

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

“Daddy, imagine how happy you’ll be...”

Revealed: My 10-Year-Old Daughter’s Devastatingly Effective Blueprint For Successful Persuasion

Use This Guide to Get People to Buy, Subscribe or Follow You

I’m not a big fan of dogs. For me, they’re too needy (and smelly... and noisy) and I don’t have the time or commitment to properly look after one. However, my 10-year-old daughter, Belle, loves dogs and is desperate for me to get one.

Over the past few weeks, she has embarked upon an aggressive direct marketing campaign to persuade me to get one for the family. She has sent me letters about why we should get a dog... drawings and photos of dogs... even toys.

What’s striking is that her methods are not unlike those used in the traditional direct mail campaigns I created in the 1990s. In those days a direct mail package would include letters, brochures, forms and freebies, all with the aim of getting someone to subscribe, enquire or make a purchase.

However, what is interesting about an untrained 10-year-old’s techniques is that they are completely instinctive, natural and sincere.

And because of this, Belle has avoided so many of the pitfalls people get caught out by when they ‘think’ they’re doing proper marketing, or when they blindly follow a marketing system. All the clichés, robotic language, pushy sales hype and phony messages that so many new businesses use.

What’s more, despite having never trained as a copywriter, or run a business, she’s pretty much used every crucial technique of a successful marketing campaign to great effect.

If my daughter can create a powerful marketing campaign, then you can do it, no matter what your education, standard of English or level of training.

So today I want to share with you Belle’s ‘Dog Marketing’ campaign as a blueprint you can apply to any sales-based endeavour you get involved in.

Why You Need to Know These Techniques

It’s important that every business and start-up entrepreneur knows how to persuade, using words and images. You could be an offline bakery, a local charity or an online shoe shop, it doesn’t matter. We are in an age where, if you’re not online with some kind of website or social media account, you’re pretty much invisible to a large majority of customers.

So at some point you need to persuade people to:

- » Notice that your business exists.
- » Understand why you’re better than the competition.

please turn over...

- » Follow your social media accounts.
- » Read your blog posts.
- » Give you their email address.
- » Sign up for freebies, events and promotions.
- » Watch videos webinars and updates.
- » Make an appointment.

Those all require persuasion techniques. Everything from a shop sign to an Instagram biography to your email alerts.

Then after you've done all that, you need to eventually ask your prospective customer to buy something. That usually takes some kind of written copy designed to make the sale, whether short or long, offline or online.

However, I know that creating copy is a frightening idea if you don't consider yourself to be a writer or a natural sales person. But as you're about to see, there are proven ways to hook in your prospects and convince them that you have something great to offer. Like my daughter, you don't need training or writing skill as long as you have passion and belief in what you're trying to sell.

So let's look at how she campaigned for a dog.

1. Know Your Customer

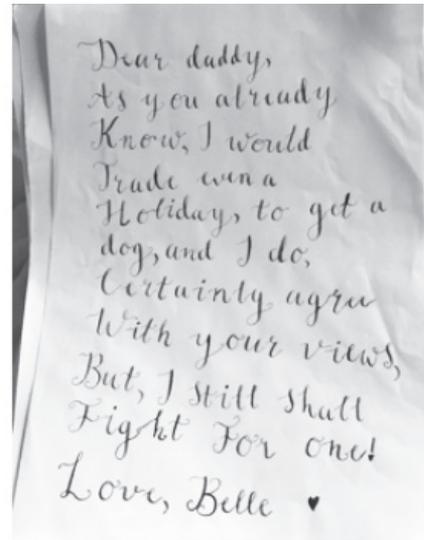
"Dear Daddy," she begins *"As you already know..."*

Instantly, she has established our connection, confirmed our relationship and mutual understanding.

Similarly, you should write, or speak, as if you are trying to persuade just ONE person – the ideal target customer. Speak to them directly as you would a friend, family member, or colleague. This way you establish a personal, direct form of communication.

You can do this through an email, a landing page (a single webpage laid out like a letter) or a traditional letter, which is the option Belle chose – as you can see in the next column.

Note that she immediately addressed my negative views about dogs. Right from the start she has addressed my worldview (remember, I am a cat person, NOT a dog person).



This is why knowing your customer intimately is so important. You need to know in advance their worldview, likes and dislikes, fears and hopes.

