

# THE SIDE HUSTLE BOOM!



**FREE  
E-BOOK**

MARYAM ABDULRASHEED

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So It's here. **THE SIDE HUSTLE BOOM**

You know money stops nonsense like insult and begging.

It is one of the best feelings to be able to spend your own money.

So you really want your own money to spend, but how do you earn it?

My name is **Maryam Abdulrasheed**. I am a multi-media practitioner by profession. This means I make videos, radio adverts, I write articles, scripts for TV and radio as well as stories. I edit videos and can deliver all round on just about anything media, I also create content. I am the convener of the movement The Moral Code, which is aimed at promoting morals and returning basic sanity to society, Nigeria especially. Most of us here came through my facebook page or my IG page. I have a regular job, which is my primary source of income.

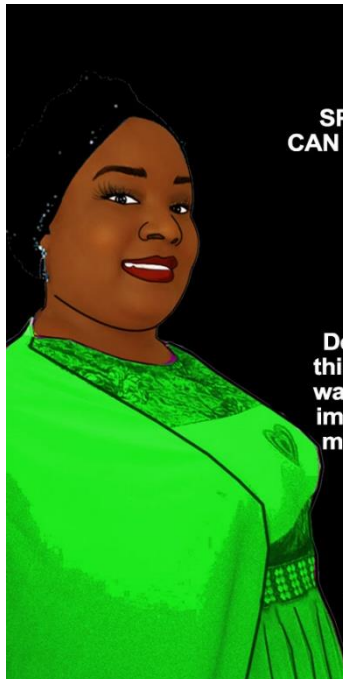
Overall, I am someone who believes in seeing that things become better than just sit back and complain. Which is why we are here. Side Hustle Boom! Nigeria has issues, issues that makes life tougher for the Nigerian Youth, for businesses, for growth, but attitude is the only way to live above Naija's problems. I assure you at the end of this session (**never mind if you keep seeing session, this was intended as a paid whatsapp class, but I changed my mind and made it free**) you will have picked one new and fresh information that could just shoot you to the very next level. Mine is to give you pointers, some of you can apply exactly as they are, while I know some have a sense of imagination and would apply these pointers in more creative ways.

Just like me, I know some of us are simply not so good with the business of buying and selling, when we hear entrepreneur, we run. We already know our strengths, hence these session is for even those who may have just a service to render and get paid.

These pointers are for the unemployed and the employed.

## SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS

### WASHED BEANS



**SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS**

**BEANS**


Dear Nigerian youth, can you think of how many people hate washing beans?! Can you also imagine how many people like me love akara and those who love moi moi!



But many hate washing beans. So how can you key into that hate and make it earn you money!

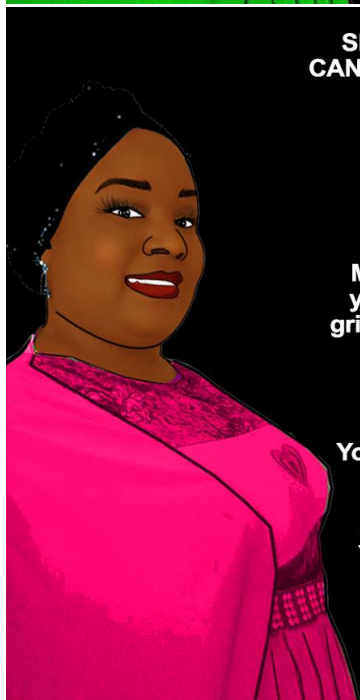
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**SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS**

**BEANS**

My brother and sister. Abeg, you can buy beans, wash it, grind it, freeze it in ziplock bags and sell it on a daily basis.

**WHERE ARE YOUR CUSTOMERS?**


Your neighbours, Restaurants, Offices with workers like house wives, Bachelors and ofcourse slay queens! You expect a slay queen to wash beans abi! Better start this business now.



It's working for some already.

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Do you know there is always a gap around you, which you can fill for a fee? Do you know people consume beans a whole lot every day in this Nigeria but many people hate washing beans? What if you bought beans, washed it, even though you hate it too, but you like money abi. Lolz! Yes, what if you

could wash beans in bulk, grind it and freeze it? Announce to your neighbors and restaurants around you that you have a supply of already grounded beans, you can package in ice block nylons and ziplock bags, and put in your freezer. You can even go and deliver to people in more far off distances.

