

# TIPS TO ACHIEVING SIDE-HUSTLE SUCCESS

(NC) For many of us, one of the few silver linings of living through the pandemic was that we had the time to focus on our passions. Some of those passions became profitable side hustles or have the potential to become one. Here are some simple tips to help your side gig thrive.

### Get networking

Raise awareness of who you are and what you do simply by introducing yourself. Reach out to related businesses on social media and in real life to collaborate or support initiatives and have a presence at events in the community. Having a presence drives awareness and is a great way to meaningfully network your business without a pricey sponsorship.

### Know your audience

Successful businesses invest in market research, knowing who your customers are guides decisions on how to market, plan for expansion, determine pricing, etc. The good news is, you don't need a big budget to do this if you know where to look. Up-to-date census data can be a great resource for new insights about your target audience and areas of interest. Find information on demographics, localized income levels, migration patterns, population growth, and employment for a specific area. Then, equipped with data, look for opportunities and how you can capitalize on them.

### Digital intelligence

Many businesses rely on a wide range of digital tools to get the job done. For example, if you plan to sell directly to consumers, you'll need a website with a secure financial portal.



*Has your passion got the potential to become a profitable side hustle?*

There are also online tools to draft communications, organize scheduling accounting and payment-processing. These useful tools can help you work smarter, not harder, while managing your business. You can start with the free versions of many of these programs, but, as your business grows, you'll need to invest in technology.

### Honest feedback

Most online shoppers will read at least a couple of reviews before they buy a product or commit to a service. Personal reviews or recommendations from the consumer's friends and family hold even more credibility. Encourage your happy customers to help your marketing efforts by sharing a review or testimonial on your site and other platforms where your product or service appears. Don't forget to thank them for doing so.

Learn more about how you can use census data and free online data tools at [census.gc.ca](http://census.gc.ca).

And no one can be an expert in all areas. Invest in specialists, such as accountants and social media gurus, to handle the tasks that you're not qualified to do. There are also technological tools that you can use to manage your payroll, social media, credit card payments, scheduling and more.

### Understand the market

If this will be your first start-up, there are a number of apps for small businesses with free courses or blogs that can help you learn the basics of doing business here. Your local library may have free programs and classes for entrepreneurs too.

You'll also need to spend some time investigating the market you're planning to

enter. Read industry news, talk to people who work in the industry and consider joining a professional association.

### Financial planning

Many small businesses fail because of cash-flow issues. When starting a new business, explore which loans and grants you might be eligible for. One potential option is the Canada Small Business Financing Program. This program offers, among other products, a line of credit of up to \$150,000. This money can be used to cover day-to-day operating expenses such as payroll, rent, website content development, inventory and much more.

Find more info at [canada.ca/csbfp](http://canada.ca/csbfp).

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Multicultural  
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### FALL HOLIDAYS AND CELEBRATIONS

Milad un Nabi - Sept. 16

National Day of Truth & Reconciliation - Sept. 30

Rosh Hashana - Oct. 3 Yom Kippur - Oct. 12

Thanksgiving - Oct 14 Diwali - Oct. 31

Remembrance Day - Nov. 11

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### BEST WISHES FOR THE FALL HOLIDAYS AND CELEBRATIONS

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## A newcomer's (or anyone's) guide to starting a business in Canada

(NC) Many people move to Canada for the opportunity it offers. With a diverse, well-educated population and various government supports, it's also a great place to launch a new business. If you're new to the country and looking to be an entrepreneur, here is some key advice to help you launch successfully.

### Culture is key

Many industries in Canada are currently struggling with a labour shortage. To attract and retain employees, you'll want to create a positive, supportive corporate culture. The office atmosphere is a major

contributor to job satisfaction, which in turn leads to increased productivity and profit. Every business should encourage teamwork, reward effort and have a mission its employees can believe in.

### Seek support

You can't do it all on your own. Burnout is real, and it can force you to take an extended leave from your company and incur extra health expenses. So think of work-life balance as a business decision - prioritize family, friends and your favourite activities just as much as an important meeting or deadline.