How can you achieve this? Well, simply do your research before you create any sales material, business branding or design. If you don't know who it is aimed at, and what it is you want them to do, feel and think, you're doomed before you begin.

To find out this information, you should:

- » Look at feedback, reviews and comments on your products and services (if you already have those).
- » Look at Amazon reviews for similar products.
- » Set up a survey on SurveyMonkey.com.
- » Talk to friends and family who are in the same target market.
- » Follow some of the people in your area of interest on social media and see what they have to say.
- » Go on forums and Facebook groups to see what kinds of conversations they're having.

Once you've gathered your evidence, try and create a profile of the sort of individual you are petitioning.

Go through each of these and write down your answer:

- » Who are they? (E.g: golfer, back-pain sufferer, home hi-fi enthusiast.)
- » How old are they? (The typical age range of your interest group.)

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- » What do they do for a living?
- » How much do they earn?
- » How educated are they?
- » What are their main goals in life?
- » How will they feel if they were not to achieve those goals?
- » What are their primary fears?
- » How would they feel if those fears became true?
- » What have been their negative experiences in the past?
- » Are they held back by limited time, money or resources? What about mental barriers?
- » What gets them excited? What makes them angry or sad?
- » Where do they hang out online?
- » Where do they shop?
- » What do they like to do as a hobby?

If you don't have a clear idea of these, you'll find it hard to come up with a message that directly appeals to them.

Remember, you are not looking to persuade absolutely everyone and anyone – the only people you need to market to are those who might actually buy from you. So focus on one ideal customer and fix them in your mind.

2. Catch Attention!

In the old days, direct mail envelopes had some copy on them to make you notice them in the pile of post that came through the letterbox. The contemporary Internet version of this is the subject line of an email, or the piece of copy on a Facebook post or Tweet. It could also be the line of text on a pop-up ad, Google ad, or the headline of a sales letter.

Instead of a pile of mail, what you have now is a deluge of information that your prospective customer will get every day. You have to compete with other emails, social media feeds and status updates, pop-up ads, text messages, radio ads, phone calls and other distractions.

Most people will make a very quick, instinctive decision about whether to spend a few minutes opening an email and reading it, or clicking on a post or advert. Which means you have to make sure that you grab their attention and hold it.

You can do this in one of three ways:

- » Flag up the prospect, alerting the kind of reader you want to reach that your message is of relevance.
- » State a bold promise about the benefits of reading on.
- » Build a sense of anticipation, using intrigue and mystery to tease the person into opening it.

Here's Belle's... (she keeps her copy simple and gets straight to the point):



3. Pitch the Ideal Outcome

To persuade someone to take an action, for instance clicking on a link or buying a product, you need to convince them of the ultimate benefits of doing so.

In direct marketing sales letters, this often takes the form of an 'ideal outcome'. That is, what would the best-case scenario of owning this product be? How will their life be improved.

To start with, Belle has drawn her 'dream doggie' – which is the ideal dog, one that I will like (based on what she knows about me), which is calm and well behaved.



Secondly, she has found a photograph and used it to

help me visualise my future with a dog.



This technique is especially effective because she has used images of young people (flattering) in an idyllic setting in order to entice me.

When I look at that image, I'm now thinking – 'a dog will keep me young, keep me fit and get Heloise and I out into the scenic parts of London'.

Remember, you're not only selling a product, you're selling a lifestyle – a dream – a transformation!

4. Tap Into Deep Emotions

It doesn't matter what kind of product you sell, from accountancy services to paperclips, from fantasy novels to dog-grooming advice... you have to appeal to the emotions if you're to get a response.

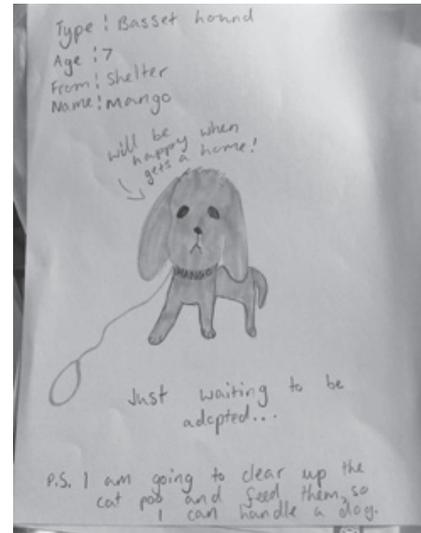
Too many businesses fill their websites and promotional materials with statements like:

