

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

Make a Great Extra Income From These Smartphone Side Hustles

If you've dreamed of being able to generate your own income from home, there's never been a better time to make it a reality.

According to a study by Henley Business School, 40% of British workers have what is known as a 'side hustle' alongside their day job. This figure is expected to hit 50% by 2030.

As I'm sure you know, a 'side hustle' is a venture you start on a small scale for an hour or two each evening, with minimal risk and low start-up costs. You don't need to tell your boss about it. You don't need to leave your job. This is something you can do in your own time, from home, choosing your own hours.

And, thanks to user-friendly online platforms and social media networks, it is now remarkably easy to start a side hustle with little more than a kitchen table and a laptop. Which is why side hustles are fast becoming big business, worth an estimated £72 billion to the UK economy.

Here are some examples...

- » **Phanella Mayall Fine started the Step Up Club** (StepUpClub.co) offering career advice to women. She says: *"Anybody with £50 can do it. You can set up a website, create some online branding and you've got a business. Ten years ago, that wasn't an option."*
- » **Hannah Flint set up her side business, Hood Dinners** (HoodDinners.co.uk) in her evenings, while working for a magazine during the daytime. The business offers dinner events from women, along with guest motivational speakers. She says: *"My 5 to 9 has given me confidence*

— proving to myself I can do whatever I put my mind to. And that's helped my 9 to 5 enormously."

- » **Ed Snelson, worked a 9-5 job at aerospace company Airbus when he started a side hustle from his bedroom**, printing personalised tote bags, cosmetic bags, T-shirts, then selling them on eBay and other eCommerce platforms.
- » **Paul Tanner, set up FreedomToExist.com with his wife**, while they both worked full-time jobs in Marks & Spencer and Soho House, a members club in London. They offer a range of uniquely designed watches. Tanner says: *"Sticking with our full-time jobs has helped create a financial safety net and meant we haven't had to drive a high volume of sales quickly."*
- » **Nishma Mistry worked at a busy London advertising agency when she started designing bespoke wedding stationery**. She says: *"I try to be as efficient with my time as possible. I reply to client emails and brainstorm ideas in the morning on my commute into work, in the evening after dinner and during the weekend."*
- » **Karen Grant worked as a financial advisor when she began her side hustle as a corsetiere**. Once it started making money she left her finance job completely,

You can earn a good extra income from a side hustle. A recent survey showed that the average side hustle income was £6,604.80 per year after tax, with 15% earning £12,000 each year.

One of the big benefits of side hustles is that you don't need to take any big risks. You can start it

please turn over...

part-time, to prove that the business idea works first. Then as you build up your income, you can put those profits back into the business, meaning that you can leverage a very small investment into what could become a significant income.

Since 2003, as editor of *What Really Makes Money*, I've been reviewing, testing and creating home business ideas that people can run as 'side hustles'. I know that there is a bewildering array of choices out there, and a lot of potential dead ends if you're not careful, including scams, outdated opportunities, and poorly-researched business plans.

To help you decide on a project that suits you, I've collected together a series of the best side hustles to start right now, starting with ones you can run with your mobile phone:

Ten Businesses You Can Build Around an App on Your Phone

It seems like there are apps to do almost anything today. There are apps to chat to your friends with, apps to play games on, book travel tickets, banking, check bus times, organise your diary...

But you might not have realised that there are apps out there that you can actually build a business around.

When you think about it, that's pretty exciting because modern smartphones have enormous computing power and are packed with technology. They provide a lot of the hardware you need to run a successful and profitable business. All you need to add is an idea ... and an app.

By the way, just because apps are, on the face of it, small pieces of technology doesn't mean they only offer small potential. Yes, you can use apps as a small, sideline money-maker but there are also apps which, potentially, could be a much bigger part or full-time business.

There are literally thousands of business-related apps out there. However, in this report I'll tell you about a handful of what I think are the most practical, doable

app-based businesses for you to consider.

What kind of phone do you need? I may be kind of stating the obvious here but to run an app-based business you will need a smartphone. That said, most apps will run on a tablet too and some also have desktop/laptop computer versions, although that limits their functionality in some cases.

Pretty much any kind of smartphone will do, either an iPhone or an Android phone. It doesn't need to be one of the latest models costing £1,000 or more either. Even what are by modern standards out-of-date models like the iPhone 5 or Samsung Galaxy S4 should be able to handle these apps perfectly well. (If you don't happen to have a smartphone already these models can be picked up used/refurbished for £50 or sometimes even less.)

