

WHAT REALLY MAKES MONEY

An Independent Review of Business Opportunities & Money-Making Enterprises

WHAT'S HOT IN 2023

Furniture Flipping, Pickles, and Robot Writing Assistants

Discover the Money-Making Ideas, Niches and Products You Could Profit From This Year

Welcome to the first *What Really Makes Money* of 2023!

And let's start with a special anniversary, because *WRMM* turns 20 years old this year.

Since 2003, I've released almost 200 issues, so please do delve into the online archives when you get the chance, as there are plenty of enterprise ideas that are still as relevant as ever, and many 'golden oldies' that can be updated and repurposed for the modern era.

Also stay tuned in for the coming months for special giveaways and treats to celebrate two decades of independently reviewed start-up ideas, cash generators, side hustles, freelance gig ideas, betting systems and home-trading strategies.

To kick off this special anniversary year, I want to show you some exciting new possibilities for making money based on the hottest trends right now.

While the Bank of England expects the UK to be in recession until the summer of 2024, this doesn't mean it's all doom and gloom by any means.

Certainly, the worst strategy would be to sit back and simply take whatever gets thrown at you. If you're willing to take action, there are ways and means to make money, even during a recession, whether that's a one-off gig, a regular side hustle, a freelancing career or a new business start-up.

The key is to tap into the strongest trends that defy

the downturn, and find areas of enterprise that are booming, despite what's happening in the wider world.

I'm going to start with a three big business and enterprise trends that you need to be aware of, then I'm going to drill down into some specific niches, products and enterprise ideas for you to check out. I'll also show you where you can get more information from the *What Really Makes Money* website archives.

Okay, so first up...

3 Big Business Trends You Need to Know About

1. The Gig Economy Will Continue to Grow

The COVID-19 pandemic accelerated the trend towards remote work, and this is likely to continue in 2023 as companies try to reduce office running costs. Alongside this trend, the gig economy will continue to grow too. When the recession bites, many companies will let go of permanent staff and turn to freelancers, so there will be more opportunities than

please turn over...

ever to sell your skills and advice. Even if you aren't skilled in any speciality, there are tasks you can carry out that don't require a lot of experience.

NASDA.com recommend offering these skills and services in 2023:

- » Digital marketing advice
- » Graphic design
- » Website development
- » Voice-overs
- » Online tutoring
- » Writing and editing services
- » Virtual assistant services
- » Accountancy

I recommend you start with freelance websites like Fiverr and Upwork, which have huge databases and plenty of traffic. Pitch your services on those to get a sense of what people need and where your skills might come in handy. Offer low fees at first and then build up your reputation and client portfolio.

For more information, go to WRMM August 2022 (Freelancer Issue).

Side hustles, too, will continue to increase this year. IPSE research published on National Freelancers Day last year showed that 39% of UK employees have considered working for themselves and 46% saw themselves launching a side-hustle in the near future.

So what side hustle will be right for you?

To find out, I recommend that you download a FREE copy of my *Big Book of Side Hustles*. This will give you an idea of over 50 options, both offline and online.

I also suggest that you seek out WRMM October 2022 Issue which is about the Gig Economy.

2. Green Products and Services Will Become Even More Popular

In the wake of the Ukrainian war, problems with supply lines and energy prices, there has been even more impetus towards cleaner, greener living, and less reliance on petrochemicals and transportation.

Troubling news stories about pollution in seas and rivers, extreme weather events and global warming

have also increased the awareness of ecologically-responsible consumption.

The latest statistics from Deloitte show that consumers are increasingly choosing to live more sustainably driven by the climate crisis and the rising cost of living. But businesses and start-ups are also realising that there is a direct economic benefit to them, too. According to the latest survey by QuickBooks, 32% of small businesses believe that environmental sustainability is important for the economy.

Most business experts emphasise that this will be the big over-arching trend in the coming years.

Data company Experian say: *"the UK's changing entrepreneurial landscape is being driven by a broad range of economic, social, technological, ethical and environmental factors."*

These include sustainability, environmental friendliness, low transport mileage, locality and seasonality, as well as companies and suppliers that support workers rights, and net zero carbon emissions.

So this will be something to think about if you choose to make or sell food, drink, household products and clothing. It also offers you fantastic opportunities for selling vintage, second-hand, upcycled and resale products, all of which are green side-hustle ideas.

The key is to make sure your supply chain, or suppliers, are as green and ethical, and as local as possible. This will not only attract customer and help you sell more products and services but it will also help protect your business from soaring oil costs or international disruption.

If you start a small business, then it's worth thinking about an ESG (Environmental, social, and governance) strategy. There are government-backed support schemes available for start-ups and small businesses that could help you with things like reducing carbon footprint and finding ethical suppliers. Funding will be awarded to businesses investing in green technologies. To find out more, go here: <https://www.gov.uk/guidance/find-funding-to-help-your-business-become-greener>

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3. Even More Business Will Go Digital

More businesses will need to use digital tools to grow and run themselves more effectively. Research by Sage has found that eight in 10 small-to-medium UK businesses now rely on digital tools. That's across all sectors, offline and online. These technologies include social media commerce, video marketing, eCommerce, subscription selling, Artificial Intelligence (more of this below), digital wallets like Apple Pay and Google Pay.