What will you be charging them for? The beans, the washing service, the freezing service and the transporting service. They will be more than willing to pay. Especially people in elite settings, who don't like much going to market, let alone washing beans. Take it as far as selling ground beans too.

## **DELIVER FOOD**

Are there some specific meals you know how to cook well? Those meals your friends tell you that when you make them, it sends them to heaven and back because it tastes that good. Or those soups you can make. You know we now live in the sharp sharp age. Also, many people spend the whole day at work, like bankers and they can't even spare a moment to go eat or even cook at home. Here's what you can do for such workers. Go and tell them that you can supply their lunch and dinner. For the bachelors, even women, tell them you can supply those soups for their meals at home. (Frozen soup) they get home and simply warm it.


Before you know, you are cooking in the morning and making your rounds by noon to offices. You are earning every day when you do this.

Remember though, nothing is so easy at the beginning, but it gets better the more you do it, and you even get more clues to make your business better when you have been at it for a while.


## **SELL A DRINK OR SMOOTHIE YOU KNOW HOW TO MAKE WELL**

Is it zobo? Banana and apple smoothie? Fruit juice? Make it and supply to shops and restaurants around you. You can also apply same rule for food delivery as mentioned above and meet workers who have to be in the office daily.

## **SUPPLY PERBOILED VEGGIES.**



**SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS.**



Everyday, we are eating rice, we are a nation of rice eaters.

Many hate meal prep, the chopping, the dicing, but we need some diced elements to make these many rice dishes not just have degree but PH.D


So why don't you have a steady supply of packed diced veggies, like carrot, peppers, runner beans etc. in your freezer.



Cash in by selling to your neighbours, restaurants and supermarkets.

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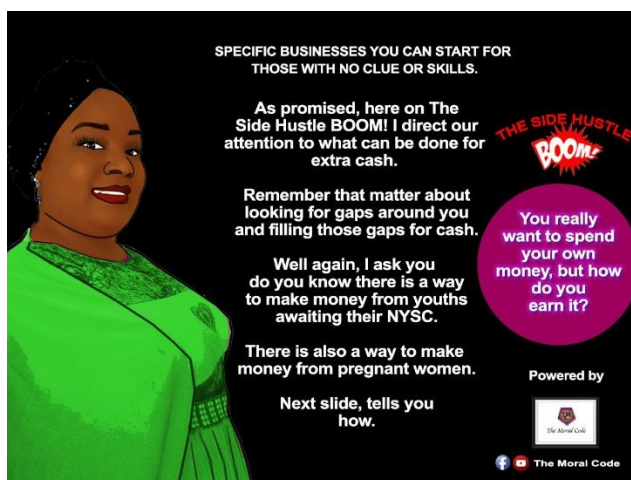
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Here again, you are filling a gap. We all love rice, fried rice, jollof rice, etc. Why don't you chop massive amounts of carrots, runner beans and other such veggies for rice? Per-boil them. Store in ziplock bags and keep in your freezer. Inform your neighbors, and restaurants around you. They will buy and they will buy often. We already all know what we eat is a necessity, so edible things tend to sell faster. Other ideas here include buying and washing ponmo and storing in ziplocks inside the freezer for sale. Or even cow offal, I mean them roundabout and shaki. Remember, you are filling a gap. Many people don't like washing or cutting these things, they don't even like going to the market.

## MAKE A PRODUCT FROM WHAT YOU KNOW.

Are you good with mixing natural products for hair or skin care, which actually work for you and others. Then make it more standard, well packaged and sell it to people. I know a woman who is into baby food and everything baby food, she trains parents on how to help their kids eat better, and has developed baby friendly nutrient filled products which parents can add to their kids meal. Her page is called all About Baby Food, or Quads Organics which you can find on facebook and her name is **Hidayah Balogun**.

## LOOK AT THESE PICTURES TOO. SEE IF IT'S SOMETHING YOU CAN DO



SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS.

As promised, here on The Side Hustle BOOM! I direct our attention to what can be done for extra cash.

Remember that matter about looking for gaps around you and filling those gaps for cash.

Well again, I ask you do you know there is a way to make money from youths awaiting their NYSC.

There is also a way to make money from pregnant women.