- » *'We've been in business 25 years, winning 7 gold awards for salesmanship, with an outstanding reputation for quality' ... or*
- » *'Our kitchens are made from 100% solid oak wood, custom-made for any budget' ... or*
- » *'25 reasons to choose our new customer account.'*

These statements appeal to logic and reason. However, that's not how human beings make decisions. Really good sales pitches don't just lay out the features and benefits of a product. They get deep into core emotions like guilt, fear, envy, hope, desire and anger...

People buy almost entirely based on emotion, not logic, so if you identify some of those core emotions, you can often fast-track your way to a sale.

Belle decided to go for 'GUILT' and tug on my heart strings by creating a fictional unhappy dog abandoned by its owners, waiting in a rescue shelter to be adopted.



Look at his sad little face! Damn, she's good.

Note that this is exactly the same tactic used by many charities to get donations. They show children in pain, animals who have been abused, or cute wild beasts that are endangered to make a shortcut to the emotions.

So always think of what might trigger a customer's deep emotions whenever you want to persuade them to take a particular action like open an email, click through to a sales page, sign up to your services, respond to an advert or buy a product.

Think about how they will feel as a result of taking action. These may include one or more of the following:

- » Freedom
- » Security
- » Well-being
- » Happiness
- » Social standing
- » Belonging
- » Physical pleasure

And also think of those that they may experience if you don't take action:

- » Guilt
- » Regret
- » Sadness
- » Inadequacy
- » Envy
- » Fear

5. Emotive Images

As you can see, Belle's dog marketing campaign relies heavily on images. That's a good thing.

Because as we've already seen images can be a shortcut to the emotions.

This is why images are not only powerful elements of effective product packaging but should be displayed on your website as well as in emails, Facebook posts and Tweets.

They catch attention, yes, but more importantly, they can communicate subtle messages in milliseconds that words take longer to deliver.

There's strong research to back this up. A landmark 2006 study by Georg Stenberg at Kristianstad University in Sweden revealed a phenomenon known as the 'picture superiority effect'. Our brains have evolved to make quick judgements on whether someone is friendly or hostile, or how far away a threat is. Not only do we react to images on an emotional level but we store them in the memory more efficiently. Our brains retain 80% of what we see, but only 30% of what we read and 10% of what we hear.

Here are some essential guidelines:

- » **Make your images relevant** – Content with relevant images gets 94% more response than content without relevant images (according to QuickSprout) while irrelevant imagery will make your offer seem spammy and put customers off.
- » **Avoid clichés** – Try not to use hammy stock photos of sunsets, laughing pensioners and other clichés. Be different. Challenge expectation. Seek out original, interesting and unusual images. Like Belle, create your own or get something outsourced.

6. Prove Your Point

Belle combined this slightly psychedelic image below with a bit of factual information to prove her point that we could own both cats and a dog.

"I researched and it turns out that older dogs get along with other animals," she writes.



Always make sure you include proof to back up your claims. You can use statistics, charts, quotes, illustration, sales figures, examples, diagrams, quotes from experts. All research will help.

Or you can use something called 'social proof'.

This is where you show that other people use or like your product. A famous example is the advertising headline 'Ten million housewives can't be wrong'.

This works because people tend to look to their peers for cues on how to behave. It's why many sales pages are plastered with testimonials from happy customers and why Amazon reviews are so essential.

Can you show that other people are using and liking your product, too?

If you don't have direct testimonials you can try this technique.

7. The 'Halo Effect'

One proven way to persuade a potential customer that you have something great to offer is to show that other esteemed celebrities and experts ALSO like similar products.

This is called the 'halo effect'.

It doesn't even have to be that the esteemed person has bought your actual product.

An example might be that you sell bubble tea – and you find a photo in the papers of Prince William drinking bubble tea.

By talking about that in a blog, email, tweet or Facebook post, you can bask in the glow of that famous person's endorsement.

What Belle did was write out a poem called 'Nice Doggie' by Spike Milligan, a comedian I admire.



8. The Power of ONE

The legendary advertising guru David Ogilvy once said that every great sales promotion must be based on a single, powerful thread or big idea.