The government has a 'Help to Grow: Digital scheme' that offers free, impartial advice and a £5,000 discount to invest in productivity-enhancing software. You can find out more about that here. <https://www.gov.uk/business-finance-support/help-to-grow-digital-uk>

I know that a lot of people seeking out a home business idea are worried about grappling with internet technology and the demands of content marketing (writing and researching material). However, the online platforms for publishing content have never been easier in terms of tech, social media makes it easy for anyone to grow a following to find potential customers.

And now a major new trend is going to make it easier than ever for non-writers to create content for adverts, blogs, emails and even their own products.

Breakthrough Tech Trend

Amazing New Online Tool Helps You Create Info Products Quickly, Easily and Cheaply – Without Any Writing Skills!

You've probably heard of AI. It stands for 'artificial intelligence'.

It refers to a computer system that can perform tasks that normally require human intelligence, such as learning, problem-solving, and decision-making.

AI systems are trained using large amounts of data

and can improve their performance over time through a process called 'machine learning'. This allows AI systems to perform tasks more accurately and efficiently than humans in some cases.

It used to be that AI was something accessible by big companies with teams of tech boffins. But in the past year, it's has taken a huge leap forward.

In November 2022, OpenAI launched ChatGPT, a conversational system that allows you to write a few instructions and get content produced for you. And at the moment it's totally free: <https://openai.com/blog/chatgpt>

AI used to produce very poor copy that sounded robotic and was full of repetition, bad grammar and mistakes. But not any more...

Systems like ChatGPT can produce writing so convincing, it's almost impossible to tell that it was made by a machine.

As the *Financial Times* said at the end of last year: "Artificial intelligence has taken a leap into the mainstream with 'generative' systems that write, or create images that look like they came from a human. With capital flooding into the sector, the race is on to turn these systems into the foundation for a new mass-market computing platform."

For home entrepreneurs, this offers up an exciting opportunity to get involved in the very lucrative world of information publishing. Because AI can be used to write content like blog posts, social media posts, eBooks, reports and courses. So it could help you build a side-hustle income in things like eBook writing, course creation, vlogging, blogging, subscription website, email marketing and affiliate selling.

Effectively, with AI tools like ChatGPT it's like having your own writing robot. A machine that can produce copy for you. All you need to do is give it a simple command like, "Write me a blog post about the physical health benefits of yoga, aimed at the over 60s, written in a friendly style" and the AI will get to work right away. Before your eyes, you'll see the copy you want typed out on the screen. All you need to do is add your own edits and tweaks to inject a bit of your own personality.

Effectively, it can create templates for all writing tasks involved in digital product creation and marketing, from Facebook ads and Instagram posts, to blog posts, email updates, and content for courses and manuals.

For example, you could enter a command like this:

“Write a five minute script for a YouTube marketing video about the benefits of selling woodwork on Etsy as a profitable side hustle.”

Here’s what it came up with when I asked it this question:

“Are you looking for a creative and profitable side hustle? Have you ever considered selling your woodwork on Etsy?”

Etsy is an online marketplace that allows creative entrepreneurs to sell their handmade or unique items to a global audience. And with a growing demand for handmade and unique home decor, now is the perfect time to start selling your woodwork on Etsy.

But what makes Etsy such a great platform for selling woodwork? Here are just a few benefits:

Large customer base: Etsy has millions of active buyers who are specifically looking for handmade and unique items. This means that your woodwork will be seen by a large and engaged audience.

Easy to use platform: Setting up an Etsy shop is easy and the platform makes it simple to list and manage your products. You can even use their mobile app to manage your shop on the go.

Support for sellers: Etsy provides a wealth of resources and support for their sellers, including educational materials, community forums, and even one-on-one support from their team.

Flexibility: With Etsy, you have the freedom to set your own prices, create your own product descriptions, and choose how you want to ship your products. You have complete control over your business.

So, if you have a passion for woodwork and are looking for a profitable side hustle, consider selling your creations on Etsy. With a large customer base, an easy-to-use platform, and support for sellers, Etsy is the perfect place to turn your hobby into a successful business.”

See how it works?

The beauty of AI is that it has been trained to become intelligent by being fed enormous masses of data, which means it can supply detailed information on specific subjects, people and places.

If you are unhappy with the result, you can enter more instructions so that the AI makes some adjustments. Still not happy? You can get it to try again, and again, until you get what you are looking for. Then you can make some simple changes to personalise it and add your own humour or worldview.

The benefits are:

- » You don’t have to worry about lacking skills in writing, grammar and spelling.
- » You don’t need any typing skills or abilities,
- » You don’t have to sit staring at a blank screen, wondering how to begin.
- » You get ideas provided for you without needing to brainstorm them yourself.
- » You save hours of time that you’d normally spend clicking away on a keyboard.

