

side hustle ideas in nigeria

side hustle ideas in nigeria are increasingly becoming a cornerstone of financial empowerment and personal growth for many Nigerians. With the evolving economic landscape, individuals are seeking supplementary income streams to supplement their primary earnings, achieve financial freedom, or invest in their passions. This article delves deep into a diverse array of lucrative side hustle ideas in Nigeria, catering to various skill sets, interests, and investment levels. From online ventures and digital services to traditional crafts and local market opportunities, we will explore actionable strategies and insights to help you identify and launch your next successful side hustle. Whether you're a student, a full-time employee, or an entrepreneur looking to diversify, this comprehensive guide aims to equip you with the knowledge needed to thrive.

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Online Side Hustles for Nigerians

The digital realm offers a vast landscape of opportunities for individuals looking to earn extra income in Nigeria. The accessibility of the internet and smartphones has democratized entrepreneurship, allowing even those with limited physical resources to start and scale online businesses. These ventures often require digital literacy and a keen understanding of online marketing principles, but the potential for reach and scalability is immense.

Freelance Writing and Content Creation

For those with strong writing skills, freelance content creation is a highly viable side hustle. Businesses of all sizes require compelling website copy, blog posts, articles, social media updates, and marketing materials. Platforms like Upwork, Fiverr, and local Nigerian freelance marketplaces connect writers with clients worldwide. Developing a niche, such as technical writing, SEO content, or creative storytelling, can help you stand out and command higher rates. Building a strong portfolio and consistently delivering quality work are crucial for long-term success in this field.

Virtual Assistant Services

Many entrepreneurs and small business owners in Nigeria, as well as internationally, need assistance with administrative, technical, or creative tasks. As a virtual assistant, you can offer services such as email management, scheduling appointments, social media management, data entry, customer support, and basic graphic design. This side hustle requires excellent organizational skills, strong communication, and a reliable internet connection. It's an excellent way to leverage existing organizational and communication skills into a flexible income stream.

Social Media Management

With the pervasive use of social media in Nigeria, businesses are increasingly investing in their online presence. Offering social media management services to small businesses can be a profitable side hustle. This involves creating engaging content, scheduling posts, interacting with followers, running ad campaigns, and analyzing performance metrics. Understanding different social media platforms and tailoring strategies for specific industries are key to success. Strong communication and creative flair are essential for this role.

Online Tutoring and E-learning

If you possess expertise in a particular academic subject, professional skill, or hobby, online tutoring can be a fulfilling and profitable side hustle. Platforms like Zoom and Google Meet facilitate one-on-one or group tutoring sessions. You can also create and sell online courses on platforms like Teachable or Udemy, reaching a global audience. Popular subjects include STEM fields, languages, test preparation, and vocational skills. Marketing your services effectively to students and parents is vital.

Affiliate Marketing

Affiliate marketing involves promoting products or services of other companies and earning a commission for each sale made through your unique referral link. This side hustle requires building an audience through a blog, social media, or YouTube channel. Identifying products relevant to your audience and authentically recommending them is key. Building trust with your followers is paramount to driving conversions and earning sustainable income in this space.

Service-Based Side Hustles in Nigeria

Beyond the digital realm, Nigeria's vibrant economy offers numerous opportunities for service-based side hustles that leverage practical skills and local demand. These ventures often require a lower initial investment and can provide immediate income, making them attractive for those seeking quick returns.

Home and Personal Services

There is a consistent demand for reliable home and personal services. This can include cleaning services, laundry services, event planning assistance, personal shopping, elder care, or pet sitting. Advertising your services within your local community through word-of-mouth, flyers, or local social media groups can be highly effective. Building a reputation for trustworthiness and quality is essential for repeat business and referrals.

Event Planning and Coordination

Nigerians love to celebrate, and events ranging from weddings and birthdays to corporate functions are commonplace. If you have a knack for organization, creativity, and attention to detail, event planning and coordination can be a fantastic side hustle. You can start by assisting established event planners or offering to manage smaller events. Networking with vendors like caterers, decorators, and DJs is crucial for building a successful event planning business.