As you can see from her campaign, every single piece that Belle has created has ONE sole intention – to convince me to get a dog. That’s the ultimate aim, and the entire focus of her marketing. Everything she writes and draws is based around that one idea.

This is what is known as ‘Power of One’. Always make sure there is ONE strong core idea that runs through your promotional copy. And by ‘promotional copy’ I include anything in which you are trying to get someone to respond, for instance:

- » Email sign-up pages.
- » Banner and pop-up ads.
- » Facebook sponsored posts.
- » Email sales blasts.

That ONE idea needs to be something that the reader can grasp immediately without having to think.

It should promise a clear benefit and have a clear outcome. That idea then needs to be repeated, like a recurring hook, throughout your sales piece, and across all the materials of a marketing campaign.

9. Free Gift

One of the best ways to delight and surprise the potential customer is to offer them something for free. It’s a quick way to gain trust, establish that you genuinely have something to offer, and give them a taster of what to expect.

It also taps into the principle of reciprocity. That is, when you are given something of value for nothing by a stranger, you feel instinctively like giving them something in return, be it your continued attention, your mouse click, your ‘like’ or ‘share’ on social media.

In this case, Belle decided to leave on my bed a cute toy of a dog.



However, you can consider giving away one of the following:

- » **A sample version of what you do for your main business or service** – for instance, if you are a website designer you might offer a customised logo, or if you make wooden furniture you might offer a paperweight or bookend.
- » **A course** – deliver a short series of emails that educate, inform and help your prospect achieve a goal or solve a problem.
- » **Free report (PDF) or eBook** – this can be a set of instruction, recipes, links or resources, using charts, bullet points, illustrations and other techniques – can be anything from 500+ words.
- » **Video** – this could be a live presentation, a recording of an event, direct-to-camera talks and demonstrations, or videos where you record your screen and talk over it (a screen cast).
- » **Webinar** – a live online talk with the chance for audience interaction or questions.
- » **Podcast** – a recorded audio show, which could be a solo presentation, a group talk, or an interview.
- » **Sample** – a smaller section or fragment of a product, either electronically delivered or something you send in the post.
- » **List of resources** – you can compile useful links, recommended books or contacts.
- » **Software** – give them a plug in, software program or app that they can use to make life easier.
- » **Set of templates, examples or a swipe file.**

10. Risk Reversal

Belle is keen to insist that she will do the ‘picking up of the poo’ and most of the dog care, which will mean I don’t have to do anything (in theory, that is).

This is a form of risk reversal, where you take the responsibility from the shoulders of the customer. For instance, offer a money-back trial, a return policy, a special promise. Reassure them. Think of the strongest guarantee possible. Maybe add a certificate or use your signatures to underwrite the offer.

11. Overcoming Objections...

Whenever you're trying to sell something, the person on the other end will have a resistance to your offer.

Classic examples include:

"I don't know you so I don't trust you."

"I can't afford it."

"I don't have the time for this."

"I tried something like this in the past and didn't like it."

If you have a product or service, think of every objection a customer might have, write them down and then painstakingly overcome each one. Once you've covered every possibility, get that into your sales materials.

You need to overcome each of their objections if you're to succeed.

To try and get across why I didn't want to get a dog, I wrote out a list of objections (in part to teach her about how to overcome them).

These included...

- » We already have two cats whose emotional well-being we need to consider.
- » Dogs need two walks per day and she will be at school, so who will walk them?
- » What do we do about going on holiday? Who will look after the dog then?
- » What happens when Heloise and I are at work all day?

As you might notice from some of the images I've already shown you, Belle is adding statements that overcome them – although admittedly she has a way to go yet. Ultimately, while I REALLY don't want a dog, I am very impressed by Belle's determination. Thanks to her persistent methods of persuasion I have agreed a delay on making a decision until she finished revising for her entrance exams.

12. Create a Campaign

Most importantly of all, Belle hasn't simply relied on just one letter to pitch her idea that we should get a dog. She has used multiple photos, letters, diagrams and gifts over a series of days and weeks.

This is known as a 'swarm' technique. You can carry this method out using emails, social media posts, direct messages, videos – whatever platforms you have to hand. The idea is that you deliver messages over a period of time.