This is a new, exciting trend that’s going to change the face of business marketing and publishing forever. It will give everybody the opportunity to get professional-looking content quickly, cheaply and without any of the usual hassles.

Consider using this to create an eBook or free report to either sell or use to build up a niche audience and capture their email addresses.

Example – you can ask the AI: “Can you give me 4 ideas for profitable non-fiction eBooks?”

It might reply:

- » A self-help book on how to overcome anxiety or depression
- » A guide to starting and growing a successful business
- » A cookbook featuring healthy and delicious recipes
- » A book on personal finance and money management

Then ask it to come up with benefit-driven titles.

It might answer:

- » “Overcome Anxiety and Live a Stress-Free Life”
- » “Start and Grow Your Dream Business: A Step-by-Step Guide”
- » “Eating Healthy Never Tasted So Good: Delicious and Nutritious Recipes for a Healthier You”
- » “Master Your Money: A Comprehensive Guide to Personal Finance and Wealth Building”

Then you can pick your favourite idea and ask it to come up with 10 chapter titles. Then you can ask it to write each one.

I am going to put together something very soon that will give you more details on how to do this.

You could also use the AI to:

- » Write a weekly email newsletter to direct sell your products or affiliate products.
- » Develop and market your own digital course, using AI to create the content and the marketing materials.

- » Use a blog and social media to get your start-up or side hustle noticed on Google.
- » Use AI to script marketing videos and ‘how to’ videos for your own YouTube channel.

There are also other opportunities to enhance your info publishing business with AI. It can also help you with:

- » **SEO optimisation:** AI can be used to optimise content for search engines, making it more likely to rank highly in search results and attract more traffic.
- » **Personalisation:** AI can be used to personalise content for individual readers, increasing the likelihood that they will engage with the copy and make a purchase.
- » **Monetising content:** AI can be used to identify opportunities for monetising content, such as through sponsored content or partnerships with brands.

And here’s one idea that’s hot off the press.

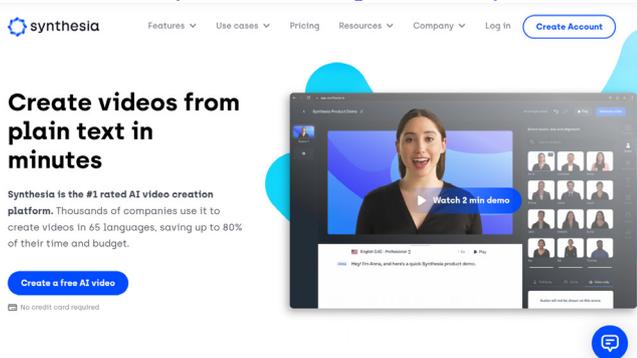
How to Create Marketing Videos Monetisable on YouTube in Less Than 10 MINUTES

You could create a unique marketing video for a product, subscription or service in less than 10 minutes, without writing your own material, doing any voice-over or camera work or editing.

Here’s how...

STEP ONE: You generate a script for a video on ChatGPT first, which will take a few seconds after you’ve typed in your commands. You may need to ask it another question or make some edits, but that will take only minutes more.

STEP TWO: Then use a platform like Synthesia to turn it into a video with a talking head that speaks your words for you. Got to <https://www.synthesia.io>



STEP THREE: You can get a fully edited all-singing, all-dancing video with Pictory <https://pictory.ai> Pictory uses AI to automatically create

videos, using stock footage, music, and voice-overs, in just a few minutes.



Okay, so you might get something a little rough and ready at first but once you get the hang of this you could quickly create your own YouTube channel or vlog. This is still new and untested, but if you get in early while the AI is still free, you could potentially make some fast money before the crowd get in.

If you want information on some other options for info publishing, check out these issues of *What Really Makes Money*:

Email marketing and affiliate selling – WRMM issue February 2022.

How to Set Up A Subscription Service – WRMM issue March 2022.

The Top 5 Emerging Health & Wellbeing Trends You Can Profit From This Year

It will come as no surprise to you that in a time of economic strife, recession, high inflation and job uncertainty, people will seek out ways to maintain their mental health and wellbeing. In the UK, the Nuffield Health’s 2022 Healthier Nation Index study revealed that one in three adults claims their mental health had got worse in the last year.

The wellness industry is what is known as ‘counter cyclical’ – which means that as most sectors see a downturn, this one can often see a rise in popularity. We already saw this happen during Covid, when many people turned to health and fitness as a way of taking back control of their health. There was a boom in products that helped with calmness and serenity, including scented candles, healing crystals and alternative therapy products. The trend is going to continue again this year across the world.

Marketing consultancy McKinsey & Company released data last autumn, based on the USA, but certainly applicable in the UK. It confirmed a growing consumer interest in wellness across six dimensions: health, fitness, nutrition, appearance, sleep, and mindfulness. “Around 50% of US consumers now report wellness as a top priority in their day-to-day lives, a significant rise from 42 percent in 2020” they said.

