, or private company (Pty Ltd).

2. Get a Tax Reference Number

Once registered, you'll need a tax number for your business.

- **Register with SARS (South African Revenue Service):**
 - This can be done online through eFiling.

3. Understand Your Tax Obligations

- **Turnover Below R1 Million/Year:** You qualify for the Small Business Tax Incentive, which reduces your tax burden.



- **VAT Registration:** Only required if you earn over R1 million annually.

4. Open a Business Bank Account

- Keep personal and business finances separate. There are many banking options. It is about researching the one that best fits your needs.

5. Protect Yourself with Contracts

If you're providing services or working with suppliers, always use a contract. Platforms like LegalWise offer affordable legal templates.

Key Takeaways

1. **Time Management:** Focus on income-generating tasks, set boundaries, and automate wherever possible.
2. **Productivity Tools:** Use apps like Trello, WhatsApp Business, and Xero to stay organised and efficient.
3. **Legal Compliance:** Register your business, manage your taxes, and always have a contract in place.

Managing your time, money, and resources effectively is the foundation for a sustainable side hustle. With these tools and tips, you'll not only survive but thrive in South Africa's dynamic business landscape. Let's move to the next chapter, where we'll dive into scaling your hustle and building for long-term success.

CHAPTER 9: YOU ARE NOT ALONE

Building a business in South Africa isn't for the faint-hearted. Load shedding can shut down your plans, the economy can knock your confidence, and competition—formal and informal—is everywhere. It's easy to feel like you're on your own, but here's the truth: you are never alone in this journey.

South Africa has a wealth of resources, communities, and success stories to draw inspiration and support from. No matter your hustle, there's a network, a mentor, or a program ready to back you.

This chapter is your guide to finding the people, tools, and opportunities that will help you thrive. Because here's the thing: even the lone Springbok can't outrun the challenges without the strength of the herd.

Government Support: Programmes That Have Your Back

The South African government has several initiatives to help small businesses succeed. These programmes are often underutilised, so here's your chance to tap into them.

1. Small Enterprise Development Agency (SEDA)

- **What It Offers:** Free business advice, training, and support; Assistance with writing business plans and marketing strategies.
- **How to Access It:** Visit their website to find a local branch or apply for support online.
- **Pro Tip:** Use SEDA for practical help like registering your business or improving your operations.

2. National Youth Development Agency (NYDA)

- **What It Offers:** Grants, training, and mentorship for entrepreneurs aged 18–35. Business management workshops and funding for qualifying youth businesses.
- **How to Access It:** Visit an NYDA centre or apply online.
- **Pro Tip:** If you're in the age bracket, take advantage of their free workshops, even if you're not applying for a grant.

3. Small Enterprise Finance Agency (SEFA)

- **What It Offers:** Loans and grants for businesses; Support for co-operatives and informal businesses.
- **How to Access It:** Apply through their website or partner financial institutions.
- **Pro Tip:** SEFA is ideal if you're ready to expand but don't have the capital.

4. The Black Business Supplier Development Programme (BBSDP)

- **What It Offers:** A cost-sharing grant that covers up to 80% of qualifying business expenses like equipment and marketing.
- **How to Access It:** Apply through the Department of Trade, Industry and Competition (DTIC).

Mentorship: Find Someone Who's Been There

Having a mentor can make all the difference. A mentor is someone who's already walked the path you're on and can help you avoid mistakes, navigate challenges, and accelerate your growth.

Where to Find Mentors in South Africa:

1. The National Mentorship Movement (NMM)

- **What It Offers:** Matches entrepreneurs with experienced mentors for free.
- **How to Access It:** Sign up on their website and complete a profile to get paired with a mentor.

2. Business Chambers

- **What It Offers:** Local business chambers often have mentorship programmes or networking events where you can meet experienced entrepreneurs.
- **Examples:**
 - Johannesburg Chamber of Commerce and Industry (JCCI).
 - Durban Chamber of Commerce and Industry (DCCI).

3. Online Mentorship Platforms

- **What It Offers:** Platforms like MicroMentor connect entrepreneurs with mentors globally, including South Africa.

- **Pro Tip:** Don't be shy—approach someone you admire on LinkedIn and ask if they're open to informal mentorship.

4. Industry-Specific Mentorship Programs:

If you're in tech, look into programs run by organisations like Silicon Cape. For agriculture, reach out to AgriSA or local farming co-ops.

5. Informal Networks:

Approach successful entrepreneurs in your community. Don't be afraid to ask someone you admire for advice—South Africans are known for their generosity when it comes to sharing knowledge.

Networking Opportunities: Build Your Tribe

You've probably heard the phrase: *Your network is your net worth*. It's true. Building relationships with other entrepreneurs and professionals can open doors to new opportunities, collaborations, and even customers.

