

On the plus side

A BIT ON THE *side*

Having a side hustle isn't just about making an extra buck – it's about harnessing your passion, learning new skills and stepping out of your comfort zone.

BY CHARIS TORRANCE



Side hustlers or slashers (a term coined from the trend of punching up your work title with a slash, as in 'waiter/actor') have been growing in popularity. More people are finding that their full-time jobs just aren't cutting it and are adding a side project to the mix.

It's not just about avoiding or overcoming economic uncertainty, says Chris Guillebeau, author of *Side Hustle: From Idea to Income in 27 Days*. 'It's about creating something for yourself and having ownership over that, and that's a wonderful thing.'

Career and life coach Katlego Kolobe couldn't agree more. 'If someone is entrepreneurial and is in a corporate job

“IT’S ABOUT CREATING SOMETHING FOR YOURSELF AND HAVING OWNERSHIP OVER THAT, AND THAT’S A WONDERFUL THING.”

1 *Lauren Joubert (31)*

‘I work in digital marketing, but on the side I do media management, digital marketing, content writing and SEO (search engine optimisation) for brands. If you need words for the digital space, I’m your woman!’

‘I’ve always wanted to start my own digital agency, but in this economy it can be scary to strike out on your own. With the security of a full-time job, I can do what I’m passionate about while still paying the bills. I created my own brand, The Gabbling Girl (www.thegabblinggirl.co.za) and since then I’ve worked with great brands. It’s been a great experience, but it isn’t easy.’

‘You need to ask for a down payment before you start a project (I ask for 50 percent upfront) and to make sure you have a signed contract, whether it’s a month-to-month or a three-to-six-month contract. This was something I didn’t do initially,

and I paid the price. Some clients can be iffy about payment. They might also expect cheaper work so be mindful of competitive pricing, but also don’t downplay the hours you’ll be putting into it. Know your worth and accept nothing less than market-related prices.’

Go to the Southern African Freelancers’ Association’s website (www.safrea.co.za) to check the current rates for freelancers.



Zelda Brokensha (28)

‘I love animals, dogs in particular – I have two myself – and I was unhappy with the quality of dog bowls on the market. So I decided to make my own ceramic bowls that not only looked beautiful but were

or profession, a side business can be fun, plus it allows them to assert their independence. If the business takes off and you’re able to focus entirely on one business, that’s a huge personal achievement.’

We asked a few local side hustlers to share their stories and advice with us.



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also safer than most on the market because they're BPA-free and dogs can't chew on them, which means no nasty holes or scratches where bacteria can grow. Friends saw my work, word spread and Soenchie (www.soenchie.com) was born.

'At the time I had a full-time gig as a sales manager for a wine farm and, while I loved it, interest in Soenchie was growing and I knew I had to find a way to spend more time on product and brand development. I now happily run Soenchie while doing project management part-time for an agency, plus I'm a wedding planner and coordinator.

'I've learnt that your gut is your GPS, and we need to trust it as often as possible. Even if you can't do something full-time at first, start doing what makes you happy – once you realise what it is. Start small and just keep at it.'

3

Bianca Louw (32)

'When I'm not working as a user interface designer at Jembi Health Systems, an NGO that works alongside public health organisations, I play matchmaker. It started as an attempt to get away from the toxic dating culture that apps like Tinder are creating.

'So I started HeySugar! (www.hey-sugar.co.za), a dating events company for people who want an alternative to 'swiping'. We host social events for singles between the ages of 25 and 45 where they can meet other singles. We're operating only in Cape Town for now, but we are planning



to expand to other major cities in South Africa.

'In my full-time job we use a process called Agile, the premise of which is to get something up and running – even if it's not perfect – then test and iterate, test and iterate. That's pretty much the methodology we've applied to HeySugar! over the past year as well. With every event that worked or failed, we kept what worked and threw away what didn't, and so we evolved constantly.

'The first step for any side hustler is just to start – you'll learn and grow with every mistake.'

4

Kasey Giltrow (28)

'Five years ago I was working as a receptionist and struggling to find what I felt passionate about. I had all this creativity that I was unable to use. I'd always been obsessed with stationery, so a friend and I decided to make diaries as Christmas gifts.

'But diaries weren't easy to make, so we made notebooks instead. The first batch of LAMB (short for 'Look At My Book') notebooks had cardboard covers that were printed off my home printer and bound at Postnet! Now our notebooks are professionally printed and bound, and they're hardcover. I now work

as a marketing coordinator for a guest lodge, and run LAMB on the side.

'It can be hard to commit to an idea or dream when there's a chance of failure, but if you want to get into a side hustle, it's important to commit. You need to spend your evenings and weekends working, researching and planning. You never know what can happen unless you try.'





Tracey Lee Lusty (27)

'After gaining more than 50kg during my final year of studying law, I decided to make a change – to lose the weight publicly through my

towards making your business a success. Most of all, you need to have fun doing it. And just start – today.'

Instagram account (@fitnessgirl_za). I lost more than 33kg in my first 14 months, and 16 months after I'd begun my journey, I had 10 000 followers.

'FITNESSGIRL, my Instagram alter ego, is now one of the leading influential body-positive influencers in South Africa. Today I split my time between being a full-time lawyer and a health and fitness influencer.

'My advice would be to ensure that you're embarking on a project that's going to serve yourself *and* others. Knowing your purpose will also go a long way

6 Zimkitha Bavuma (28)

'Before I started working as a university lecturer, I worked in events management. When I made the move, I still had connections in the industry and would do events during my time off as a way to stay relevant. Often my clients would ask me if I could source students to work these events. I did this for a while before someone told me I should be making money from it. That's when I realised I'd been sitting on a great business concept! My company, Rapid Fusion, provides staffing solutions for companies looking for

students to do temp work at events and conferences.

'Starting a business is easy; nurturing it is hard work. To determine your ability to function you need to know what the purpose of your business is – the purpose of my side hustle is to remain small but operational until I'm ready for it to expand.'



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HOW TO START YOUR OWN SIDE HUSTLE

'Starting a new business comes with risks,' says Janina Slawski, principal investment consultant at Alexander Forbes Investments. Here's what to keep in mind.

1. FIND YOUR PASSION AND MAKE IT PROFITABLE

'You need to find something that will add value,' says Janina. 'It's great to do something that you enjoy, but you can't have a business that thousands of others have thought of.' Katlego agrees. 'Learn a skill that you can market, not just what you're passionate about.'

2. RUN IT BY YOUR EMPLOYER

You can't have a side hustle without a full-time hustle, so be sure not to put your first job at risk. 'Chat to your employer about it to make sure that it isn't going to cause conflict,' says Janina. 'And make sure you can meet *all* your work obligations,' adds Katlego.

3. HAVE A BUSINESS PLAN

'There's a fair share of financial planning that goes into starting a business, even if it's only a part-time one,' says Janina. Look at your costs, where you'll be making sales, what you need to do to make sales, your expected profits and how you're going to manage your time.

4. ASK FOR HELP

Janina suggests getting help from a business advisor or someone who's successfully done what you are trying to do. As for taxes, consult someone who can advise you on what you can and can't claim for. After, all you don't want most of your profit going to the taxman.

5. MAKE A MOVE

'Give yourself a period to set up your side hustle and to learn – but move forward with what you've learned or achieved; take a risk,' says Katlego. 'That is what business is about.' ♣