Here are some of the hottest trends for this year:

Sensehacking

Sensehacking is “one of the most exciting new wellbeing trends for 2023”, according to Jasmine Eskenzi, founder of wellbeing app The Zensory. Basically, it means using your senses (sight, sound, smell, taste and touch) to boost your mental health, your energy levels, or your powers of focus and concentration. Examples include using diffusers and scented candles, filling a room with colour, touching soft and stimulating fabrics.

It could mean putting on headphones and filling your ears with the sound of nature. Or it could mean taking a cold shower to speed up your metabolism.

The main book on the subject is *Sensehacking: How to Use the Power of Your Senses for Happier, Healthier Living*, by Charles Spence, which came out last year.

Products you could create or sell in this area include:

- » Aromatherapy products
- » Scented candles and diffusers
- » Smell training kits
- » Massagers and massage oils
- » Herbs and spices, flavoured teas and hot chocolates with unusual flavours
- » Colourful art, clothes and wallpapers
- » Courses in sensehacking

CASE STUDY: In 2018, Hannah Chapman started making wax melts from a hob in her kitchen as a hobby, using a candle-making starter kit. A ‘wax melt’ is basically a scented candle that doesn’t have a wick. Instead, the wax warms gently, releasing a pleasant fragrance throughout the room. Three years later and she operated from 10 large units on an industrial estate in Andover, with a turnover of £2.2m. This is just one of the products you could use to tap into the sensehacking trend.

Sleep syncing

According to new research by Holland & Barratt, two in three people have had poor quality sleep in

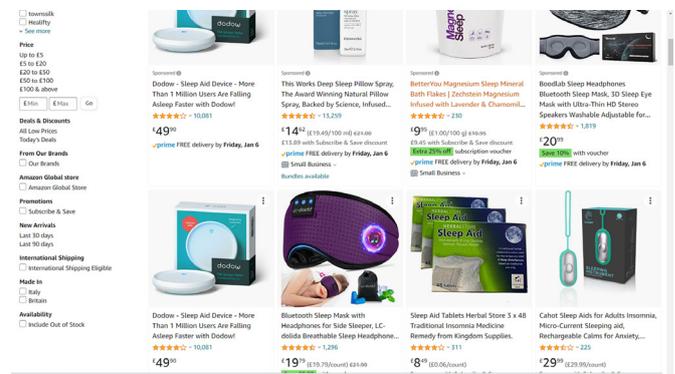
the last six months, and many are seeking ways to improve this through ‘sleep’ syncing.

That means using smartphone technology to time things like sleeping, exercising and eating so that they match your body’s natural ‘circadian rhythms’. That means tuning your body to the cycles of night and day. You can also use smartphone trackers to work out how long you sleep for, how many times you wake during the night. Apps include BetterSleep, PrimeNap, and Sleep Cycle.

Experts believe that it’s not just sleep that you can sync. There are optimal times for people to eat breakfast, lunch and dinner, and optimal time for exercise or rest.

So beyond sleep apps, there are other ways to make money from this trend:

- » **Diets and nutritional plans based around natural cycles and circadian rhythms.** You could offer this as an ebook so you can build an email database and market products via email, create a digital course, or share the info on YouTube.
- » **Sleep aids.** There are lots of products to sell on Amazon like eye masks, headphones, meditation devices, and aromatherapy products.



Here’s one on wholesaler Alibaba for \$11.50 per unit (£9.57).



Which sells on Amazon for \$29.99 per unit. So that’s over £10 mark-up.

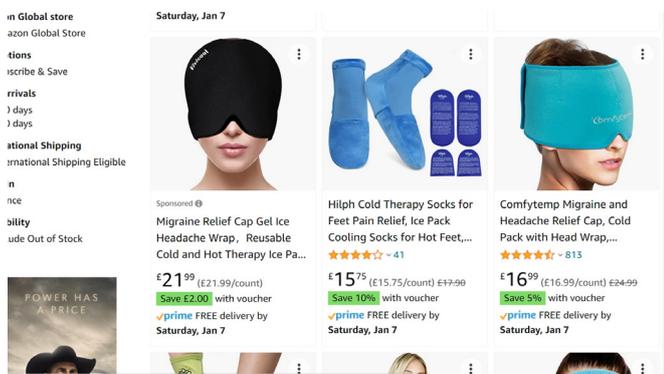


Hot and Cold Therapy

A January article in the *Metro* revealed that social media mentions for “hot therapies” and “cold therapies” were up by 38% over the past year. It’s becoming popular because hot-and-cold therapy has so many reported benefits. Advocates say that it helps

- » Improve circulation
- » Reduce swelling and pain
- » Activate the nervous system
- » Boost the immune system
- » Lower cholesterol
- » Improve mood

Products include wraps, clothing, ice packs, compresses and other products you can find on Amazon.



Most people cannot afford to go to spas and health centres to use cold plunge pools and steam rooms, so they’ll be trying hot and cold therapy at home.

So one of the other ways you could capitalise on this trend is through the bathroom. Ann Marie Cousins, founder of AMC Design, says: “A bathroom isn’t only a necessity in a home, but a wellness space to wake up in the morning or relax and rejuvenate in the evenings. In 2023, we will see an increase in bathrooms as wellness spaces in themselves, where homeowners can enjoy some true R&R.”

