Create Your Side Hustle: Monetize Your Passion

The COVID-19 pandemic may have limited the activities and opportunities that are available to you. However, you can invest your time to start a “side hustle,” or an entrepreneurial opportunity based on your interests. Follow this guide to learn how your existing skills and hobbies can help you make money!

1. Identify your skill
Think about it: What’s your passion? What are some services or skills you could offer to others? What are you knowledgeable about? Remember, starting is always the most challenging part, so take all the time you need to reflect and make confident decisions.

Examples:
- Offer music lessons.
- Offer tutoring services (coding, Excel basics, etc.).
- Create products or goods (jewellery, refurbished thrift store items, etc.).
- Share your knowledge (blogging, etc.).

2. Research the market
Learn as much as you can about the market or industry you’re interested in. How can you set yourself and your services apart from other entrepreneurs?

Some ways to get started:
- Get information from advertisements.
- Figure out how much other entrepreneurs are charging for their services or products.
- Determine how they’re operating virtually.
- Find out which specific audience or demographic is requesting the service or product.

![Lightbulb icon]

PeoplePerHour: A website for freelancers to advertise their services

Etsy: A website for independent sellers to advertise their products

3. Consider the logistics
Now, it’s time to start outlining your plan and identifying your goals! Read this CNBC article to get started: 4 steps for launching a profitable side hustle in less than a month. Consider these questions:
- How much time are you willing to dedicate to your side hustle?
- Who is your target population?
- How will you deliver your product/service?
- How will people contact you?
4. Invest in resources
Now that you’ve formed a plan, think about the resources you might need to get started. Do you need to buy any materials? Are there any budget-friendly alternatives you can use?

Check out Mac’s Money Centre for budgeting tips to help you manage your finances and ensure you have what you need to get started!

5. Advertising
It’s almost time for all the behind-the-scenes planning to pay off! Start thinking about how you can effectively market your skill, service or product to connect with your audience.

Some options to consider:
- Create some online posters. Check out our Digital Skills Series for helpful multimedia tips. Canva is another great resource to use.
- Advertise on social media.
- Consider creating a portfolio to show your work, if applicable.
- Make a website using a free domain, such as Wix or WordPress.
- Tell your friends and family — referral marketing can be very effective!

6. Implement your plan
Click “post” and put your plan out there! Remember that it will take time for the ball to start rolling, so try to stay patient! In the meantime, you can continue to improve on your skill; it can take thousands of hours to become a master at any task.

7. Thinking ahead
Now that you may be making some money, you need to consider how you might want to save your money. Or, maybe you’re curious about the Canadian taxing process. Mac’s Money Centre has some excellent information to help you learn how to file taxes as a student.