Downloading and using the apps: All the apps I mention later can be downloaded either from the Apple App Store or Google Play depending on your phone. Alternatively, go to the website for the relevant app and download it to your phone from there. You might need to ask them to email you a download link in some cases.

While some of these apps are free, some of them involve a payment, either one-off or on a subscription basis. Some apps also offer in-app purchases which open up extra features. In most cases these charges are small but if you do decide to use the paid-for apps it is a good idea to keep a record of what you spend to ensure that the app is paying its way.

One last point. Bear in mind that a business that is based around one app is dependent on that app. If that app is changed or even withdrawn then that could be a serious problem for your business. For this reason we've chosen businesses where there are alternative, similar apps you can use and it might be a good idea to look at how you can diversify in each case.

Now let's kick on with the opportunities...

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#1 Make Money From Your Smartphone Snaps By Selling Them to Photo Libraries

Foap.com/photographer

Before I go on, I should say that I absolutely love this particular opportunity! It is based on one of our most successful *WRMM* business blueprints ever. But now, it's been made even better and even easier with the use of an app.

This opportunity is based around what are known as stock photo libraries. Photo libraries are essentially brokers who source photos from photographers and then sell the use of them to publishers, designers, website owners and so on. Many of the pics you'll see on online websites and blogs are sourced this way.

Now, photographers have long been able to sell their photos to photo libraries. But you needed to have a decent camera, go out taking photos, sort them, edit them and upload them to the photo library sites. Which, while being a good opportunity, was all a bit cumbersome and time-consuming.

The Foap app makes it easier than ever before because Foap accepts mobile phone photos. You can just take photos from your mobile phone and directly upload them. The app then showcases them for you and, if they sell, pays you a share of the fee.

Remember, most smartphones have pretty good cameras plus almost-foolproof photo-taking capability. So you don't need to be an expert photographer to produce decent photos. You can also sell videos this way too.

There are two ways you can make money with Foap:

1. **Sell your existing photos.** These can be photos you already have on your phone, or anything you take. Full details of what you can sell are on Foap. When a brand, agency or anyone who wants to use your photo buys it, Foap share the profit with you 50/50. Foap sell photos this way for \$10, so each sale earns you \$5. Photos can be sold over and

over again, not just once.

2. **Accept what are called 'creative video and photo missions' from buyers.** These are different in that the photo or video buyer states what kinds of photos they want in a brief and then you have to go out and take them. If your photos are bought, Foap say you can earn \$100-£500 and potentially more from them. Although this could potentially be a good part-time business I think the best way to think of it is as a nice residual money-maker: Spend some time taking and uploading a few hundred good mobile phone photos a month. Then, long term, it could bring in a few thousand pounds a year on a virtually automated basis.

Other photo library apps to look at include: Shutterstock at Submit.Shutterstock.com at GettyImages.co.uk/workwithus (though you'll need a bit more photographic experience to sell on these).

#2 Cash in on the Sharing Economy With Your Own Hire Business

FatLlama.com

The sharing economy is something of a growth area at the moment – according to a study by PwC it's forecast to reach \$335 billion by 2025 from \$15 billion in 2014. It's a concept where instead of buying things – perhaps things we don't use much – we just hire or rent them as we need them.

The sharing economy includes places to stay (e.g. Airbnb, Beds on Board), rides (e.g. Uber, Liftshare), rental cars (e.g. EasyCar, Zipcar), parking (e.g. JustPark, Your Parking Space), services (e.g. Parcelly, TaskRabbit), meals (e.g. MealSharing, Eatwith), pre-owned goods (e.g. eBay, Gumtree) and funding (e.g. Justgiving, Crowdcube).

Although a relatively new trend, the sharing economy is, in many ways, based on a long-standing successful business idea... the hire shop business. Hire shops – places where you can hire things like carpet cleaners and chain saws for DIY to disco

lights or a marquee for a party – have been around for years.

But here's an app that you can use to set up your own hire shop online. And not only that, you can run the whole business from your phone! I think it would be a great way of making some extra cash by hiring out things you already own. Yet if you wanted to you could make a much bigger business by buying things purposely to hire out.

Fat Llama is a marketplace for buying, selling and renting things. But while you can buy and sell on Fat Llama you can also do that on lots of other sites. Fat Llama's real USP is that you can hire things out on the site.