Delivery and Logistics Services

The growth of e-commerce and the increasing need for quick deliveries have made delivery services a popular side hustle. Whether it's food delivery, package delivery, or running errands for busy individuals, this service is in high demand. Having a reliable mode of transportation, such as a motorcycle or car, and a good knowledge of local routes are significant advantages. Partnering with local businesses or using delivery apps can help you find clients.

Repair and Maintenance Services

Many households and small businesses require assistance with repairs and maintenance. If you have skills in areas like plumbing, electrical work, appliance repair, phone repair, or even basic car maintenance, you can offer these services as a side hustle. Local advertising and building a reputation for prompt, reliable, and affordable service are key to attracting and retaining customers. Online platforms can also be used to list your services.

Tutoring and Educational Support (Offline)

Similar to online tutoring, offering in-person tutoring services can be a lucrative side hustle, especially for students in secondary and tertiary institutions. You can tutor students in their homes or at designated study centers. Focusing on subjects where students commonly struggle, such as mathematics, sciences, or English, can increase demand. Building strong relationships with parents and schools can lead to consistent client referrals.

Product-Based Side Hustles in Nigeria

Creating and selling tangible products is another robust avenue for generating income in Nigeria. This often involves identifying market gaps, understanding consumer needs, and developing high-quality goods that appeal to a specific demographic. The production process can range from simple assembly to more involved manufacturing.

Online Reselling and E-commerce

Buying products in bulk at wholesale prices and reselling them online or through social media platforms is a popular side hustle. This can include fashion items, electronics, beauty products, or

home goods. Identifying trending products and sourcing them from reliable suppliers are crucial. Platforms like Instagram, Facebook Marketplace, and dedicated e-commerce sites in Nigeria can be leveraged for sales. Consistent marketing and customer service are vital for success.

Handmade Crafts and Art

For those with artistic talent, creating and selling handmade crafts and art can be a fulfilling and profitable side hustle. This could include jewelry, paintings, sculptures, custom-designed clothing, or decorative items. Platforms like Etsy, Instagram, and local craft fairs are excellent venues to showcase and sell your creations. Quality craftsmanship and unique designs are key differentiators in this market.

Food and Beverage Production

The demand for delicious and convenient food items is consistently high. You can start a side hustle by producing homemade snacks, baked goods, beverages, or ready-to-eat meals. This can be sold directly to consumers, to local businesses, or through online food delivery services. Ensuring food safety standards, creative packaging, and effective marketing are essential for building a successful food-related side hustle.

Sourcing and Selling Local Products

Nigeria has a rich variety of unique local products, from artisanal foods and spices to textiles and handicrafts. Sourcing these items directly from producers and selling them to a wider market, either online or through pop-up shops, can be a lucrative venture. This requires good negotiation skills, an understanding of quality, and effective marketing to highlight the authenticity and origin of the products.

Customized Merchandise and Printing

The trend of personalized items is growing. Offering custom printing services on t-shirts, mugs, phone cases, and other merchandise can be a great side hustle. This requires investment in printing equipment or partnering with a reliable printing service. Catering to individuals, corporate clients, or event organizers for custom apparel and promotional items can generate consistent income.

Creative and Skill-Based Side Hustles in Nigeria

Many individuals possess unique creative talents or specialized skills that can be monetized into successful side hustles. These ventures often stem from personal passions and can be incredibly rewarding, both financially and personally.

Photography and Videography Services

With the prevalence of social media and the constant demand for visual content, photography and videography services are in high demand. This can include event photography (weddings, parties), portrait sessions, product photography for businesses, or creating promotional videos. Building a strong portfolio, investing in quality equipment, and marketing your services effectively are crucial for success.

Graphic Design and Branding

Businesses of all sizes need professional graphic design for their logos, marketing materials, websites, and social media. If you have graphic design skills, you can offer your services as a freelancer. Understanding branding principles and creating visually appealing designs that align with a client's vision are essential. Building a diverse portfolio showcasing your capabilities is vital for attracting clients.