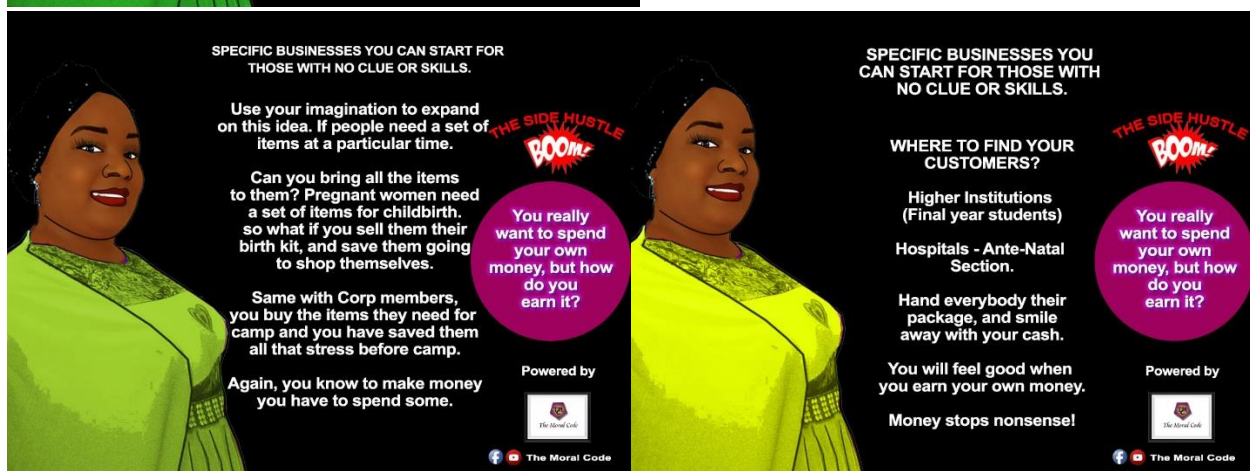
Next slide, tells you how.

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SPECIFIC BUSINESSES YOU CAN START FOR THOSE WITH NO CLUE OR SKILLS.

Use your imagination to expand on this idea. If people need a set of items at a particular time.

Can you bring all the items to them? Pregnant women need a set of items for childbirth. so what if you sell them their birth kit, and save them going to shop themselves.

Same with Corp members, you buy the items they need for camp and you have saved them all that stress before camp.

Again, you know to make money you have to spend some.

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**WHERE TO FIND YOUR CUSTOMERS?**

Higher Institutions (Final year students)

Hospitals - Ante-Natal Section.

Hand everybody their package, and smile away with your cash.

You will feel good when you earn your own money.

Money stops nonsense!

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Think of young recruits too, going into any camps soon. Remember to provide these kits in different sizes, not everybody is lepa and not everybody is orobo! If more people can get their kits for camp in one package, you have filled a gap and you have saved them much hassle. Just collect your money.

## **OTHER THINGS YOU CAN DO TO EARN EXTRA INCOME**

### **CREATE CONTENT OUT OF WHAT YOU KNOW WELL.**

What is that thing you know so well, can you create content for others around it? Do you know how to do make up well? Can you create great posts or create a page around what you know? And give people tips or extensive articles on what you know? Are you a parent with years of experience, parenting. Can you offer people tips on parenting or even create a question and answer session through your social media to help parents solve their tough parenting problems? Are you a good story writer? Please sit back after this session and look inwards, very deeply. You have something you know which people can pay you for.

### **HOW TO MAKE INCOME FROM CONTENT.**

What if you approach a makeup artist, or a medium to large makeup outfit and offer to be their social media specialist. Which means you can even work from home, tell them you can keep their page busy by offering relevant content, tips, and showcase their products to more customers. Social media handlers earn anything from 10k to 25k monthly from just one client, and they can work from home. It's how you sell yourself. Of course, you can have more than one client.

What if you can create a social media following around parenting tips? People become your currency, which is the power of social media. You can create a Facebook page or instagram account around anything you know well, as you grow your following, the people who follow you become your means of earning. For instance if you have a facebook page following of about 5k people who you give free tips every day, when you decide to sell them something, maybe a parenting session on whatsapp or sell a book you wrote, your existing following will be your potential customers.

If you are a good story writer. You can also write short stories on a facebook page you created which people will love to read, we all like gist, whether real or fake. With time you could also write a book or series of short story which you can sell it's ebook version on a platform like okadabooks, and direct your social media followers to buy your books on the same platform, or any other platforms you are selling on. Writing an ebook is as simple as simply writing it and signing up for e-publishing, I know of amazon and okada books, which should give you less sign up troubles as it is a Nigerian platform.