This ensures:

- » You reach as many people as possible.
- » You build up a buzz about the product.
- » You deliver as many of the sales points as possible, tapping into different emotions, with different reasons to buy.

Think of a 'swarm' campaign as a single sales promotion spread out over weeks. Make sure you plan it in advance, then write the copy before you begin the campaign. This way you know you've covered all the sales points properly. You can then set up the whole sequence in advance.

Think about:

- » **Emails** – send out not only one, but a series of follow ups, making different sales points.
- » **Social media posts** – make sure you share repeated messages but with new copy and images each time, on Facebook, Instagram and Twitter.
- » **Facebook advertising campaign** – use sponsored posts on Facebook to find new potential customers.
- » **Blog posts** – make sure there is regular content updated on your website too.

13. Be Passionate

One of the rules you're not told about so often in marketing and business guides is actually the one that Belle's dog marketing campaign exemplifies: passion.

- » You have to genuinely care about what the customer thinks and feels if you're to convince them to take action.
- » You also have to genuinely believe that what you're convincing them to do is for the best – not just for your bottom line, but for them, and even society as a whole.
- » Finally, you have to believe that your product or service is good enough to justify your enthusiasm.

Belle wants so badly for us to get a dog it cannot help come through all the materials she has sent me, and it's that which makes it hard to resist. What's more, she genuinely thinks our home will be a happier place with a dog.

She's not just thinking of an animal to cuddle, she's thinking about country walks, playing ball in the park and family time together.

Make an Extra Income With These 7 Classic ‘Old School’ Offline Side Hustles

In last month’s issue I talked about the rise of side hustles – small-scale, part-time ventures you can start from home.

As I explained, the reason for them taking off in recent years is that it’s now very easy to set up online and market your product or service through social media, blogs and Google.

However, not all side hustles in 2019 need to be online. If you’re not keen on computers and would prefer to do something a little more active, then there are plenty of old-school side hustles from the pre-digital age to consider.

In particular, setting up your own services business could be a great option, because whatever the ups and downs of the economy, you’ll find that there are always people who’ll pay for something they either cannot be bothered to do, or don’t have the time or inclination to do themselves.

The downside of a traditional side hustle is that it can usually take a little more time and effort than something you do entirely from a computer.

But the upsides will more than outweigh those if any of these apply:

- » You get frustrated and confused by software, apps and other digital tools.
- » You want to avoid as much writing as possible.
- » You don’t like sitting for long periods of time.
- » You find physical work healthy and exhilarating.
- » You hate doing too much social media.
- » You get lonely and bored working at home on your own, and would prefer some contact with other people.

If any of these apply, then you should consider something more traditional.

Here are some of the best proven services side hustles you can set up today:

#1 Start Your Own Power-Washing Business

There’s an old saying, ‘where there’s muck there’s brass’, which is why cleaning businesses are a popular side hustle. They’re relatively simple to start, have consistent (and sometimes growing) demand and can generate you an income stream within a matter of weeks.

One recommended niche within the washing business to try is a power-washing service, specialising in cleaning driveways (particularly block paving), paths, patios, decking and similar surfaces. There are a few good reasons for considering this business right now:

- » The potential is massive. There are hundreds of thousands of homes out there, the vast majority of which have a driveway, paths, a patio area or maybe some decking. And that’s without even looking at the commercial market.
- » It’s easy to do, with no expensive running costs other than your time. So the potential profit margin is excellent.
- » The market isn’t already flooded with power-washing services. (Also known as jetwashing or pressure washing, which are the same thing.)

Advantages: This is very simple, doesn’t require huge tech skills and, apart from a little marketing, doesn’t need lots of online work.

Disadvantages: There is a seasonal element. It’s something that demand should be best for in the spring and summer. (There will still be work in the winter months, but not quite as much, nor will it be as easy to find.)

Also, the washing element is probably the easiest part of the business. Finding and signing up businesses will take some work and a bit of face-to-face selling at times.

Upfront investment: You need to invest in equipment, materials and clothing. Industrial

pressure washers cost £350 to £4,000+. One at the cheaper end of the range is perfectly adequate for domestic and small commercial cleaning jobs. You can also sometimes get used machines starting at less than £200 (try eBay). A basic flat surface cleaner costs from £200, or from £75 used.