Products for the bathroom include wallpapers, tiles, light fittings, curtains, blinds, freestanding units, mirrors and shelves – even artworks.

Pinterest predicts that showers will become more popular as an everyday form of self care. There are increased searches for ‘shower routine aesthetic’ 460%, ‘shower bomb’ 90% and ‘home spa bathroom’ 190%.

Plants to Combat SAD

Seasonal affective disorder (SAD) is a real problem in the winter. People can feel lethargic, listless and depressed because it’s dark most of the time, and they’re stuck in the house for lengthy periods.

Common solutions include light therapy and SAD lamps. But there’s a new trend for using plants in the home to relieve the symptoms of SAD. The basic idea is to fill your house up with as many houseplants, herbs and flowers as possible in the dark months.

Experts from Delamere Health, an addiction centre in the UK say: “*Scientifically, evidence suggests working with nature reduces cortisol levels, a chemical our bodies produce in response to stress. While being outdoors is beneficial for stress, your indoor green oasis also provides relief from stressors caused by day-to-day life.*”

The best way to capitalise on this is to sell seedlings and plants aimed at people looking for interiors that cheer them up in the winter. The best soothing plants include peace lily, aloe vera, lavender, rosemary, jasmine and English ivy.

To find out more about how to turn this into a side hustle, please check out *What Really Makes Money* issue January 2022.

Creative Emotional Expression

In stressful times, people need an outlet for their private thoughts and emotions. It’s not only a relief to get out those emotions, but it can be useful to see them written down so that we can learn from them.

This has led to a big wellness trend in creative hobbies and mindful crafts that help people express themselves, including journals, writing, colouring, drawing, and crafts like quilling art and origami

Google searches “journal writing prompts therapy” are up 220%, “writing therapy” is up 1,840% and “art journal therapy” up by 3,755%.

There are some easy ways to capitalise on this by selling digital products, as we show you in *WRMM* May 2022.

You could also consider selling crafting products on Etsy, which we wrote about in *WRMM* April 2022.

Profit From 2023's Big Food and Drink Trends

There's no doubt that the food and drink market will be affected by the cost of living crisis – certainly, when people tighten their belts they tend to focus more on budgeting for their weekly shop, finding value products and cutting back on luxuries. Prices keep rising in the supermarket and there may be more issues with supply lines.

On top of that many food businesses will face issues connected to Brexit difficulties with trading overseas, as well as supply issues, high energy costs and labour shortages.

So you might think this sector would be one to avoid in 2023. But this isn't quite the full picture.

For small enterprises and side hustles, there is plenty of scope to make money from local, ethical, sustainable food and drink products. Business experts believe that the demand for exciting cuisine menus and new food and drink offerings remains strong. If you've walked past any restaurants and pubs recently, or been to any local markets, you'll see evidence that eating out remains an integral part of our lives. A recent survey has shown that two in three UK adults (64%) said that, despite the cost of living crisis, they would find it difficult to stop eating and drinking out. While seven in 10 people say eating and drinking out is still "the treat they most look forward to".

What's more, there is a seriously strong trend right now for healthier eating and drinking, from new superfoods to plant-based diets to exciting alternatives to alcohol. These are rising trends, even in a cost of living crisis, and if you can find a way to capitalise on them, you could establish yourself a fun, ethical small business.

Here are some of the food and drink trends I've spotted:

Plant-Based Foods

There have been record sign-ups to 2023's annual Veganuary challenge. A new YouGov poll shows that 10% have taken part since it launched in 2014. Of the total Veganuary participants, 53% have completed the challenge more than once, while 21% have done four times or more.

Plant-based diets are a boom trend that will definitely continue to grow over the next 12 months. It is not

simply about veganism either – people are looking for low-fat, low-GI, non-allergen foods to stay healthy.

Look out this year for a special focus on

- » **Plant-based baking.** This practice of baking using ingredients that are derived from plants does not include any animal products like milk, butter, and eggs. Some common plant-based alternatives to these ingredients include soy milk, almond milk, coconut milk, coconut oil, and mashed bananas or avocado as an egg replacement. Plant-based baking can be a good option for people who follow a vegan diet, as well as for those who are lactose intolerant or have allergies to eggs.
- » **Plant-based bowls.** Plant-based bowls are a type of meal that typically consists of a grain (such as rice or quinoa), one or more types of vegetables, and a protein source that is derived from plants. These bowls can be served hot or cold and are often customisable, allowing customers to choose the ingredients they prefer. They can be made using a variety of ingredients, such as beans, tofu, tempeh, lentils, nuts, seeds, and a variety of vegetables, with herbs, spices, and sauces to add flavour.

For both options, consider using dates as a sweetener. They are predicted to be this year's buzz superfood, used in baking as a substitute for sugar instead of regular sugar.