Web Design and Development

In today's digital age, a strong online presence is crucial for businesses. If you have web design and development skills, you can offer your services to create or maintain websites for individuals and companies. This can range from simple one-page websites to complex e-commerce platforms. Learning popular content management systems like WordPress can significantly expand your service offerings and client base.

Music Production and DJing

For those with a passion for music, offering music production services or DJing for events can be a fulfilling side hustle. This can involve composing music for content creators, producing jingles for businesses, or providing entertainment at parties and gatherings. Networking within the music and events industry is key to securing opportunities.

Consulting and Coaching

If you have expertise in a specific field, such as business, marketing, career development, fitness, or personal finance, you can offer consulting or coaching services. This can be done online or in person, helping individuals and businesses achieve their goals. Developing a clear service offering and a strong personal brand are essential for attracting clients and establishing credibility.

Leveraging Local Opportunities in Nigeria

Nigeria's unique cultural landscape and economic dynamics present specific opportunities for side hustles that are deeply rooted in the local context. These ventures often capitalize on indigenous resources, community needs, and traditional practices.

Agricultural Ventures

Nigeria's agricultural sector is vast and offers numerous side hustle potentials, even on a small scale. This could involve backyard farming of vegetables, rearing poultry or snails, or cultivating high-demand crops. Selling produce directly to consumers or local markets can provide a steady income stream. Understanding local farming techniques and market demands is essential.

Small-Scale Manufacturing and Production

Identifying niche products that can be manufactured locally can be a profitable side hustle. This might include producing soaps and detergents, candles, local snacks, or even basic household items. Focusing on quality, competitive pricing, and effective local distribution channels are key to success in this area.

Fashion and Tailoring Services

Nigeria has a vibrant fashion industry. Offering tailoring, alteration, or custom clothing design services can be a highly sought-after side hustle. Understanding current fashion trends and possessing strong sewing skills are fundamental. Marketing your designs and services through social media and local communities can attract a broad clientele.

Tutoring and Mentorship for Local Students

Beyond academic subjects, there's a need for mentorship and skill-based training for young people in local communities. This could involve teaching practical skills like computer literacy, entrepreneurship basics, or vocational trades. Offering workshops or one-on-one sessions can empower individuals and generate income.

Barbing and Hairdressing Services

Personal grooming services remain in constant demand. If you have the skills for barbing or hairdressing, setting up a small, professional service in your community or offering mobile services can be a very viable side hustle. Consistency, quality, and good customer service are paramount to building a loyal customer base.

Frequently Asked Questions about Side Hustle Ideas in Nigeria

Q: What are the most profitable side hustle ideas in Nigeria with low startup costs?

A: Some of the most profitable side hustle ideas in Nigeria with low startup costs include freelance

writing, social media management, virtual assistant services, online reselling of carefully sourced items, and offering repair services. These often leverage existing skills and require minimal initial investment in inventory or equipment.

Q: How can I find clients for my online side hustle in Nigeria?

A: You can find clients for your online side hustle by utilizing freelance platforms, networking on professional social media sites like LinkedIn, engaging in relevant online communities and forums, building a strong portfolio, and using targeted online advertising to reach potential clients.

Q: What are the legal considerations for starting a side hustle in Nigeria?

A: While many small side hustles may operate informally initially, it's advisable to research relevant business registration requirements, tax obligations, and any specific permits or licenses needed for your particular service or product. This ensures compliance and allows for future scalability.

Q: Are there any side hustle ideas in Nigeria suitable for students?

A: Yes, students can pursue side hustles such as freelance writing, social media management for small businesses, online tutoring, graphic design, reselling items, or offering academic support services to peers. These can be managed around academic schedules.

Q: What skills are most in-demand for service-based side hustles in Nigeria?

A: In-demand skills for service-based side hustles include digital marketing, content creation, web design, customer service, administrative support, technical repair skills, and event planning. Strong communication and problem-solving abilities are also highly valued.

Q: How can I differentiate my product-based side hustle in the Nigerian market?