Fat Llama say that their users average around £50 a week from hiring things out. And potentially that you could make £8,000 a month.

What can you rent out? At the moment these are the kinds of things that seem popular: cameras, audio and video equipment, DJ equipment, electronics, musical instruments, drones, bikes and scooters, DIY equipment and tools, heating and air conditioning units, and baby equipment.

But Fat Llama say you can hire pretty much anything out on the site, so you could try listing things you already have to test the market and then build up from there.

Here's how renting out items works:

3. **List your items for free.** Upload photos and set your own description, pricing and location.
4. **Receive and review hire requests from customers.** You decide whether to accept them or not.
5. **Hire.** Arrange a convenient time and place to exchange your item with the borrower.
6. **Earn.** You get paid within three working days of the start of the rental. Fat Llama charge a 15% service fee.

One feature that makes Fat Llama particularly useful (and makes the 15% fee good value) is that your items are covered by Fat Llama's guarantee while on hire. Damage or loss are covered up to £25,000 with this guarantee.

Other apps offering a similar service include My-Shed.co.uk, which specialises in tools and DIY. You can also hire cars – try Hiyacar.co.uk.

#3 Buy Low/Sell High... With This Amazon-Based Arbing Business

Amazon.co.uk/app

Chances are you probably buy, or have bought, things on Amazon. But did you know that Amazon offers an app which, though not a business as such, can actually be a way to make money from Amazon and not just spend it there?

To understand why, let me give you a bit of background: Retailing is very competitive today, especially online. That means that not all products are sold at the same price by every retailer. There can be pounds, tens and occasionally hundreds of pounds difference.

For example: A phone charger cable on sale at £2 from one retailer could be £7 at another. A designer fragrance for sale at £32 on one site could be £48 at another. A DSLR camera on sale for £299 at one retailer could be £340 or more at another.

Take a look and see for yourself. It isn't unusual to see glaring price differences between different retailers as well as the online marketplaces like Amazon and eBay.

This opens up an opportunity for smart entrepreneurs to make what's called an arbitrage or flipping profit. That is, by buying from one retailer or one online site and selling for more on another online site.

Now, while this has always been possible it has been hard to find where these arbitrage margins are. But Amazon's own app makes it possible to find these margins quickly and easily. Because while the main purpose of the Amazon app is, as you might expect, so that customers can order products from Amazon and then track their orders, it also has another very powerful use. Using the Amazon app you can scan the barcode on any product (or even take a photo of it) in any retailer. Then the app will tell you how much it's for sale on at Amazon.

So, in a matter of seconds you can check out any product, check to see if you can buy it locally for less than Amazon's price, and flip it for a profit.

Once you have found margins there are various ways

you can turn a profit here: For example: You can buy from a retailer's website and sell on Amazon. You can even buy from a retail shop and sell on Amazon. You can buy from eBay and sell on Amazon, or vice versa. You can buy from Amazon and sell on social media, or even from your own blog or website. You can even arb between different countries.

More useful apps: The Amazon app isn't the only app that can be used for finding profit taking opportunities. Also try PriceRunner.com and Idealo.co.uk.

#4 Make Money From Microtasking and Market Research

Microtasking is very much a product of the digital age. Microtasking apps allow companies who need small or 'micro' tasks doing to find those willing to do them – and allows those willing to do those tasks to find and carry them out online.

Microtasks come in various different types, but they're often to do with doing admin, completing surveys, watching ads, doing market research and product testing.

There are a few pros and cons: On the plus side, microtasks are usually easy and simple to do. On the minus side they don't always earn a massive amount of money: 'taskers' often have to do a lot of jobs to make a decent income.

There are both good and not-so-good microtasking apps. Here are a couple I've found that are practical to do and that offer a fair return:

Roamler.com

Roamler is a microtasking app that offers mostly mystery shopping and merchandising jobs in your local area. Brands pay Roamler to, for example, mystery shop their retailers and check displays. Then Roamler hire microtaskers to do it through the app. To become a Roamler you need to sign up and you'll then be offered tasks. You can choose what you want to accept. You'll then need to work through training tasks which are unpaid, before you are offered paid tasks. As you build your experience then, Roamler say, you'll be offered more better paid tasks.