I must add here! Creating an online following will take some change from your pocket, e.g paying for facebook ads to help your page to be seen by more people. But what's most important is the value and type of content you are offering these followers.

Another advantage of offering your content as a service, is that you could become an authority, a well-known informer, and then an influencer. Thereby attracting to you deals that can fetch you money. There is also affiliate marketing.

If you grow a large page following, not just large but an engaging audience. You can sell other peoples product and earn a commission on each item sold, you don't need a store, you are simply sending

customers to the someone's business, you can google affiliate marketing to learn more. Amazon and Alibaba have good affiliate programs you can key into.

Please don't limit yourself. These are pointers, look inwards and decide on that thing you know well, which you want the world to know about.

### **TRAIN PEOPLE IN MAKING OR DOING SOMETHING YOU KNOW WELL.**

What skill do you have, that you can train others in? Graphics design? Cake decorating? Bead Making? Makeup? Whatever it is you know and have been practicing for a while, you can teach others. Meet young people or teenagers in secondary schools around you, speak to their principals to allow you train the students in the premises. For a fee of course. Make a video when you train to further train others or to sell same videos on whatsapp to others, instead of being physically present for all trainings.

Anywhere you can find a cluster of people, such as schools, NYSC Members, Churches, Mosques, these places are where your potential customers are.

### **PRACTICAL WAYS TO REACH MORE AUDIENCE OR CUSTOMERS/FEW INBETWEEN TIPS**

**DOOR TO DOOR:** Go and knock on your neighbours door and tell them what you do. Biko don't be feeling too big to loud your hustle because you are a graduate. Tell people what's up, what you do. Because when it is time to spend the money, what matters is you worked for it. Stay away from friends and family who always want things, services or products free, from you. That is wrong and you don't owe them, they should in fact be your most steady customers who pay up on time.

### **USE SOCIAL MEDIA**

You can run paid ads on social media. Or use your regular account to announce what you do, so you can reach more people. Also join forces with any of your family and friends who has large following on any groups or on social media, tell them to help you broadcast your hustle.

### **HARVEST DATA/INFORMATION**

Use the internet to look for the places the people who may need you services are. Is it hotels? Oya google names of hotels in your area. Restaurants? Schools? Ask around and use google. Get their contacts, so that you don't always have physically go around. You can send emails to them with pictures or details of what you have or are offering and keep following up for feedback.

### **PACKAGE WELL**

Package not just what you are offering well, but also yourself as a human being. Please when you are going to supply or introduce yourself, look neat and smell nice. Very important. The way you dress, is the way you are addressed. This is no lie.

### **USE EXISTING NETWORKS**

You belong to large groups online and offline, but you are not telling them about your business. What if you bake cakes and you liaise with your church event planners for weddings to rope the cost of making wedding cakes into their cost, many people like the cost of more than one thing they have to do, to be lumped as one, than paying many different separate persons. Think hard about organizations or other businesses that may need your goods or services, then approach them.



In life, you will have to learn to knock doors, some will open, and some will not, some may not open now, but will open later. But always be on the move, don't stagnate.

### **A FEW POINTERS FOR JOB HUNTERS**

People search for jobs, but don't seem to always know how to.

So this is just an extra for you, that while you are on all this hustle and still wish to find you a paid monthly job, these tips can help.

If you are still fresh out of school or recently served, please go and render a volunteer service in a good organization, If the same organization does not retain you, you have gained some experience in your field. Lack of work experience is part of the key reasons organizations refuse to hire job seekers.

