



Ideas to earn income if your business closed with lockdown or you lost your job

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For the past few years "disruption" has been a word thrown about a lot, in the business world especially. Usually relating to technology. Yet I don't think anyone thought disruption was going to hit us like the coronavirus did. Completely unexpectedly our world changed and we were subject to a disruption we did not expect. Which I suppose, is what a real disruption is all about.

For many people this is an incredibly scary time. Two things are very important to us in terms of survival. And survival is our most basic instinct. No money and no food means we die. People who lost their jobs or lost their businesses are terrified. Very unfortunately some commit suicide. In a country that does not have social support for everyone, you will not live without an income. Our health also is important although we often don't pay attention to it unless we are about to lose it. The coronavirus kills. And more so if you are older and have health complications. No wonder we are all a bit freaked out, and on some days barely holding it together. Whether we are conscious of it or not, our survival – our very lives – are being threatened, and that is not a place we want to be.

In past years when I have worked with clients, I have always said to them that there are usually always things you can do to make an income. That is, as long as you have your health – both physical and mental. Now more than ever, you need to think about this. These times call for people to be innovative and make changes. Even if your business has been shut down because of the lockdown you can do something. If you have lost your job, you can

find ways to earn income while you look for another job. You need to be creative though.

A friend I know renovated houses with her husband. Well they haven't been able to do much in that business lately. She said to me, "You have to think out of the box". As soon as food deliveries became allowable, they started making and delivering pizzas and boy did they do well in their first few weeks. And if they ever do go back to their first business, they may find they have two businesses to run.

When you start thinking about how can I earn income, start with thinking about how can I add value to people? What do people really want? It so happened that after the initial stage 5 lockdown, people really, really did want takeaway, and pizza was quite high on the list of wants. People will buy from you when you address their need. When you take away their pain. When you make things easier for them. So think about ways in which you can do this.

Below are some suggestions. This may not work for you, however, this is not an exhaustive list. It is a list to get you thinking. It is a list to get you to start chatting to people (remotely of course) so you and they can help you brainstorm ideas. You need to think out of the box, and you need to think about what will add value to the lives of people now.

- If you don't have an online business then start one. Some people have taken the initiative to make masks. Provide essential services and other services that are allowed at various stages of lockdown.
- You could make sanitisers – there never seems to be enough of them. And your local community would probably buy you out. Certainly workplaces would and so would transport businesses. They must have to do a huge amount of sanitizing all day.
- If you are an actor, musician, beautician etc. then develop and sell online tutorials teaching people how to act, play musical instruments, apply makeup, etc. Or host an online concert, play, training session. Offer virtual training one on one or in small groups.
- If you usually run workshops, then run virtual workshops using Zoom.
- Make food and deliver it. It can be any kind of food, from hamburgers to gourmet dinners. Give it your own unique twist.
- If you have teaching qualifications, then help out parents at home. Offer online tutoring, teaching, etc. The clients I have who are mothers are tearing their hair out trying to do their own jobs as well as home school their kids.

- Offer some virtual playschool fun and games for children. When parents are not home schooling their children, they find the kids need to be constantly entertained. Someone else to help out with that would be a huge benefit.
- If you are a fitness trainer, do it virtually. Health is big on the minds of a lot of people if the empty shelves of vitamin C and immune boosters in the stores are anything to go by. Offering wellness programs is also a great idea. And once again you can have tutorials or manuals that people can buy as well as virtual classes. Wellness can extend from physical exercise programmes to stress management.
- Write a book. If you have always wanted to write a book, and plenty of people say they have, then do it now.
- Organise online social events for single people, or in fact for any groups of people – wine tasting, parties, movies etc.
- A friend in the US talks of a mechanic who will come and fetch your car, take it for a service, clean and sanitize it and deliver it back to you. Now I am not sure if that can be done yet under current lockdown restrictions in SA, but if you are a mechanic, consider a tutorial, consider teaching people to do some basic mechanical repairs or something similar. Teach people how to look after their cars.

Once you get down to it and brainstorm ideas with others you can come up with lots of ways to be productive, earn an income, and add value to society.

What looks like the end of the road may not be. It may in fact be a new beginning.