The types of tasks that are available are varied but

are typically mystery shopper-type assignments. You might be asked to go into a particular shop, locate products, take pictures and answer some simple questions. Once you've done this, you submit your results online and when your task is accepted you're paid out.

Roamler tasks pay anything from £2 per task or so. So to make a reasonable return you'd ideally need to be close to somewhere where the tasks are offered most often (eg. a town or city) and be able to complete them in volume.

FieldAgent.co.uk

Similar to Roamler, Field Agent says it is a business that offers 'clients real-time market research data, and harnesses the power of crowdsourcing to do it.'

When a market research job becomes available Field Agent broadcasts the task via the app for its field agents to carry out. You can also monitor the app and jump in and apply for tasks before they are broadcast. Tasks can include taking a photo, counting items on a shelf, checking a price or filling in a survey.

The task will specify exactly what is involved, the deadline by which it must be completed and the payment that is available. All the tasks can be completed through the app and once they are submitted they are eligible for payment.

With Field Agent there tends to be less competition from other microtaskers for the tasks compared to Roamler. Another good thing about Field Agent is that it offers quite attractive payment for many of the tasks, which can be at least £2 up to £8 or so. It's probably fair to say they are not as numerous as Roamler though.

Here's an idea worth thinking about if you're interested in doing microtasking-type market research jobs:

Flip your experience with these apps into your own micro market research business. Contact local businesses, brands and product

and service retailers and offer to do mystery shopping and market research studies on them and their competitors. Use the fact that you've gained experience with these apps to sell your service. Although it will take more effort and work, this way you'll be able to make much more per project.

#5 Start Your Own Courier Business

ShiPLY.com

Internet shopping has transformed the way we all buy things. Instead of trips to the shops, more and more is delivered to our door. And that has created a vast new delivery industry in which some really big names are involved. The exciting thing here, though, is that you can get a share of this market and start your own collection and delivery business and run it all from a phone.

There are a few shipping apps out there but one of the best known and most user-friendly is ShiPLY. Here's how it works: Customers who need something collecting and delivering list their job on ShiPLY. Shippers who are interested in taking it on quote a price and the customer accepts the one they're happy with. All this can be done using the ShiPLY app.

What can you offer a courier service for? ShiPLY offers shipping jobs for more or less anything from pallet loads, furniture and house removals, boats and cars and motorbikes right down to small packages.

You can choose what you want to take on. So if you happen to have a truck or van you can take large loads. But if you just have a car then you can just take small packages. You can choose where you travel, such as just round your area, or even nationwide or internationally if you want to.

Tip: Whatever vehicle you have, find a cost-per-mile running cost for it, so you can work out your prices and ensure all your costs are covered in your price. Also ensure you have motor insurance cover for collections and deliveries as ordinary motor insurance policies may not cover this.

To get started in ShiPLY you'll need to apply to them to become a shipper. Once you're accepted you can then download the app through their site and get started looking for collection and delivery jobs and quoting for the ones you want to do.

A few tips about building a business round the ShiPLY app: Although there are lots of collection and delivery jobs on ShiPLY there are also quite a lot of shippers. So it can be quite competitive and prices are tight on some jobs.

To get round this I'd suggest you specialise in a niche. Become expert in that and get a name for

delivering that kind of thing and doing it well. This way customers will be more willing to pay whatever you want for your 'expert touch'.

For example, some shippers specialise in moving antiques, art, expensive cycles, glass items, or equipment or spare parts that need special handling. There are also shippers who specialise in moving dogs and cats and other pets, which could be ideal if you have experience with animals. Customers will generally pay more for expert, special handling as well as the fact that there is less competition.

Another tip: You can make a lot more money if, for every delivery you do one way out you can find a delivery back. Or if you can carry several loads in one journey. This is one of the big advantages of an app-based business like ShiPLY because you can pick up more jobs as you're out on the road doing the first one.

Another similar app to try is: UShip.com/uk.

#6 Start Your Own Inventory Checking Business

InventoryBase.co.uk

This is an opportunity in the property business. Specifically, it involves providing a much-needed service in property lettings. Again, this is a business you can run pretty much entirely on a phone app. And it can be a sideline or even potentially a much bigger full-time business.

Let me give you some background.

When landlords and letting agents let out a property it's usually to conduct an inventory check before the tenant moves in. This covers what's included in the property and the condition of it. When the tenant leaves another inventory check is completed. If the tenant has lost or removed anything or caused any damage other than fair wear and tear they will usually have to pay for it. This can usually be deducted from their deposit.