Dates are not only low in calories, but they are a good source of dietary fibre and rich in a variety of antioxidants, which can help to protect the body's cells from damage caused by free radicals. They're also a good source of minerals such as potassium, magnesium, and copper.

Vinegar and Ferments

There's been a surging interest over the past few years in fermented foods, for example:

Kimchi – a traditional Korean fermented food made from Napa cabbage and a variety of seasonings.

Sauerkraut – made by fermenting cabbage and can be flavoured with spices or other vegetables.

Kombucha – fermented tea made by adding a culture of bacteria and yeast to sweetened tea.

Pickles – made by pickling vegetables in a vinegar solution or by using the lacto-fermentation method, in which vegetables are fermented in a brine made with salt and water.

You'll see that these now appear in many restaurants,

pop-ups and trendy fast-food joints.

These will continue as a trend BUT you might want to consider a more British style of fermentation – through vinegar. There has been a booming interest in flavoured vinegars, made by infusing vinegar with herbs, spices, or other flavourings. Examples include basil vinegar, garlic vinegar, or chilli vinegar. You can also make fruit vinegars by infusing vinegar with fruit, such as raspberry vinegar or strawberry vinegar.

You could also consider:

- » **Condiment blends:** Made by combining vinegar with other ingredients, such as oil, herbs, and spices, to create flavoured condiments such as vinaigrettes or marinades.
- » **Pickled products:** Made by pickling vegetables or fruits in vinegar, such as pickled cucumbers or pickled cherries.
- » **Specialty vinegars:** These could include shrubs (a type of drinking vinegar), or vinegar-based cleaning and personal care products.

Low-Carb Pasta

Lots of people are trying low-carb diets these days, reducing the amount of processed flour products and upping the amount of vegetables they eat. But one of the hardest foods to give up is pasta, as it's so easy to cook and so versatile.

However, it is also possible to make pasta from chickpeas, lentils and pulses. Food experts predict that many more of these alternative pastas will hit the supermarkets and our plates. These could include courgette pasta, sweet-potato pasta, spaghetti squash.

Sea Vegetables

Plants taken from the sea and salt marshes is often termed 'seaweed'. But in June last year, Vincent Doumeizel, a UN advisor, urged that we stop calling it 'seaweed' and instead use the term 'sea vegetable'. It is a more accurate way to describe this nutritious and abundant source of food,

It has been eaten in Japan and Korea for centuries, while here in the UK the Welsh traditionally eat laverbread, made from *Porphyra umbilicalis*, a form of seaweed that flourishes on the west coast that is rich in vitamin D.

Other examples include Irish moss, a source of omega-3 fatty acids, which can lower the risk of heart disease, high cholesterol, and high blood pressure. Or wakame, which is eaten in East Asia, linked to lower blood pressure, hormonal balance, and better bone skin and hair health.

Pinterest forecasts that many of 2023's superfoods

will come from the ocean. Sea vegetables will become more widely accepted and eaten this year. Not only for their health benefits and naturally salty flavour, but because they are an ethical choice. The beauty of sea plants is that they don't need soil or fresh water to grow. There's no need to add fertiliser or pesticides. On top of that, seaweed absorbs CO2 and releases oxygen into the atmosphere.

Ways of preparing and eating sea vegetables include;

- » Adding them raw to a salad and adding a dressing of rice wine vinegar and sesame oil.
- » Using seaweed flakes as seasoning to reduce salt.
- » Make a pesto out of it – instead of using basil, use kombu or wakame.
- » Make delicious stocks from dried seaweed that can be used as a base for seafood risottos or to cook mussels.

Non-Alcoholic Drinks

Research published in December by Alcohol Change UK, the charity behind Dry January, showed that 9 million people in the UK are not drinking this month – that's an increase of a million on last year's challenge. This reflects a growing trend for people to give up alcohol, either temporarily (for a month or two) or permanently.

The obvious reason is for better health. We are more conscious of the negative health effects of excessive alcohol consumption, such as liver damage, weight gain, and an increased risk of certain cancers.

But it is also being driven by the cost of living. Alcohol can be expensive, and some people may choose to abstain from drinking in order to save money. This is often in January, but also at other times of the year when the financial pressure gets too much. In October last year, a survey by MoneyTransfers.com showed that Brits who drink an average of two alcohol drinks per day could save almost £3,000 a year by giving up.

There has also been a sea-change in attitude to non-drinkers. Whereas there used to be a lot of social pressure to drink, it is now becoming far more accepted for people to be teetotal. And the market for exciting, healthy, non-alcoholic drinks for adults is growing fast – these include zero (or very low) alcohol beers, mocktails, fermented drinks like kombucha and zero-percent gins and vodkas.

Non-alcoholic drinks is the fastest growing segment of the drink market in the UK, forecast to grow by 6% per annum on average this year.

In WRMM we did a special issue all about starting a drinks business that has details of non-alcoholic alternatives. I recommend you take a look at this for ideas.

