

The Perspective Life's Guide to  
Understanding if your Side  
Hustle Or new Business venture  
is Feasible & Profitable

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Don't ask yourself what the world needs. Ask yourself what makes you come alive, and go do that, because what the world needs is people who have come alive.” -Howard Thurman-

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# Embrace Change and embody your true Essence

## INTRODUCTION

### Hi, I'm Re'hilah (Re-he-La).

I am a - Holistic Career & Life Coach-  
Trauma Informed Therapeutic Breath & Somatic Work Facilitator  
& Womb Care Practitioner

As well as a Commercial Procurement Project Yes that is allot !  
the later is my career of 20 years plus ! And the final I have social  
enterprise to.

I fell into my Procurement &  
Commercial Career after I  
completed my Under and  
postgraduate degrees. I

I was chosen to go an  
Operations Graduate Scheme  
which ended up being bit of  
shambles. However I learnt  
allot it was my first job in the  
adult world and I stayed at  
and worked my way up the  
career ladder.

I desired change but I didn't  
know what, which led me  
depression and anxiety  
because I was unhappy.



I Covid came and i give me to time  
re-evaluate my options and think  
what it I really wanted to do.

I have always been into holistic  
and wellness and I had been  
practice Breath & Somatic work  
for a while which I enjoyed so I  
decided to retrain and which led to  
huge identity change and  
rollercoaster suppressed lack self  
emotions came light.

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## Con't Introduction

I Fast forward to today, I am now an accomplished Holistic Career & Life Style Coach - Coaching professionals to Navigate through workplace politics.

New graduates to manage the change from student to professional and educating organisations to become Trauma Aware, as well supporting marginalised & low income communities with mental health and social isolation.

I am transparency it took a while to get here, finding my niche and then target market the trials and errors.

The time and money wasted on coaches and courses that didn't cater for my needs, it was like you fit into my framework no adaptability so that was quite off putting, but I never up and I was determined to be an Entrepreneur & Philanthropist 😊



The 6 questions below will give you a good indicator of you intended career change, side hustle or business idea where to progress or rethink - The Main thing DON'T GIVE UP

# Embrace Change and embody your true Essence & Purpose

## How take the Test

Answer each question as honestly as you can and simply put a tick in the red, amber or green box for the answer that most closely matches.

### For every green light

You are in a great position to make a success of your new business! This area will be a really important part of making your business a success, so do what you can to maintain it.

### For every amber light

Take the time to make some adjustments, do a little more thinking and research or get the encouragement you need to put you in a stronger position to move your idea forward.

### For every red light


It's important to do some serious thinking on this area, and really question whether you are currently in a position to take your idea forward. Before you invest too much time or money, I recommend you addressing these areas first. Remember though, there is a lot of support out there that can make these less of a barrier for you.


# Change is difficult and resistance will occur -ride the wave and move through it


## The Test

### Q1 Whats your why

It's important to clearly define the driving force behind wanting to transform your side hustle/ business idea & career change . Do you have a passion that truly ignites your excitement and purpose


→ I haven't yet stopped to think about this and whether I am doing this for the right reasons 


→ I have some thoughts about my 'why' for doing this but could probably do with clarifying them 


→ Yes, I have total clarity on why I am doing this and I feel totally motivated to make it a reality 

### Q2 Do it time to to give

Launching a new business requires an investment of time to establish itself. It's essential to assess how much time you can dedicate to ensuring its success. Are you prepared to commit the necessary time to your business?


→ This is a bit of a barrier for me as I currently have a few commitments 


→ With a few changes to my schedule I am willing to make time for this 


→ I am ready to roll and have all the time in the world to give it my all 

### Q3 Is there enough demand

Customers are the lifeblood of every business. Are you confident that there is already sufficient demand for your product or service, or are you prepared to generate


→ I don't feel sure yet whether anyone will buy enough of my product or service to be successful 


→ I am aware of the allure it holds, yet delving deeper into its mysteries is paramount before embarking on the next phase. 


→ I already have a lot of customers and know that people want to buy my product or service 

### Q4 How are your finance

Finances frequently hinder businesses from taking off or lead to their downfall. A bit of upfront planning can make a significant difference. Have you reviewed your financial situation thoroughly

→ I'm worried I have too many outgoings and not enough savings to keep myself afloat 

→ With a few changes and extra savings I can give myself the breathing space to go for it 

→ I have enough savings or other income to afford to take the risk and get my business started 

# Embrace Change by letting go of the old and stepping into a new Identify

## Q5 Do you have a support team

Setting up in business requires both practical and emotional support to make it sustainable (and for you to be open to it!) Where do you stand on this?

I often feel alone and/or don't know how/who I could call on to help me with my business



I just need a little more encouragement or an idea of how I could be supported in my business



My friends and family are behind me and I have people I can call on for the jobs I can't do



## Q6 How confident are you?

Running your own business requires a positive, resilient mindset and confidence and belief in yourself and your business. Where is your head currently at?

I feel out of my depths and overwhelmed and I don't know if I have the skills to make this work



I feel confident in some areas but do also have doubts and fears and am scared to the risk



I have belief in myself and am prepared to work hard, take any risks and ride the rollercoaster



The above can be difficult & overwhelming when you first embark on journey of changing jobs/careers/ side hustle to profitable business / new business venture - especially when you don't have resources in place to support

If you would like further support or simple to just want bounce ideas why not email me on

**simplyinner@gmail.com** or go

**www.digitalboost.org.uk** and can be found under the Personal Development & Well-being tab - you will also access to lots more mentors

# Your Uniqueness is needed in this World - don't delay or give up!



BUILD UGC PORTFOLIO



CREATE A PITCH



FIND CLIENTS



WORKING WITH CLIENTS

RESEARCH BRANDS

NETWORK ONLINE

ATTEND EVENTS

ASK FOR REFERRALS

TAKE A BRIEF

SIGN A CONTRACT

SUBMIT CONTENT

RECEIVE FEEDBACK

REVISE CONTENT

SUBMIT FINAL

INVOICING

REPEAT!



I am visual person, so here is a process flow for you. When comes to research or pitching your idea for investment to Dragons Den - Pitch Deck or The Pitch

This can also be used for changing careers - looking for career advancement and any area of your life



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## Tips for Success

### Building Your Personal Brand

Tailoring Your Pitches

Being Professional - however be AUTHENTIC

Focus on Quality and Uniqueness  
not Quantity



### Understanding Your Clients

Identifying Client Needs:  
Uncovering the Foundation for  
Success

Aligning with Client Goals:  
Collaborating for Mutual Success

↖  
**CONSISTENCY  
CREATES A  
STRONG  
BRAND  
IMPRESSION**



Clarifying Goals: Actively Engaging  
with Clients to Identify and Clarify  
Goals

Establishing Trust: Transparent  
and Clear Communication

Conducting Client Interviews:  
Techniques for Gathering Valuable  
Insights

Managing Client  
Expectations: Building Trust  
and Delivering Value

### INCONSISTENT CONTENT



You Got This

# Lastly Enjoy & Embrace Your Journey

RE'HILAH  
HAMID

ISABELLA