Earning potential: It will depend, but a small domestic job, such as a block paved drive, 50 sqm, would earn you £125.00, while re-sanding might earn you: £162.50. With materials at £30 and a travel cost of £10 you'd make approx £130.00. Two jobs like that per day and you'd be on £1,300 a week, heading towards £60,000 a year.

Ideal for: People who prefer a more traditional, hands-on, offline business. People who want some varied, physical work away from the house. Obviously anyone who enjoys the satisfaction of cleaning!

Equipment suppliers:

- » AquaWash.co.uk
- » Jet-Wash-Direct.co.uk
- » JetWashShop.co.uk
- » Kaercher.com/uk
- » MachineMart.co.uk
- » SpinaClean.com
- » ThePowersite.co.uk
- » ToolStation.com

Cleaning sites include: The British Institute of Cleaning Science Bics.Org.uk and CleaningHub.net

Summary: There is little risk with this one. It's nothing fancy – a bit unglamorous, perhaps. But it's just a good, solid traditional side hustle. If you're looking for something along those lines (and don't mind a bit of hands-on work) it could be ideal for you.

#2 Dog Grooming

Dog washing and grooming is now a serious professional service – and one with a vast potential market. You'll absolutely love the possibilities here if you like dogs. If you don't – don't worry. It will work equally well as a hands-off business where you do the organising and marketing and hire others to do the actual washing and grooming work.

According to the Pet Food Manufacturer's Association there are eight million pet dogs in the UK today. That's one dog for every seven humans, near enough. Of course, not every owner can afford professional washing and grooming services for their dog. But

even if, say, a quarter of them are, that's still a massive market. And bear in mind that this kind of service is one that is needed on a regular basis.

Once you've found a customer they'll most likely need you once or twice a month. So that means a regular income for you.

It can be home-based, a fairly low-cost option. If you want a home-based business you can have customers bring their dogs to you – or offer a collection and delivery service if you have a suitable car or van. But you will need a dedicated space kitted out for the job with water and power.

- » **It can be a mobile business.** Travel out to your customers and wash and groom their dog in their own home. This is the lowest start-up cost option by far.
- » **It can be vehicle-based.** You work from a large Transit-type van which is kitted out with all the equipment you need to do the job – this often includes purpose-made dog washing and drying units. This is the most expensive way of getting started – and has higher running costs too.
- » **It can be shop-based.** Rent a shop and fit it out as a grooming salon. The main advantage of this is that it looks very professional, and you'll benefit from passing trade too. The disadvantage is that it will increase your start-up and running costs.

Advantages: You don't need a lot of expensive, specialist equipment to get started. You can get most of what you need from a good pet shop or wholesalers. Or you can buy into a dog-grooming business package and they'll supply what you need.

Disadvantages: You will either need good space at home to set up the business, or investment capital for equipment, a vehicle, etc.

If you choose to buy into a dog-groomer franchise there are investment costs and royalties to pay.

Upfront investment: Up to £10,000 for a franchise. However, to go it alone, it costs less than £1,000.

Earning potential: At four dogs a day you'd be making £96 a day. So £24,000 to £48,000 a year. You'd need to deduct your expenses from those amounts.

Ideal for: Dog lovers and dog owners, though this can be a disadvantage if you want to maintain a professional distance. Really, it's open to anyone who doesn't mind animals and doesn't mind dealing

face-to-face with owners. You need to be energetic, organised and willing to put in some hard work.

Training: There are plenty of dog-grooming training courses out there, including both full and part-time ones. They are offered by both commercial training companies and local further education colleges. City & Guilds offer a range of qualifications. You can find out more about them, and about colleges which offer them, from their website: CityAndGuilds.com.

Summary: This is a proven way to make an average or slightly above average income doing something interesting and not too stressful (if probably a bit wet and messy!). It's going to be fairly hard work to go it alone setting up a dog washing and grooming service from scratch.

Some of the franchise packages definitely make it easier to get started and, if the name is an established one, bring more business in too. But there are regular royalties to pay as well as the initial franchise fee and the cost of buying or leasing a large van. If you haven't £10,000 to spare, then start up on a shoestring, test the market, and take it from there.

#3 Iron and Laundry Service Agency

Offering to iron and launder people's clothes sounds simple and perhaps too much like hard work for not much profit. But by organising your service effectively, throwing in some professional marketing, and taking advantage of some clever tricks of the trade you can turn what is a very simple operation into quite a lucrative little sideline business.