Where to Network in South Africa:

1. Local Networking Events and Meetups

- **Examples:**
 - Startup Grind Cape Town: A global community with regular events to connect entrepreneurs.
 - Township Entrepreneurs Alliance (TEA): Hosts events for township entrepreneurs to showcase their businesses and connect with others.

2. Online Communities

- **Facebook Groups:**
 - **Examples:**
 - *SA Entrepreneurs Network:* A group where you can share ideas, ask questions, and find resources.
 - *East London Girls:* A popular group for women to exchange advice and opportunities.
- **LinkedIn Groups:**

- Search for groups like *Small Business Network South Africa* to find other entrepreneurs.

3. Co-working Spaces

- **Examples:**
 - Workshop17 (Cape Town, Joburg, Durban): Offers networking events and collaborative spaces.
 - The Business Exchange: Known for high-end spaces and regular networking sessions.

Key Takeaways

1. **Government Support:** Tap into resources like SEDA, NYDA, and SEFA for funding and training.
2. **Mentorship:** Find someone who's been where you're going to guide you along the way.
3. **Networking:** Build relationships with other entrepreneurs to share opportunities and support each other.
4. **Inspiration:** Look to local success stories to remind yourself that it's possible.

You're not just a hustler—you're part of a movement that's reshaping South Africa's economy. So when the road gets tough, remember: you're never alone, and you've got everything you need to succeed.



CONCLUSION: THE HUSTLE STARTS HERE

South Africans love to celebrate, and nowhere is this more evident than during *Dezember*. It's no secret that December spending often spirals out of control, with much of it going straight into booze. According to an article in *Sunday World*, South Africans spend a staggering R6 billion on alcohol every festive season. Let that sink in—*R6 billion!*

Now, don't get us wrong, there's nothing wrong with enjoying a drink or two, but imagine if just a fraction of that money was redirected into building your future. What if you invested that cash into your side hustle? This is about shifting your mindset and priorities—choosing long-term gains over short-term highs.

Here's a hard truth: **if you don't change your habits, your life won't change either.**

It's Time to Rewrite Your Story

You've made it to the end of this book, but let's be clear—this isn't the end of your journey. It's the beginning. South Africa is a land of challenges, yes, but it's also a land of resilience, resourcefulness, and opportunity. If you're reading this, you already have what it takes to succeed.


Everywhere you look, there's proof of what's possible. Theo Baloyi turned Bathu from an idea into a multi-million rand sneaker empire. Spaza shops survive load shedding, economic turbulence, and fierce competition to thrive every single day. Even in the face of uncertainty, South Africans find ways to rise.

The **excuses** stop here.

The **fear** stops here.

The **hustle** starts now!

This is your moment to take everything you've learned and apply it. Stop overthinking, stop waiting for the perfect time, and stop waiting for the perfect idea.



Here's the hard truth: it's not about ideas anymore. Unless you're Jeff Bezos dreaming up teleporting products, success in business isn't about having the most original idea—it's about execution.

The market doesn't reward dreamers. It rewards **doers**. It's about taking ideas that are already out there and executing them better, faster, and smarter than anyone else. Whether it's launching a dropshipping store or selling water in a rural area, the edge comes from how you execute.

So, stop waiting for the “perfect” idea. Take action. Refine your hustle. Outwork and outthink your competition.

And here's a sneak peek: we've got a book coming out later this year dedicated entirely to **execution**. If you've ever wondered how to turn good ideas into unstoppable results, you'll want to keep an eye out for it.

Now, go out there and make it happen. Success is waiting—but only if you're ready to work for it.

Why South Africa Needs You

The statistics don't lie. More than 40% of South Africans live below the poverty line. Youth unemployment is among the highest in the world. But here's what those numbers don't capture: the unstoppable spirit of the South African hustler. The one who wakes up at 4 AM to catch a taxi, works a full day, and still finds the energy to build a dream after hours.

Your hustle isn't just about making extra money—it's about creating jobs, uplifting communities, and proving that the South African story is one of resilience and success. You are the solution our country needs.


What Happens Next?

This is where the rubber meets the road. You've read the strategies, heard the stories, and learned the steps. Now, it's time to act. But let's break it down. Success doesn't happen all at once. It's built one decision, one sale, one day at a time.

Here's what you need to do:

Start Small: You don't need a fancy office or a million-rand investment. Start with what you have.

Stay Consistent: Momentum is your greatest ally. Show up for your hustle every single day.



Adapt and Learn: The market will challenge you—listen, adjust, and grow stronger.

Remember: even the tallest baobab tree started as a seed.

Final Words

South Africa is waiting for you. Your customers are waiting for you. The difference between where you are now and where you want to be, isn't luck or resources—it's action.

You have everything you need. The tools, the knowledge, the network. Now, all that's left is the fire. And remember, you're not alone in this journey. Every successful South African hustle started where you are right now: with an idea and the belief that they could make it work.

This is your time. Make it count. Let's make this the year where Dezemba isn't just a season for spending, but a season for investing in the hustle that changes your life. Your future self will thank you.



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