A: To differentiate your product-based side hustle, focus on offering unique or high-quality products, providing exceptional customer service, developing strong branding and packaging, leveraging social media for effective marketing, and identifying underserved market niches.

Q: What role does social media play in succeeding with side hustle ideas in Nigeria?

A: Social media is crucial for marketing, client acquisition, and brand building for almost all side hustle ideas in Nigeria. It provides a platform to showcase services or products, engage with

potential customers, run targeted ads, and build a community around your business.

Q: Is it possible to build a full-time income from a side hustle in Nigeria?

A: Absolutely. Many individuals in Nigeria have successfully transitioned from side hustles to full-time businesses by consistently delivering value, adapting to market changes, reinvesting profits, and scaling their operations effectively over time.

Q: How can I manage my time effectively between a full-time job and a side hustle in Nigeria?

A: Effective time management involves setting realistic goals, prioritizing tasks, creating a consistent schedule, minimizing distractions, learning to delegate when possible, and maintaining a healthy work-life balance to avoid burnout.

Q: What are some emerging trends in side hustle opportunities in Nigeria?

A: Emerging trends include increased demand for sustainable and eco-friendly products and services, growth in the gig economy and freelance marketplaces, opportunities in digital content creation and e-learning, and a rise in niche e-commerce ventures catering to specific consumer needs.

Side Hustle Ideas In Nigeria

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side hustle ideas in nigeria: Building a Million Dollar Side Hustle Juliana Richards, 2018-06-26 Juliana Richards arrived in the United States from Nigeria with little more than 100 dollars in her pocket. Ten years later she was the founder and CEO of Slim Girl Shapewear, a fast-growing global brand and multimillion-dollar company. Her body shaping and contouring clothing line has opened up a whole new category of clothing for women around the world and become go-to wardrobe necessities for high profile celebrities such as Khloe Kardashian, Nicole "Snooki" Polizzi, Carmen Electra, and others. In Building a Million Dollar Side Hustle, Richards shares her compelling and inspiring journey of immigrating to the United States and starting a company using her college loans, expanding it into a global brand leader in body shapers, swimwear, and lingerie. In sharing her story to inspire other entrepreneurs, Richards explains her three-word philosophy: poise, obsession, and persistence. The story of Slim Girl Shapewear—Juliana's story—is her testament and her gift to anyone who wants to achieve success. This is a book for anyone who

believes in the American Dream, and for anyone who wants to be deeply moved by a story filled with wisdom, inspiration, hope, and humor.

side hustle ideas in nigeria: Heart and Hustle: Use your passion. Build your brand. Achieve your dreams. Patricia Bright, 2019-02-07 'Patricia Bright is killing it right now' Glamour 'One of Britain's biggest YouTube stars' Huffington Post 'I'm going to show you how to hustle like I do, using your head and heart. All it takes is three steps...'

side hustle ideas in nigeria: Overcoming Challenges in Retirement Aniekan Mbah, 2015-07-28 The primary focus of this book emphasize the concept of retirement education, beginning from the point of entering service (be it civil service, military, paramilitary and parastatal) to the point of leaving; and also provide a guide to avoiding unnecessary pitfall. A well planned retirement is an organizational stability factor. Especially when there exists a deliberate plan, well coordinated both at personal and organizational levels. On the personal level, the worker puts something down for the future irrespective of the size of the pay package and takes what he learns at training programs seriously. On the side of the organization, it makes certain contributions, along with learning programs to the staff. This book covers a wide range of related topics - from pre-retirement challenges and challenges after disengagement; in bid to providing constructive solutions to retirement problems and having extraordinary life in your golden years. It is also noted the great importance of understanding that the environment we create for money is largely what provides us with either wealth or poverty in future - whether as individual, community or country.