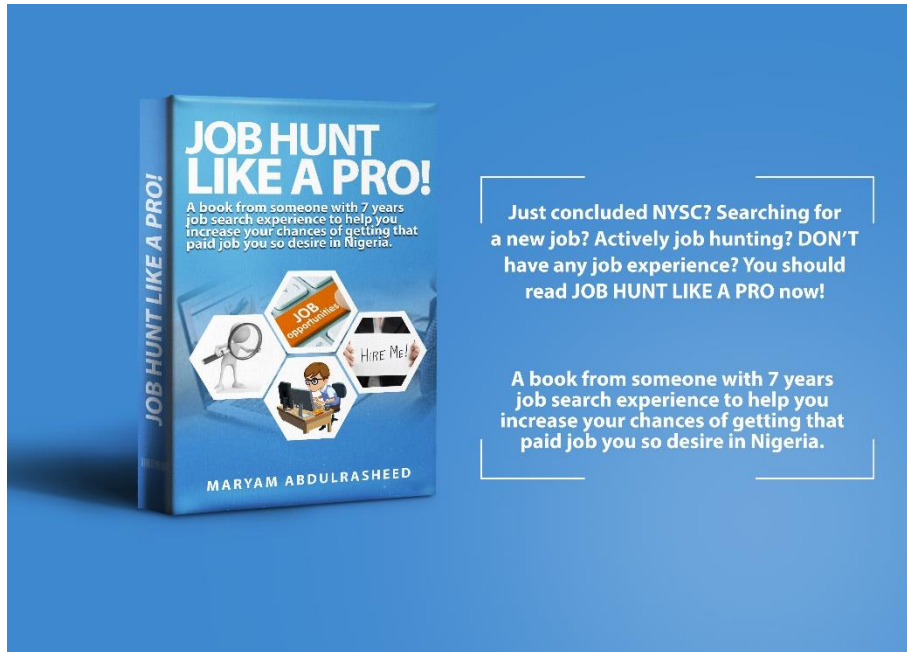
Have a good, well-structured CV. Your CV is what the Human Resource Manager sees first. It speaks for you. Please let it represent you well. You can learn to be creative as well with your CV. A graphic artist applying for a design position, should make their CV reflect design beautifully. That will make them stand out to a potential employer.

Many fail interviews sometimes, because they are not prepared. Know what the organization that invited you does. Know your own strengths so you can speak about them as well as your achievements. Practice speaking calmly and confidently, but not proudly.

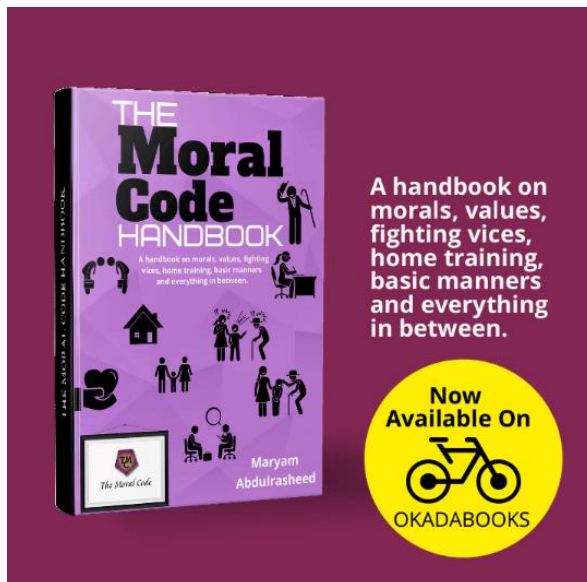
I hope you have found these few pages useful, remember to apply creatively as it suits what you do, or what you love. Also remember that growth will come gradually, but with proper planning, consistency, you will grow far beyond what you expect in what you do.

I have three books on Okadabooks you might like to read. If you are not on Okada books, click the link below the books to download.

