

Operate and Promote a Successful Side Hustle

Are you interested in starting your own side hustle or entrepreneurial opportunity? It's okay if you're not sure how to spread the word. Follow this guide to learn how you can successfully operate and promote your side hustle!

Using an app

How can you use an app to start your side hustle?

An app is an effective way to quickly and affordably start a side hustle that may turn into a business, remain a side hustle or be a hobby for fun. You can download these apps on your smartphone.



How much do these apps cost?

Some apps are free, others charge registration fees and certain ones take a percentage of your profits. You may have to pay a \$25 registration fee to cover the processing of your background check.

Are these apps worth the cost?

Typically, apps to start side hustles are free or low cost, so they are worth using. However, with the apps that charge registration fees, make sure you know what you're committing to, and try the free options first.



Remember to calculate all your costs, including supply expenses and processing fees, before deciding whether the side hustle is right for you and if it makes sense financially.

What are some other ways to promote a side hustle?

Listed below are some skill-specific options to promote your side hustle. Click on the link to learn more about the individual options for promotion.

- **Do you want to be a tutor?:** [Toot App](#), [VIPKID](#)
- **Do you love animals?** Try dog walking, pet sitting and overnight pet care: [ROVER](#), [DogVacay](#)
- **Are you skilled with building things or other tasks?:** [TaskRabbit](#)
- **Are you crafty?** Sell your items on an online global marketplace: [Etsy](#)
- **Do you love to help?** Provide care services, from tutoring, pet care, senior care and household help: [Care](#)



Additionally, you can consider promoting your side hustle on websites for freelancers. Start by creating a profile and adding your service to market your skills.

- **Fiverr:** If you have a special skill, you could make money from it using Fiverr. Think about graphics and design, lifestyle, digital marketing, programming and technology, writing and translation, video and animation, music and audio, business services (bookkeeping), proofreading and more!
- **Gigitt:** This is a social platform that can help you connect with potential clients and customers. Create a profile to start sharing your skills, services and products.
- **Upwork:** Advertise your skill or talent related to technology, IT, sales, marketing and more, and find work from a network of business professionals.



Additional tips

Summer Company: Ontario Program for Students

Through the program, Summer Company, you can get start-up money for a new summer business and mentorship from local business leaders to help you succeed.

If you're interested in starting your side hustle in the summer, this is a great option.

For information on eligibility criteria and the program requirements, visit the [Summer Company page](#) to learn more.

The importance of branding

Focus on achieving a brand for yourself and the products or services you provide. The brand should represent you and your strengths. An easy way to start is by finding the best social media platform for you to connect with others, share information about yourself and showcase your side hustle.



Mac's Money Centre

Check out [Mac's Money Centre](#) for some tips on how to manage your finances to afford app registration fees, if necessary, and pay taxes associated with your side hustle.