side hustle ideas in nigeria: *Management in Nigeria* , 1977

side hustle ideas in nigeria: Islamic Sustainable Finance, Law and Innovation Nadia Mansour, Lorenzo Mateo Bujosa Vadell, 2023-07-26 This volume discusses the role and characteristics of Islamic finance and how it can contribute to a sustainable financial system. Islamic finance is not only for the 1.5 billion Muslims. Several countries are interested in it because it has interesting characteristics in terms of transparency and banking regulation. Although the origins of Islamic finance date back several centuries, its resurgence is relatively recent. From its modern beginnings in Egypt and Malaysia, Islamic finance is now a growing sector and its recent performance contrasts with that of conventional banks. Rapid growth and innovation are transforming the sector, driving economic development in an increasing number of jurisdictions, while also increasing the number of new opportunities and challenges. Today, with the problem of climate change and its adverse effects on the whole world, the flexibility of Islamic finance concerning the operations available to those who wish to finance the development of infrastructure, makes this area crucial for sustainable finance.

side hustle ideas in nigeria: Social Enterprises and Impact Investors Jeremiah Arigu Emmanuel, Ramanie Samaratunge, Daniel Prajogo, 2024-08-14 This book explores how social enterprises and impact investors use inter-organizational partnerships to pursue contemporary socio-economic interests in emerging countries. It looks at the ways in which enterprises and investors collaborate to create hybrid organizations by matching social and commercial focus: a solid business orientation and social mission combined to create social value, sustainable impact and profit. Using Nigeria as a case study, the authors provide evidence of the success of these collaborations through partner alignment of compatible management, mission, goals, reputation and investment. This book provides novel insights for researchers, scholars, academics and policy makers into what types of complimentary resources define the exchange value between hybrid organizations. It also provides practical knowledge for practitioners who wish to collaborate with emerging countries and guidance for investors in creating a portfolio to attract the right enterprises.

side hustle ideas in nigeria: The 'Girl' Entrepreneurs 3 Ibukun Awosika, The 'Girl' Entrepreneurs by Ibukun Awosika In my 30-year journey as an entrepreneur, I have realised how impactful it is to learn from the experience of other people, as a guide to build a successful business. In this book I have sought to celebrate women who have, despite all the challenges of our environment, actively worked to build successful enterprises in Nigeria. This book will take you on the journey of these women; you will learn about their motivations, setbacks and strategies they

have adopted to build enduring legacies. They reveal information about their backgrounds, start-up stages, growth patterns, how they scaled up their businesses, the impact of the choice of a spouse on their businesses, work life balance, spirituality and their plans for the future. My goal in creating this compendium, is to use the stories and experiences of these women as a tool to challenge, inspire and encourage other women and men to pursue their entrepreneurial dreams and opportunities. This will in turn create value for their families, whilst contributing to the building of our economy as a nation. IBUKUN AWOSIKA is the Founder and CEO of The Chair Centre Group. She chairs and serves on a number of corporate and not for profit boards. Ibukun is a graduate of Chemistry from University of Ife (now Obafemi Awolowo University), Nigeria; an alumna of the Chief Executive Programme of Lagos Business School, the Global Executive MBA of IESE Business School, Barcelona Spain and the Global CEO Programme of Wharton, IESE and China European International Business School (CEIBS). With a keen interest in social issues, particularly the advancement of women, Ibukun is a co-founder and past chairperson of Women in Business, Management and Public Service (WIMBIZ). Ibukun is also the founder of the Christian Missionary Fund; through this faith based organisation, she works with hundreds of missionaries spread across Nigeria to change lives with the provision of medical, educational and other supplies. Ibukun is a multiple award-winning entrepreneur and the first Nigerian recipient of the prestigious International Women Entrepreneurial Challenge (IWEC) Award as a nominee of the U.S. Department of state in 2008. She is passionate about women, youth and her beloved country, Nigeria. Ibukun is happily married to Abiodun Awosika and they are blessed with three wonderful sons