This is where property inventories come in and are important. If the letting agent or landlord haven't compiled the inventories correctly they will be unable to charge the tenant.

Although some agents and landlords do inventories

themselves a more popular choice is to use an inventory service to prepare inventories. You don't need any previous letting or property experience to offer an inventory service – just an eye for detail and ability to do thorough, accurate checks.

Who will be interested in your inventory checking service? Offer this service to local landlords, letting agents and property management companies.

Now, as you can imagine, preparing and checking a property inventory manually on paper can be very tedious and time-consuming. But now there are apps that make the process much easier. And, because it is quicker and easier, it is also more cost-effective. You can charge your customer less but still make more.

There are a few apps you can use but Inventory Base is a popular one. Inventory Base runs on a phone (or tablet equally well) and incorporates the tools needed to produce and check professional inventories. Inventory Base provides a range of templates for inventories, which can be customised. You can then follow the templates working through a property step by step to complete the inventories. You can add both written and spoken notes to the inventory and also take photos with your phone to add into the inventory. Everything can be completed and then filed with the landlord, letting agent and tenant online.

Do note that Inventory Base isn't a free service. There are a variety of pricing plans. These start at £10 per month for which you can inventory five properties. Extra properties can be added for 20p. But you should be able to charge anything from £50-£100 for producing each inventory.

Other inventory checking software/apps to try: iSurvey at iSurveyInspector.co.uk. Inventory Hive at InventoryHive.co.uk.

#7 Make Money From Photo Archiving Backed By the Power of Google

App Needed: Photoscan by Google

App Website: Google.com/intl/en_uk/photos/scan

Here's another app-based opp that I really love!

It's based on a successful business blueprint we published several years ago, but now the introduction of app-based systems has made it easier than ever before. Even better, it is backed by the mighty Google. It is an opportunity that I think would be most suitable as a part-time/side-line type business.

Today, pretty much everybody takes and keeps their photographs in digital format, either using a phone or digital camera. But many people still have lots – thousands in some cases – of old paper photographs tucked away in boxes and drawers never to see the light of day again which is a shame as these old photographs often have the best memories.

Other snags with paper photographs of course are that they can't easily be shared, especially not online, and not easily copied either. They also tend to fade over time and can be lost that way. It's also quite difficult and time-consuming to catalogue paper photos.

For a while now, it's been possible to scan paper photographs to digital format using a scanner. And, in fact, there are a number of services who do this successfully. It's quite slow and cumbersome though.

However, there are now apps that can make this process easier and more effective. One of the most powerful is PhotoScan by Google Photos. With PhotoScan you just point your phone camera at paper photos, wait for it to scan and process them and hey presto the photo is digitised!

But this is the exciting thing: PhotoScan doesn't just take a photo of the photo. It is a smart photo scanning app. It uses 'picture perfect' and auto editing technology to actually enhance the photo so that it looks better than the original.

PhotoScan will automatically crop photos based on edge detection, straighten scans, correct perspective, keep them correctly orientated and, above all, remove glare. (It achieves all this by taking several photographs, not just one, and blending them together.)

Using PhotoScan, photos can be digitised quickly and easily. They can then be stored as ordinary jpg files, on a flash drive or CD, or backed up to Google Photos. They can be further edited if you wish, and also catalogued and shared.

While PhotoScan can be used by anyone, I think this would make a great little business, digitising photos

for those who don't have the time or know-how to do it.

Finding customers for this service: Methods to try include local ads., on bulletin boards, leaflets and advertising in newspapers including freesheets. Also use social media. Longer term, you could set up a blog or website and get orders from all around the country.

What to charge: Existing paper-to-digital photo services charge anything from 50p to 75p per photo. So, for example, digitising just one album of 100 photos would make you anything from £50 to £75, basically just for using your mobile phone.

Sideline opportunity: As well as photos, you could offer a service converting other kinds of old, traditional media to digital format. For example, cine films to digital files or old vinyl records, cassette tape recordings and even CDs to digital files.

Vinyl Recorder is an app that can digitise vinyl records – with the help of a USB turntable and a cable to link it to your phone. More information: Vinyl Recorder at Convert-AV.com/convert-vinyl-recorder-app

#8 Run Your Own Online Shop Without Needing an Online Shop

Shpock.com

Selling online is probably the 21st century's biggest business opportunity. Every business wants to sell online, and some people are making a lot of money from it.

