

# This is the side hustle revolution

Nicaila Matthews Okome



Warm up:



1. Have you ever heard of a side hustle? What do you think it is?
2. What is the difference between a full-time and a part-time employee?
3. What do you like most about your job?
4. What are some things you don't like about your job?
5. What do you like to do in your free time?
6. Have you ever had a good (or bad) business idea?
7. Would you like to be self-employed if you had a good business idea?



1. Work with a partner or in a group. What are the advantages and disadvantages of being self-employed?

ADVANTAGES	DISADVANTAGES



2. Share your ideas with your class.



### 3. Answer the following questions with your class:

- What is the difference between a full-time and a part-time employee?  
A full-time employee works an average of at least 30 hours per week. A part-time employee works an average of fewer than 30 hours per week.
- What is the difference between overtime and flexible hours?  
Overtime is when you work additional hours to weekly contractual hours.  
Flexible hours is being able to work at different times.
- What's the difference between a permanent and a temporary contract?  
A permanent contract means you are signed up with the company indefinitely.  
A temporary contract means you are signed up to work with a company for a temporary period of times. For example six months.



### 4. Watch the video *This is a Side Hustle Revolution* by Nicaïla Matthews Okome and answer the following questions.

1. Where does the term *side hustle* come from and how has its meaning changed over time?

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The word "side hustle" has its roots in popular African American newspapers. In the 1920s, these papers used the word "hustle" to refer to some kind of scam. By the 1950s, they were using "side hustle" to refer to legitimate work, too.

What's the difference between a *side hustle* and a *second job*?

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. A side hustle is a little different than a second job. A second job is about necessity. While a side hustle can certainly bring in extra income, it's a little more aspirational. Side hustle captures a certain kind of scrappy, entrepreneurial spirit.

2. Matthews Okome has interviewed over 100 women of colour who have side hustles. What are the 3 main reasons she gives for the current popularity of side hustles?

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First, that people are seeing opportunity within their communities. The goal here isn't necessarily to be the next Coca-Cola or Google. Scale is great, but there's also beauty in a successful business that's built for a specific audience.

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Second, people are increasingly interested in being their own boss. Being your own boss takes discipline. Self-made millionaires tend to have one big trait in common: they make decisions, hold themselves accountable and push through in the face of challenges. A side hustle is a great way to try out being your own boss and see if you have those skills before fully stepping out on your own.

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Third, people are multipassionate. I want to stress that not every side hustle is started because someone hates their job. Many are started simply because people are interested in lots of different things. Lisa Price, who started a hair and beauty company,

Carol's Daughter, was working in television production when she started side-hustling. She says she actually loved her job. It was the fact that she came home every day feeling good that led her to start experimenting with making fragrances and hair oils in her kitchen. We're always being taught that we're supposed to know what we want to do when we grow up. But when you're multipassionate, you want to dip and dabble in those different things. It doesn't mean that you're not committed to your job, it just means that you have other outlets that bring you joy.

 5. Discuss the following questions with your partner:

- Do you know anyone who has started a side hustle?
- Would starting a side hustle interest you?
- What kind of side hustle would you start? Do any of the ideas in the following table interest you?



<ul style="list-style-type: none"> <li>• Homemade household products like soaps and shampoos</li> <li>• Starting a blog</li> <li>• Write a novel</li> <li>• Renting out a spare room on Airbnb</li> <li>• Opening a guest house</li> <li>• Opening a small café or a food truck</li> <li>• Catering for events</li> </ul>	<ul style="list-style-type: none"> <li>• Baking cakes</li> <li>• Webdesign</li> <li>• Starting a band</li> <li>• Giving music lessons</li> <li>• Acting</li> <li>• Becoming a local tour guide</li> <li>• Interior decorating</li> <li>• Creating a smartphone app</li> </ul>
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- Do you think more people should invest time in a side hustle?
- Do you think the government should make it easier for people to start side hustles? If so, how could this be done? And if not, why?
- Do you think a side hustle is a positive thing to bring up in an interview? Why/Why not?