You don't even have to do any laundry yourself. You could turn it into a simple organise-and-manage opportunity where you don't have to do any of the hard work yourself. The same applies if you couldn't iron a pair of socks to save your life – you can still start this business.

One trick is to target local upper income customers and focus your advertising on those, making sure your advertising looks smart and professional.

You can make more money charging per item than per hour, and raise that income again by adding collection and delivery options.

Advantages: Old-fashioned service business, easy to understand and simple to operate without any technical worries.

Disadvantages: It does take time and effort. There are ongoing overheads and you may need to invest in

equipment if you don't have it already, or you have a small home without a tumble dryer or room for a large washer.

Upfront investment: If you use your own home equipment, this has low overheads. But it is NOT a no start-up cost, no overhead business. Running your washing machine on a daily basis will add to your utility bills.

You will need to invest in detergent/fabric conditioner. Electricity, water. Allowance for equipment. Maintenance/Replacement.

Each wash costs 180p but you have a profit margin of around 750%.

Earning potential: £132-£450 per week.

Ideal for: People with plenty of time during the day to work and who don't mind a bit of effort.

Summary: This is a very basic, old-school sideline business, but it can earn you money if you put the effort in, and you can always recruit help to allow more washing, more profit and a bigger income.

#4 UPVC Window Cleaning and Restoration

This isn't just a basic UPVC window cleaning business, you can clean conservatories, fascias and gutters too – in fact any UPVC home improvement product. Even plastic decking.

In today's climate of political and economic uncertainty, people are more inclined to look after and repair what they've got, rather than throw it away and buy new. So any kind of repair, restoration or cleaning-orientated business is good news.

Quite apart from that, the size of the market is massive. The vast majority of homes around the country have some kind of UPVC product – whether windows, doors, conservatories or whatever. And thousands more are still being fitted. Plus, as most UPVC products are located outdoors they get dirty again as every week passes and need regular repeat cleaning.

You will need a few bits and bobs to get started in this business but nothing expensive, and no highly specialised equipment.

All it takes is a car or van to get around with your gear. Ladders. One small for ground floor windows and one large to reach upstairs windows and guttering. UPVC cleaning cream. A supply of washing up liquid, which is good for cleaning

conservatory glass. Cleaning cloths. A garden pressure sprayer with an extension arm.

Advantages: It's not only a massive market, but a growing one... and one with fantastic scope for repeat business!

Disadvantages: It does take a lot of old-fashioned elbow grease and you'll need a head for heights.

Earning potential: You can charge £15 an hour, so 20 hours in a week would be £300. 30 hours x £15 = £450 etc.

Summary: Window cleaning is one of those really old-fashioned side hustles that you might think pays poorly, but certainly not when you focus on this niche.

#5 House Clearances

House clearances are needed when someone dies. If their relatives don't want or are unable to sort through their worldly goods they'll usually call a house clearance company in to do the job for them. While it's sad for the bereaved it needn't be sad for you if you don't know the people involved. Apart from a source of goods for your business you'll be providing a much-needed personal service. In actual fact house clearances aren't always connected with deceased estates.

They are sometimes needed with rented properties when, for whatever reason, the tenant disappears and leaves their possessions in the house.

Quite often if someone is moving house, downsizing, going into a residential home or emigrating, they simply can't be bothered to sort through all their old stuff. So they call a house clearance company in to do the job for them.

Plus, once you get started in house clearances you'll find many more bigger and better opportunities open up. As well as houses you can also do clearances for offices, shops, restaurants, pubs, factories and all kinds of commercial premises.

This business offers a two-tiered profit opportunity:

Firstly, you can get goods for free! You see, when you carry out a house clearance you don't usually pay for the things that you clear from the house.

Part of your payment is reselling the things that you take away for nothing. So it can be a win-win situation for everyone. You can get some really interesting pieces too. Things that you are unlikely to find elsewhere.

House clearances can be a real treasure trove of

items you won't find in any wholesaler – some older, some newer, but always including unusual, one-off items. You might even get some reasonably valuable antiques and collectables. You can resell these things for a profit.

Secondly, you get paid for your services as well. Regardless of whether there are a lot of items you can resell, just a few, or even none, you get paid for your work in clearing the house – good money for a very useful, much-needed service.