But the snag is that selling online isn't that simple, especially for the smaller entrepreneur. And it isn't that cheap. Yes, eBay and Amazon make it a bit simpler than setting up your own website from scratch. But it can be a lot of hard work to make sales there and there's huge competition. Selling there can be pretty expensive once selling fees are added up, plus there's the cost of shipping on top.

So, here's an app – Shpock – that makes selling online simpler and cheaper. It's a way you can set up an online shop without having or paying for a

shop as such.

Shpock (which apparently means 'shop in your pocket') is available as an app, although this is one of the few apps that also works much the same way on a PC. To sell on it all you need to do is take some pics of your item, write a short description, add a price and choose a category. You can choose whether to sell your item at a fixed price or take offers. Buyers can ask questions about your item before they buy if they want to.

Although you can pretty much list anything on Shpock, the main categories are Fashion & Accessories, Home & Garden. Electronics. Movies. Books and Music. Baby & Child. Sport, Leisure & Games. Services. Cars & Motor and Other.

Here are a few useful tips and strategies for using Shpock:

- » **Create great listings.** Shpock says photos should be 'beautiful' but a lot of the listings there aren't beautiful. The ones that have good photos really do stand out.
- » **Aim to specialise in something rather than selling anything and everything.** Dominate one category and aim to become the best seller in that.
- » **Focus in on popular products that sell again and again.** Keep relisting those rather than looking for new products.
- » **Look at arbitrage on Shpock.** That is, look for undervalued items on Shpock, buy them and resell for more. Also look for bargains in local classified ads. window cards, second hand shops, car boot sales and sell them for more on Shpock.
- » **Although most of Shpock's listing are for used items you can also list new.** You could give it a try just by selling your own unwanted stuff on Shpock. Then source new products to sell from wholesalers, auctions and from import sites like Alibaba.

Another interesting thing about Shpock is that it's locally orientated. So you can deliver or arrange collection and save the cost of postage, which can often make selling on eBay, for example, not that worthwhile. (Although you can sell nationally and arrange posting or shipping if you want to.)

Perhaps the most interesting thing about Shpock is that it's also FREE! Although there are some optional fees, you can actually sell for free. And that

can make a vast amount of difference. It changes the whole dynamic of selling online compared to say Amazon and eBay. By the way, you can also set up a professional shop on Shpock if you want to. This will give your items more exposure and better presentation, but it isn't free.

Other apps you could look at for setting up a simple online shop include:

- » The Depop app, which is for fashion – Depop.com.
- » Etsy.com/mobile, which is for handmade and vintage items.
- » Vinted.co.uk, which is mainly for used fashion.
- » NotOnTheHighStreet.com, which is for unusual and original gift products.
- » RedBubble.com, which is for creating customised products (although you'll currently need to upload your products using a computer).

#9 Start Your Own Videography Business – No Studio or Editing Experience Needed

Animoto.com

Here's a great opportunity if you're a social media fan, or have a bit of a creative leaning. It's something that you can start small on a see-how-it-goes basis, but it could ultimately be quite a big business.

You might have noticed how so many business websites you visit nowadays have video on them. That's because video tends to sell better than a plain, static website.

The snag is with video, many businesses don't have the time or know-how to make videos to put on their website, or to post on other social media for that matter.

So there is an opportunity here, I think. That is to set up a video production company or videographer creating videos for business customers.

At one time this would have been difficult, of course. You'd have needed a lot of expensive equipment and production/editing skills to make videos. Today,

though, a smartphone and an app is all you need to set up and run a semi-professional video production company!

There are a few video production apps out there. But one that you could build this business around is Animoto. You can use Animoto to make and edit virtually pro quality videos for business customers all ready to use on their website. You can also produce output for Facebook, Instagram, or YouTube, which are being used in marketing more and more.

You can try out Animoto for free but a business package costs from £5 a month. But you could use it to make hundreds or even thousands of pounds of videos.

You can make a video completely from scratch. Or you can start with one of their video templates and then customise it to fit your project.

Animoto enables you to upload your own image and video clips, either taken from your own phone or supplied by your customer. As well as that, you can also use high-quality Getty Images stock photos and video clips. These are normally charged-for but they come free as part of the subscription.

You can also adjust colours, fonts, music and more with their flexible style and design tools. This way you can customise everything to your customer's corporate look.