side hustle ideas in nigeria: How to Become a Millionaire in a Way That Is Dignifying to God (Volume 1) Revised and Upgraded Copy Abimbola Cole Idris, 2009-04 This book will give you the motivation, inspiration and power-packed ideas that you need to bring your legacy to life. It will show you a super successful way of generating money in millions, inspire change, help the needy and reach people of all ages. The mission of the book is to turn millions of ordinary people into multi-millionaires in a way that is pleasing to God. The book will teach you how to make full use of the talent and skills you have been blessed with by God...so that you can build thriving businesses and make more money, become wealthy and prosperous. It will make you expand your vision, clarify your purpose and change your financial situation for life. The book will reveal many more ways leading you to hidden riches. You need to read this book in order to unveil the way to unfailing prosperity. It will also show you healing scripture for many diseases including: - Diabetes, Arthritis, Asthma, abdominal and stomach problems. Abimbola Cole Idris shares the God given revelation that changed her life and shows you how to apply the same principles of becoming a millionaire to your own life She is a respectable woman of God, her calling is in the area of prosperity, healing and caring. Abi Cole Idris is the writer and author of the best selling books called How to become a millionaire in a way that is dignifying to God and How to spring from a nobody to a millionaire (with all rights reserved). She is a motivational speaker, a coach and a teacher of success skills. She is the CEO and founder of God Transformation Clinic and The Lord's Ambassador Organization. Abimbola Cole Idris is the Pastor and Prophetess of God Promises International Christian Centre. Her passion to see the body of Christ delivered from the spirit of poverty, receive wealth transformation and stay prosperous. Pastor Abimbola is also an editor, a speaker, trainer, coach and consultant on prosperity, healing and wealth creation.

side hustle ideas in nigeria: Financial Joy Ken Okoroafor, Mary Okoroafor, 2024-03-28 THE INSTANT SUNDAY TIMES BESTSELLER As seen on ITV's This Morning! A life-changing 10-week plan to help you to turn your life around and design a path to financial freedom, enriched with the small experiences that bring you joy. Stop worrying about money. Start enjoying your life. You might be struggling in debt, living paycheck to paycheck, or worried about preparing for retirement; maybe you're considering your first investment, or you just want an escape plan from the '9 to 5'. Wherever you are on your journey, this book will revolutionize your lifestyle and your relationship with money. Authors Ken and Mary Okoroafor started out as resource-poor, working-class immigrants and have built a life of financial independence and joyful moments through hard work,

smart saving and savvy investing. They know what it feels like to start from ground zero, and as a chartered accountant and former CFO, Ken shares his financial expertise to help you unlock the secret to building wealth. You'll learn how to take control of your finances, develop good money habits, become debt-free, invest in assets and multiply your income so you can create the freedom to travel, spend time with your loved ones and plan for a stress-free (early) retirement - all whilst prioritising your wellbeing and having fun! It also includes a dozen real-life interviews with singles, couples and those with children, from different backgrounds, age groups and stages of their money journey, including a few well-known public figures. Financial joy can be achieved by anyone - and it can start today, not tomorrow. 'The book that's been missing from this genre. A joy to read and learn from.' -- Cait Flanders, bestselling author of *THE YEAR OF LESS* and *ADVENTURES IN OPTING OUT* 'A book to savour' - JL Collins, author of the international bestseller *The Simple Path to Wealth* 'The most joyful money book out there' - Selina Flavius, author of *Black Girl Finance* Sunday Times Bestseller No.6 in Paperback Non-fiction April 2024

side hustle ideas in nigeria: *Nollywood* Jonathan Haynes, 2016-10-04 The English-language branch of the Nigerian film industry, Nollywood, has become the third largest in the world. Nollywood films saturate Nigeria and have spread across the African continent, achieving an astonishing extent and depth of cultural influence. They are the most important modern cultural form to come out of Africa. In this book, Jonathan Haynes aims to map out the cultural terrain of Nollywood films much more comprehensively and ambitiously than has been to date. He in effect establishes a canon for Nollywood films. The book is organized around the historical development of Nollywood film culture, which is explored with close attention to the recent history of Nigeria. Throughout the book, genre (defined with reference to common usage in Nigerian film markets) is the principal framework. Thus after establishing a sense of the material and social circumstances out of which Nollywood was born and exploring a few landmark films, Haynes analyzes the durable set of themes and plot types that dominate the industry and reveal deeply embedded tensions in contemporary Nigerian life. These genres include family films and romances, village films, cultural epics, political films, films made in or about the Nigerian diaspora, and campus films. Haynes concludes by offering some remarks on the future of Nollywood, exploring the buzz around a New Nollywood of films with higher budgets fit for international film festivals and widespread screening in cinemas in Nigeria and abroad.