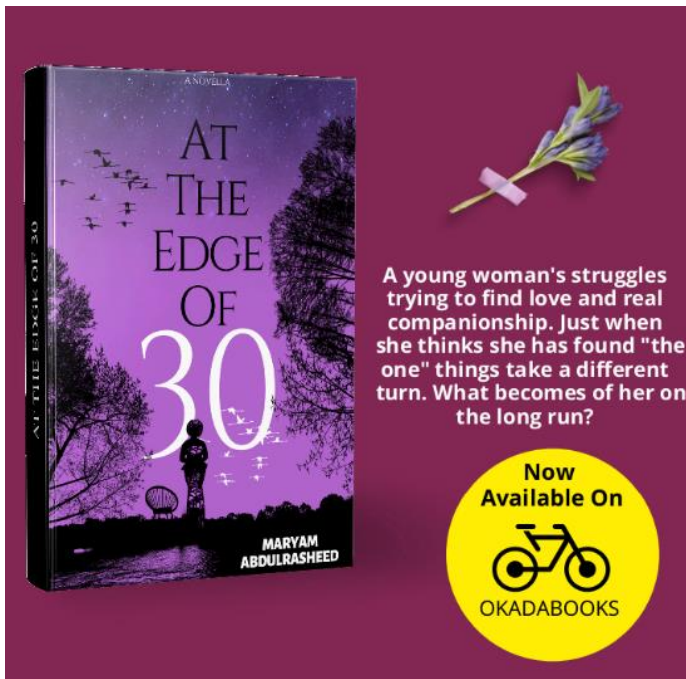
- **JOB HUNT LIKE A PRO**



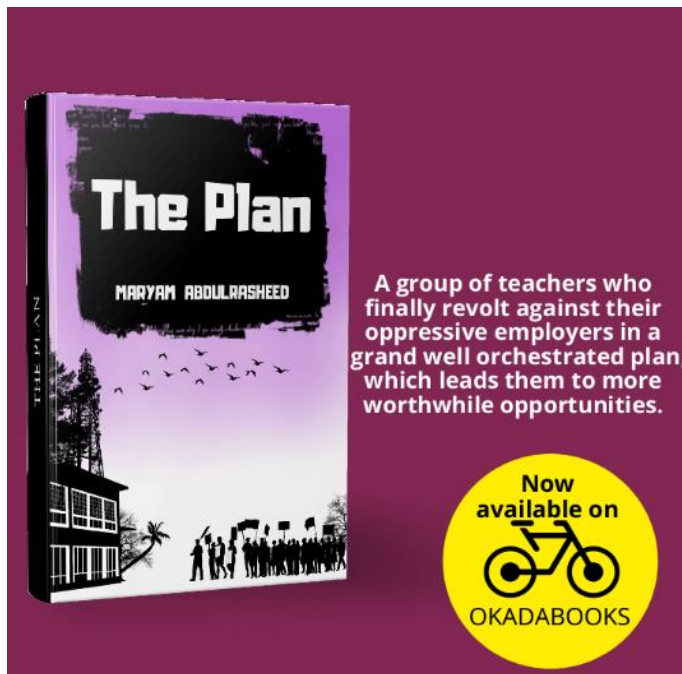
- **THE MORAL CODE HANDBOOK**



- **AT THE EDGE OF THIRTY**



- **THE PLAN**



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Reach out to me, if this added value to you and made an impact. Positive feedbacks keep me going.

You can mail me on [maero41@yahoo.com](mailto:maero41@yahoo.com)

I hope you enjoyed reading this as much as I enjoyed writing.

### **Business List**

- **#sirahsglow** - Basirah Balogun makes Sirah's Glow Arthritis Butter, with positive feedback from users. Can deliver to any location.  
Find her on Instagram & Facebook. 08140907522
- **Adebisi Oluwakemi (FACEBOOK)** – Based in Abuja. Makes cakes, small chops and others for your events. Also into the sale of dried packaged ponmo. 07035833538
- **Oluwabunmi Remi-Tijani @abcsignatures** on Facebook and Instagram – Designs with Rhinestones on Aso Oke, T-Shirts and other fabrics. Also trains others in the trade.
- **Hidayah Balogun** - @allaboutbabyfood on Facebook and Instagram. Produces tasty baby and kids meals. Guides parents through getting their picky eaters to eat more nutrient packed and nicely prepared meals.
- **Rosemary Oyiza Bello-Salami** – On Facebook, into sales of quality female fabrics and shoes. Based in Kogi will deliver to other locations.
- **Lebesa Lillian** – On Facebook <https://www.facebook.com/labesa.lilian> into sales of quality female fabrics and shoes. Based in Kogi will deliver to other locations.
- **@mariam\_trish** on Instagram. Sells various Muslim wears, Turban caps, Beaded veils, Abayas and more. Highly patronized. Based in Kwara state but will deliver to other locations.
- **Samuel Adeleke** - <https://www.facebook.com/samuel.adeleke.31> on facebook. Good Writer. Can write for small businesses, organizations, magazines, and handles social media pages for those who are busy.
- **Abdulmalik Yusuf @bizmal\_filmz** on Instagram – Cinematographer. Shoots great wedding videos, documentaries and more. Based in Abuja. Available to travel.

- **Emmanuel Omotoyibo, Kaiyem Pix Productions – Located at Maraba, Plaza Opposite Building Materials. Offers photography sessions, Documentary shoots, Wedding shoots and more. 07035177716**
- **Ruky's Variety Store – Based in Zaria. Sells Furniture, Kitchen Ware. Along ABU Zaria road opposite Bola Scan. 07069091169**
- **Ismail Akintayo Owolabi – Facebook <https://www.facebook.com/akinsmail> Sells packaged washed snails. Would deliver to your location.**