By the way, although you should aim for good quality it doesn't matter if these videos are a bit imperfect or sketchy in part. In fact, these kinds of videos look more genuine and honest and can be very popular with customers.

Who might be customers for your video business? Any businesses really, but I think this is a service you could pitch at local businesses first and foremost. Contact them by email or phone. Tell them what you do and offer some proposals for how they could benefit from video. Create some sample videos to show them the possibilities.

Here are just a few ideas for video productions: Product demonstrations; Service demonstrations; Interview with the company boss, saying why the product/service is so good; tutorials showing how to get best results from the product service, How to videos, eg. how to do/fix/improve something. Staff portraits; Customer testimonials; news, and funny videos – which always get lots of attention.

How much could you charge? It won't come as a

surprise to know that experienced video producers charge hundreds or thousands of pounds for their videos. So that's something to think about long term. But as a start-up business I'd suggest maybe £50-£80 for a five-minute video. This won't take long to put together and it is appealing and affordable to your customer.

And here's a tip: Although you can do one-offs, aim to make it a regular commission. Offer customers a video every month or, better still, every week. You would only need to have a handful of customers each needing a video each week to have the start of a thriving video production business.

Also try:

- » Magisto.com.
- » VideoScribe.co/en for making animated videos.

#10 Start Your Own Second-Hand Book Buying and Selling Business

WeBuyBooks.co.uk

The number of times a great business opportunity I've covered in *WRMM* in the past has now been made even better and easier with an app is amazing.

And here's another one ...

Going back over 10 years ago now I published a plan for a business that involved sourcing second-hand books from charity shops and then selling them for a profit on Amazon. It turned out to be something of a *WRMM* phenomenon, many readers turning it into successful businesses.

Well this is an app-based variation that is even easier and better!

This updated version is based on the various second-hand book buying services that are out there now. And not just that, but the apps that they provide will tell you instantly how much they will pay for a used book.

All you have to do with these services is scan any used book you find with your phone. If the book buying service wants to buy it they'll quote a price. If the price they're willing to pay is more than you're able to buy it for, all you need to do is buy the book,

post it off to them and wait for them to pay you.

I think this is one of the better book buying apps: WeBuyBooks.co.uk

So how do you find used books to buy? There are lots of places: Charity shops are good. You can also try: Junk shops. Fairs, eg. school. Car boot sales. You can even advertise to buy books locally. In many (but not all) cases you will find that it is possible to buy books this way for less than the book-buying services will pay for them. Also try making an offer to the seller as a way of creating opportunities.

Now under the old system in our original blueprint you had to buy the books then hope they would sell for more on Amazon. That isn't the case when using the apps because you can scan the book in the shop to make sure there is a profit before you buy it. (If there isn't, move on to something else.)

And here's another advantage: With the old blueprint you had to list your books on Amazon, wait to sell them, post the book off to the buyer (and pay the postage) and pay Amazon's selling fee from your profit. With this method you don't. The book-buying services don't charge a fee and they even pay the postage.

So what sort of money could you make with these apps? Some finds might even make you as much as £5 or £10. But being realistic, it's more likely to be in the region of 50p or £1 or so, perhaps less. But think of it this way: If you spent a day sourcing 200 books that made you a pound on average that would be £200 a day and pretty much all profit - because there's nothing to deduct apart from perhaps your travel expenses.

Certain types of books are better than others: Old and unusual books. Text books. Technical books. Academic books. Children's books especially story/picture. Coffee table books. Maps, especially Ordnance Survey maps, also often offer a profit. Mass-market fiction paperbacks are often not worth much.

And this opportunity gets even better! Because as well as books most of these buying services will also buy other media – vinyl records, CDs, DVDs, tape cassettes and computer games too.

Over 10 years ago when we first published this opportunity it was pretty good. Now, with the introduction of apps it's even better. You'll know that, before you buy, whether or not every single

book can make you money.

Other book and media buying services to use:

- » Momox.co.uk.
- » MusicMagpie.co.uk.
- » Ziffit.com.
- » Zapper.co.uk.
- » Cex at UkWeBuy.com.

Not all have an app but can still be used from a phone just by entering the ISBN number found on the book. Also don't forget the Amazon app.

And Finally... Stateside Side Hustles

The States can be a pretty weird place. I remember being in a Baltimore bar one Halloween when a woman staggered in wearing metal leg braces with gashes on her head. She was dressed as a car crash victim!