How to Make Money From These Food and Drink Trends

There are a number of ways to tap into foodie trends:

- » **Sell your wares via a pop up stall, or at farmers' markets** and other local events.
- » **Create a hyperlocal delivery service and sell your creations (made at home) to local residents and businesses.** For more information, take a look at *WRMM* issue March 2022.
- » **Sell related products on Amazon, eBay and Etsy.** These could include utensils, tools, ingredients, recipe books and eBooks.
- » Sell your products directly to customers through a website, online marketplace.
- » **Create your own course, subscription website, YouTube Channel or 'how to' manual** that shows people how to cook, bake and make their own food and drink at home.
- » **Create a Subscription service.** You could offer a subscription service where customers can receive regular shipments of your low carb pasta products.

Cash-In on This Year's Hottest Home and Fashion Trends

If you are interested in setting up a business selling on Etsy, Ebay and Amazon, whether that's importing products from wholesalers or crafting your own, then you should be aware of the year's top home and fashion trends.

For clothing, Pinterest's 2023 trend report predicts that 90s and early 2000s fashions and styles will make a comeback, along with sci-fi-inspired accessories and futuristic streetwear. This includes something known as 'silhouettes' – a fashion for billowy clothing, wide-legged trousers, puffy sleeves and oversized accessories.

In terms of home furnishings and accessories, consider the following:

- » **Biophilic design** – incorporating nature with design, for example, organic materials such as wood, cork, wool, leather and stone. *"It's no*

secret that introducing biophilic features into the home improves wellbeing, and when it comes to the office they can also help with increasing our attention span by grounding us," says Joanne Evans from Homescapes. Jungle motifs will be popular, as well as 1970s style mushroom motifs in art and textiles.

- » **Vintage décor** – Pinterest predicts antique and vintage furniture will be very popular, or new pieces that have a vintage look. This is driven not just by aesthetic taste but also by a move towards recycling and upcycling for a more sustainable home. This will include furniture, wall art, and accessories made from wood for that 70s cabin-style effect. Indigo and yellow will be the top trending colours, according to Etsy.
- » **Marble products** – Etsy predict a boom in products with marble finishes with colourful veining. There has been a 183% increase in searches for marble sinks and a 117% in searches for marble coasters.
- » **Melting forms** – Softer, organic, melting shapes in ceramics, glassware and candles.
- » **Chunky, warm blankets and throws** – With people keeping their heating low, or even off, to keep costs down, there will be more people buying warm blankets, quilts, rugs and throws. Anything that makes the room feel cosy, like candles, soft lighting and textured art and wallpaper.
- » **Pet-centric designs** – pet ownership rose during the pandemic, and with people staying at home more during harder economic times, they'll continue to seek ways to pamper their pets without ruining the look of their home. Expect good sales in pets furniture, like modular cat perches and customised dog beds.
- » **Room dividers** – With more people working from home, there is more impetus to divide up areas of the house for different functions. So think about selling room dividers, panels, stand-alone bookcases and shelving units.

Tap Into Instagram's 'Furniture Flipping' Trend

If you do start creating or upcycling home furnishings and accessories, then you should be

aware of a hot marketing trend.

At the end of last year, it was reported that there's a growing community of vintage houseware sellers on Instagram. It began to take off during the Covid-19 pandemic when bored people who were stuck at home all day started modifying, updating and decorating their houses. Many were older people on Instagram, rather than the trendier, younger apps like TikTok.

Their method is to source furniture from thrift shops, auctions, car-boot sales, and sites like Freecycle, Gumtree and Facebook Marketplace. They then share their finds and upcycled creations on Instagram – and make sales from 'flipping' them for a profit.

For example...

- » Jessica Ferrandino was furloughed from her job as a social worker during the pandemic and started selling on Instagram, earning herself a much-needed income. Her products included wine coolers, book ends, and coffee tables.
- » After Shayna Alnwick was furloughed from her waitressing job she started flipping furniture by finding vintage pieces on Gumtree and sharing them on an Instagram account called The Flipped Piece. She now has 452,000 followers.
- » Jen Lavigne started to resell vintage furniture and housewares on Instagram as a side hustle in 2018 and by the end of 2019 it was earning enough to quit her full-time job.

The process is simple...

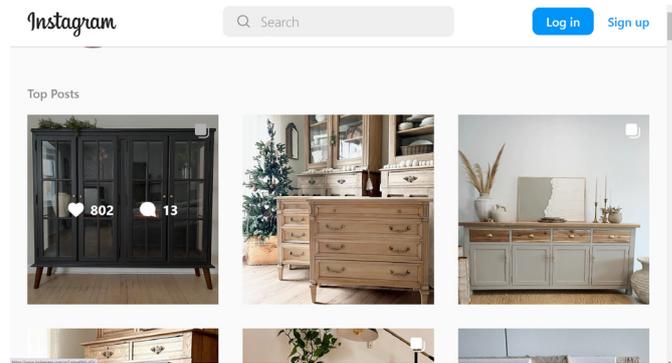
Once you find the accessory or furnishing, get it home and remove any germs, grease, grime and dirt to make sure it's in its most natural state.

Fix any broken or wobbly bits. Sand and polish if necessary.