Advantages: No need for start-up investment, just takes a bit of work to find those first few clients.

Disadvantages: Hard work during the clearance. You will need to leave the house, not only for clearance work but to resell items.

Upfront investment: Nothing more than a few local ads to find your first client.

Earning potential: Typical charges are £200-£300 for a 1/2 bed flat or small house... £300-£400 for a 3/4 bed house... £500+ for a larger house.

Then add in the profit from reselling choice items that you find inside.

Ideal for: Self-starters with a bit of energy, willing to leave the house, and who prefer older style manual work to computers.

Contacts/Resources/Training: This is an association which represents house clearance companies. Their website has more useful information about the industry, a code of practice and useful links.

Website: www.UKHouseClearanceAssociation.org

Summary: This is a source of profitable products that cost you absolutely nothing, which you can resell for a profit. Not only that but your customers will actually PAY you to take them away as well! While this does take time and effort, it's actually two very clever businesses in one and could be a lucrative side hustle.

#6 Recycling

Recycling is now something people take for granted as important and beneficial. People also like to spend less, save money, and make do and mend instead of throwing things away.

You can go into the following areas...

- » Books, magazines, journals and courses.
- » Entertainment products like CDs, DVDs, vinyl,

video games.

- » Gadgets like games consoles, old phones and tablets.
- » Precious metals like gold.
- » Scrap metals.
- » Printer cartridges.
- » Clothes and fashion items.

Advantages: Most recycling opportunities are fairly simple and straightforward to start. They can be run part-time from home. You won't have to invest a lot to make some extra money.

Don't think low investment means low profit potential however. Some of these re-commerce opportunities offer high profit margins and have the potential to be much bigger businesses in the long term should you want them to. With a recycling business you will have instant appeal and green credentials.

Disadvantages: You need to put effort into collection, organisation and then selling the items you collect on sites like eBay, as well as offline locally.

Upfront Investment: Less than £50 for advertising, though you might need to invest in transport.

Earning Potential: Highly dependent and will vary from job to job but you could be earning £200-£300+ a week.

Summary: There is growth in recycling-based opportunities for the future and this gives you the chance to make a profit from scratch with very little outlay.

7 Baking Services

Thanks to *Bake Off*, there's been a bit of a baking boom over recent years. Just look at all the baking and cooking-related TV programmes there are, not to mention thousands of recipes that are published every week in books, magazines, and online.

There's a massive market in baking and cooking-related side hustles.

This business isn't difficult. You're not going to need a massive bakery or lots of specialist equipment and teams of chefs. You can run it from home on a 'cottage industry' basis, part-time.

You need a kitchen, some basic cooking equipment and some basic cooking skills. You won't need a lot of capital. In most cases the supplies and ingredients can be bought as you go along.

Make cupcakes to sell locally or supply cafes and events. Design and bake celebration cakes for events,

parties and special occasions. Start a home-based sandwich delivery service. Do lunch, dinner and party catering.

Source and sell local baked food products.

Advantages: The practical offline businesses are creative, based on your skills and passions. Mostly offline and almost zero Internet and computer tech involved.

Disadvantages: You need time and space to carry out most of the practical baking opportunities. A drawback is that it's all too easy to get tied up with the creative side – with actually enjoying what you're doing – but you need to remember it is a business – so don't forget the business side.

Upfront investment: Less than £100.

Ideal for: People with good kitchens who like baking, who have imagination and flair for marketing.

Summary: This will be really fun and rewarding but before you simply do what you find most enjoyable, make sure your product/service is commercially viable and that it is something people want to buy and at a price that you can make a profit from. Do some product testing and market research. Take your samples out into the market and see if people like them – and, more importantly, would be willing to buy them. Use trade sources for your supplies and equipment.

Which of These Side Hustles is Best For You?

You can make a good income from these old school side businesses, part-time, with the option to scale them up should you wish to.

The key is to find one you really enjoy, otherwise you're going to find it difficult to keep it up. Start small, then prove its success before you invest more time and effort.

However, this list of seven are by no means all the traditional offline side hustles you can try.

If there's anything that interests you, or you'd like me to evaluate a side hustle idea I've not yet covered, then please get in touch – Info@canonburypublishing.com.

I'll be only too happy to include it in a future issue of the newsletter or email newsletter.