The USA is a nation that likes to believe anything is possible, and is willing to give almost anything a go. This was shown recently by Donald Trump's reported wish to attack approaching hurricanes with nuclear bombs.

"Why can't we just nuke 'em before the hit the mainland?" he asked.

The answer from the experts: *"Because that's a very bad idea, Don."*

It reminds me of that story about the Emperor Caligula going to war with Neptune by sending his forces to stab the sea.

However, some of that famous 'can do' spirit over the pond also delivers some weird-but-good ideas too – ones that work and that we could borrow over here.

This is especially true of their entrepreneurs.

Take the strange case of project manager Jeff Neal, who lives in Lancaster, Pennsylvania and works for an industrial painting contractor.

He's got a little side hustle on the go...

Making Money From Insects

Jeff sells live crickets to reptile owners. Yep – it's not the most obvious choice of side hustle, but sometimes you gotta go niche!

And it was the low competition in this niche that made him try it out, even though he wasn't really into insects.

Before you think of your house being full of jumping insects and think "THERE'S NO WAY I COULD EVER DO THAT" it's not as problematic for the squeamish as you might think.

Jeff never needs to handle these live crickets. He never needs to touch one or even look at one.

Instead, he simply takes the orders on TheCritterDepot.com and gets them dropshipped from a cricket farm.

He says: *"I put in about one to two hours a week and I am still able to bring in \$700 a month – and that's a slow month."*

Think of that... being able to make almost £600 a month for less than two hours a week doing simple work at your computer.

It's the classic side hustle...

Something you can start small, with just a few hours spare maximum each day. You then either crank up the income by adding more elements and features – or simply add another side hustle to your portfolio, so that you're suddenly on £1,200 a month... then £2,400 a month.

While it's no means a guarantee of lavish wealth overnight, it can deliver genuinely life-changing money very quickly.

After all, ask yourself, what could you do with a grand or two extra every month?

It's enough to cover your rent or mortgage, pay off the hills, and give you a much-needed cushion of money should you lose your job, or find yourself incapable of working for any reason.

However, the idea is that you don't need to give up the day job (not just yet anyway) and you don't need to invest massive amounts of capital either.

In Jeff's case, it took \$100, that's all.

And if insects aren't your thing...

Some More Side Hustle Ideas You Might Like

I found his story in a brilliant book by Chris

Guillebeau called *100 Side Hustles: Unexpected Ideas for Making Money Without Quitting Your Day Job*. It's full of mainly North American case studies, most of which could be done over here in the UK, or tweaked versions of them at least.

Jeff Neal's live insect dropshipping opp is not even the most surprising one in the book.

For that, the prize must go to the two guys from Ottawa in Canada, who took just \$750 and invested it in beard oil.

'Beard oil?' you say, there's nothing unusual about that – surely the hipsters of East London, San Francisco and New York have been there and done that already.

Well, this was a different type of oil for a different area of hair on the body entirely...

Pubic oil.

Ahem, yes. I won't go into the details of why you'd want to be less scratchy down there, but I'll leave the rest to your imagination.

What I can say is that they made just under £85,000 in their second year of business.

Split between two, that's over £40K. Not bad, right?

Again, this wasn't even a full-time business, it was a side hustle.

The ideas in the book are not all so eyebrow-raising, however.

There was a copywriter in Texas who turned interesting Tweets into works of art, engraving them on a plaque, and was soon making several hundred dollars a week (LasersMakeItAwesome.com).

There's Marc Gaskin, who learned to make candles by watching YouTube.

He initially bought candles wholesale from a local company and sold them on Amazon for profit using Fulfilment by Amazon (FBA).

They sold well, but he realised the real profit was in making the candles.

So he logged onto YouTube and watched tutorials, taking notes, then practising until he finally had a product, which you can see on MeetingAndMarket.com.

According to the book he now makes \$43K a year.

Again, you wouldn't sniff at that income, would you? And it's a business where you could start to sell them outside Amazon, for instance in local shops and fairs,

to add to that income.

Another example is Teresa Greenway, a woman who was struggling on the breadline (if you excuse the pun) when she turned her love of baking sourdough bread into an online course.

This project earned her \$178,000 within two years.

You can see what she did here:

NorthWestSourdough.com

Are there any side hustles you'd like me to investigate? Email me at nick@canonburypublishing.com