Next a think about whether you are simply going to sell it as a vintage piece without modification, or whether you're going to upcycle. If it's the latter, think about the style and also the fashion sensibilities of your target audience.

Once it's ready, take some high-quality photos for your Instagram. To see some examples of the kinds of photographs that work, I recommend you search these hashtags: #furnitureflip #furnituremakeover #furniture #furnituredesign #paintedfurniture #furnitureflip #homedecor.

Look for posts like this one on the top left, that has plenty of likes (802 in this case) and comments too. It shows that it's a popular account with plenty of engagement, which means plenty of clicks and sales.



Note that Instagram is not a direct selling platform but vendors can negotiate sales via the direct message system on Instagram and use third-party platforms like PayPal to securely process the payments.

This one is recommended if you're an enthusiastic upcycler or vintage furnishings fan, as it does require a lot of time on the app, connecting with other people, growing your audience and dealing with queries directly. You will also need to stock and ship your products, which takes a bit of time and space in your garage, basement or shed.

As an alternative to Instagram you could list your furniture on PreLoved <https://www.preloved.co.uk>

Quick Cash Microtrend Opportunities

Make £200 a Month From Parked Cars

If you have a spare room or granny flat, the obvious thing to do is list it on Airbnb. But what if you have another kind of space you own – for instance a garage, outhouse, driveway or parking area?

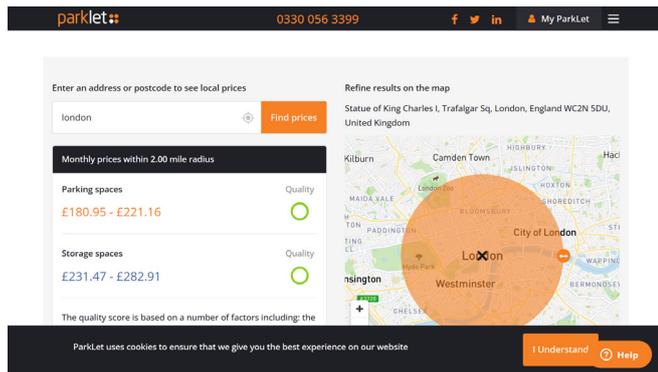
Well, thanks to our overcrowded towns and cities, you could potentially turn these valuable spaces into a small passive income by offering them to people desperate to park cars or store things like bicycles and tools.

Last year, the *Sun* published a report about Tarek Fergani who made £100 extra income per month from renting out his parking spot in Southsea, near Portsmouth. That equates to £1,200 a year.

MoneySavingExpert has reported people making even more money in big, crowded cities like London – as much as £200 or more per month. And unlike Airbnb there's nothing for you to do – no hosting, cleaning or customer care.

It doesn't have to be a parking space either, you can get even more income if you offer a storage space.

You can get a guide to the potential here: <https://www.parklet.co.uk/parking-rental-price-guide.aspx>



As you can see, parking in London is between £180-£221.16 per month. While a storage space earns even more – between £231.47-£282 per month. But this is just a rough idea – in high demand areas you could earn even more.

To lease your space, you can use:

- » YourParkingSpace <https://www.yourparkingspace.co.uk>
- » Just Park <https://www.justpark.com>
- » Park Let <https://www.parklet.co.uk>
- » Park On My Drive <https://www.parkonmydrive.com>
- » Stashbee <https://stashbee.com>

Have a look to see which one is best for your area, then to register just enter your name, email address and bank account, then a photo of the space. It is legal in England to rent out a single parking space without planning permission as long as it doesn't cause unnecessary disturbance. If the local council have a problem with you doing it you can challenge them.

Remember, most of these will also let you rent out sheds, outhouses and garages too.

Hit the Jackpot With These In-Demand Antiques

If you are rooting around in your attic or basement this year, or you're the sort who likes to visit flea markets and thrift stores, then look out for the 'must-have' antiques of this year.

Earlier this January, Charles Hanson, owners of Hansons Auctioneers told Staffordshire Live about the best ways for people to make cash in 2023. His top tips include:

- » **Retro games.** A trend for old video games and consoles began during the Covid-19 lockdown but shows no sign of stopping. A sealed copy of Nintendo Gameboy's Pokemon Red recently sold for £2,800.
- » **Vintage toys.** Vintage Action Man and Cindy dolls are high in demand, while a Paddington Bear made £260. A first edition Pokemon Fossil Set Booster Box recently went for £8,500, while a collection of vintage teddybears from the mid-1950s to early 1960s sold for £180 (from an estimate of £40 to £50).

Dawsons Auctions have also announced what they think will be the biggest antique trends this year:

- » Caribbean art from 1966 to 1972.
- » Studio Pottery – including Hans Coper and Lucie Rie, but also any hand-made pottery.
- » Signed historical memorabilia.
- » Macallan whisky (a 1926 bottle that sold for \$1.9 million in 2019!).
- » Maltese art & furniture.

And according to *Antique Collecting* magazine, the key trend for 2023 will be pastels and chintz from the 1980s. Also mid-century modern will continue to command good prices.