side hustle ideas in nigeria: *The Palgrave Handbook of Africa and the Changing Global Order* Samuel Ojo Oloruntoba, Toyin Falola, 2021-11-22 This handbook fills a large gap in the current knowledge about the critical role of Africa in the changing global order. By connecting the past, present, and future in a continuum that shows the paradox of existence for over one billion people, the book underlines the centrality of the African continent to global knowledge production, the global economy, global security, and global creativity. Bringing together perspectives from top Africa scholars, it actively dispels myths of the continent as just a passive recipient of external influences, presenting instead an image of an active global agent that astutely projects soft power. Unlike previous handbooks, this book offers an eclectic mix of historical, contemporary, and interdisciplinary approaches that allow for a more holistic view of the many aspects of Africa's relations with the world.

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young entrepreneurs to hustle non-stop, risk everything and never sleep if they want success. YOUR CHANCE OF FAILURE IS ALMOST GUARANTEED. No one talks about how hard it is, how lonely it is and how difficult it is to build a business. No one is willing to forgo their ego and be honest. If nothing else, Nic Haralambous is honest about his journey. MOST PEOPLE WON'T LEARN. Nic has lived the hustle; he has pushed through physical pain, mental suffering, business failures, personal torment and relationship strife all in the name of building businesses. ALMOST NO ONE DOES IT AGAIN. Nic decided to write a big book of his failures so that entrepreneurs around the world can begin to understand that it is not always glamorous, easy or fun to build a business. If entrepreneurship is calling you then you absolutely cannot miss out on the truth, behind the business, written by Nic Haralambous.

side hustle ideas in nigeria: De Gruyter Handbook of Sociology of Innovation and Entrepreneurship Olav Sorenson, Patricia H. Thornton, 2025-04-21 The number of organization theorists and sociologists studying innovation and entrepreneurship has grown rapidly over the past two decades, yet it has been roughly 15 years since any volume has attempted a comprehensive review of the state of the literature. In addition to having grown rapidly, the sociological literatures on entrepreneurship and innovation have evolved relatively independently. However, there are intellectual synergies to be gained in connecting these two literatures. A large share of innovation happens in the context of startups and a large share of startups pursue innovation through the commercialization of products and services. Featuring engaging contributions from leading scholars in the field, the De Gruyter Handbook of Sociology of Innovation and Entrepreneurship is a must-have and up-to-date summary of the literatures on the sociology of entrepreneurship and innovation. It is a comprehensive reference work, highlighting emerging areas and cutting-edge research, while also providing a vibrant agenda that empowers scholars and students to generate new ideas and knowledge.

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Sanders, Syon Bhanot, Shibeal O' Flaherty, 2023-10-31 The academic field of behavioral science has developed rapidly in recent decades. The field draws on research from across the social and natural sciences, and it has consistently shown that humans are not always rational. This insight has had a profound impact on multiple fields, including economics, political science, and law. Since the early 2000s, the application of behavioral science to public policy has also grown exponentially. Policymakers and practitioners now regularly use behavioral science to rethink how they develop programs and solve social problems. The impact has been far-reaching; behavioral science has transformed how we think about the economy, public health, education, and beyond. In practice, behavioral insights have been used to raise tax revenues, help people access social welfare program benefits and employment opportunities, increase voter turnout, boost medication adherence, and more. There are now hundreds of entities – international organizations, governments, business, and nonprofits – building and investing in internal behavioral science teams. Unfortunately, most of the hard work of putting these teams together and applying behavioral science insights happens “behind the scenes.” This book unearths some of the stories and insights from pioneers in applied behavioral science, in their own words. How did their teams come about, and how did they grow? What projects have worked, and which have not? What have they learned, and what would they recommend to

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