



hobby^{to}
home
business

How-to guide

So, you want to turn your passion into a profession?

This guide covers everything you need to get started, from business planning to brand building and financial planning to fulfilment.



brother
at your side

So you want to turn your **hobby** into a **home business?**

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Turning a hobby into a business is a growing trend in the UK. According to research from SimplyBusiness, more than a third of Brits now have some kind of 'side-hustle', with arts and crafts being the most popular form these take.¹

This guide will take you through the most important considerations when it comes to transforming your hobby into an income stream.

Don't be put off by the length of this guide – while there's potentially a lot of things to think about, not all of them will apply to what you want to achieve. Feel free to use it as a reference guide and skip to the bits you need to know and don't worry, we've done our best to keep things as clear and simple as possible.

Starting out

The mindset shift that's involved when you go from creating things for the joy of it, to running a small business will probably be one of the most fundamental considerations you'll have, so we'll start there.

Then we'll tackle the key practical concerns. These include the vital importance of good market research and using that insight to develop a business plan. We'll also look at the legal and financial basics you'll need to think about to put your plans on a firm footing.

Next comes the exciting question of where you are going to sell your products. Whether it's online, at physical markets or pop-up events there are a host of opportunities out there, but it's important to consider the pros and cons of the different options.

We'll then look at why it's important to think about how you brand your products, and how you should go about this process.

Being consistent

One of the biggest challenges that many hobbyists face when they start selling is maintaining quality and consistency, so we'll look at the strategies that can make this easier to achieve.



Related to this is ensuring you're using the right equipment as part of your process, whether that's in terms of any machinery you use to make the products themselves or other equipment or devices for the packaging and shipping process.

“ One of the **biggest challenges** that many hobbyists face when they start selling is **maintaining quality and consistency**, so we'll look at the strategies that can make this easier to achieve. ”

Adapting to grow

The final sections of the guide will cover the strategies that will help you refine your products in line with your customers' preferences, and secure opportunities for growth by networking, and potentially joining forces, with others.

Finally, we'll address the question of 'where next?' for your small business once it's up and running. Should you outsource any processes? Hire somebody? Upgrade your production processes? Expand product lines?

We hope you find this guide inspirational and informative as you take the leap from transforming your hobby into a home business and we wish you every success on the journey.

Taking the plunge:

the hobby-to-home-business

mindset shift

There are many things that appeal about turning a hobby into full or part-time self-employment.

There are many things that appeal about turning a hobby into full or part-time self-employment. There's the flexibility to work wherever and whenever you want, creative freedom over the products you make and who you sell them to. And, according to recent research we conducted, 46% of hobby-to-homers said they thought it was easier to start a successful side-hustle now than it was five years ago

But probably one of the biggest draws for many people is the idea of making a living from something you enjoy and are passionate about.

What an exciting step to be taking! To make it easier, and to increase your chances of making a long-term success of your fledgling business, you're probably going to need to adopt a new mindset towards your hobby.

You're now not only making things purely for the love of it, but also to meet the demands of your customers, and to turn a profit.

This might mean re-designing products in line with market preferences or production practicalities, working to very tight deadlines, and repeating laborious processes for longer periods than you might want to if there were no orders waiting.

“**The biggest draw for many people is the idea of making a living from something you enjoy and are passionate about.**”

Time management is crucial for any budding small business. Balancing the demands of production with other necessary tasks like research, shipping orders and processing returns can be difficult for a sole trader.

This is why it's probably a good idea to start small. Then, if you begin to see rising demand and decide to take on more orders, you can assess whether running a business is something that's right for you.

Managed correctly, this shift need not diminish your passion for creating products you love. Hopefully instead, it will enrich it by adding purpose, direction, and a sense of achievement.



Research and planning



Researching your market

So, you've decided on a product that you love, and enjoy making, but is there a market for it?

Understanding the audience you're targeting is a vital first step when it comes to launching a new product. How do you go about conducting the right kind of research to make sure your business plans are on the right track?



Understand your competition

At its simplest, market research involves looking at products that are currently popular with buyers out in the market. This could mean visiting makers' markets, browsing the most-viewed items on popular online selling platforms, or reading crafting websites and magazines to understand current trends.

Developing a detailed knowledge of what is currently out there will allow you to identify gaps in the market and refine your ideas when it comes to developing a product that stands out from the crowd and creating a brand.

“ **Whatever you're good at making, and whatever themes you're interested in, chances are there are people out there searching for it.** ”

Identify your niche

An important part of making the leap from hobbyist to small business owner is accepting that you can't be all things to all people. Focusing on a product niche will give you the chance to do one specific thing better than anybody else, and that will be key to standing out from the competition.

In today's world of online marketplaces, it's easier than ever to search for – and often find – extremely specific items, and this is something that you can use in your favour as a hobby-to-home business. Whatever you're good at making, and whatever themes you're interested in, chances are there are people out there searching for it.

The key is to identify a gap in the market that plays to your strengths, and which you're excited about. Googling other similar products and getting an idea of what's already out there is a good place to start. It's also worth searching on popular marketplaces like Etsy, Amazon Handmade and Vinted.



Prototype, test and ask people

Once you have refined your ideas down and found the product you want to take to market, try making a few, selling samples at a very small scale to take to a local craft-sale event, and ask for feedback from prospective customers. Check out page 11 for more information on how to sell at local markets.

Gauging the response you get will help you assess the viability of the product.

Developing a business plan

Even if you took business studies in school, there's a good chance that you've used that knowledge about as much as your algebra skills in the intervening years, so it's worth taking a refresher.

Transitioning from a hobbyist to a business owner requires a strategic roadmap, because creating a sustainable business demands meticulous planning. This is why a well-thought-out business plan is pivotal.

Firstly, a business plan acts as a blueprint and a foundation for your company, outlining objectives, strategies, and a roadmap to achieve them.

It should draw on the market research you have carried out. Building that insight into the structure of your plan will allow it to serve as a compass, guiding decisions on product lines, target markets, and pricing strategies.



Reality check

A key part of any sound business plan is realistic financial projections and budgeting. Running your business will entail costs beyond the raw materials, such as setting up a workspace, marketing expenses, website development, and more.

Estimating these costs accurately is essential in setting prices that ensure profitability without driving customers away.

This is arguably one of the most challenging aspects of starting a business, but don't let it put the brakes on your ambitions. If you're serious about making things work, then it's just a case of deciding what level of investment you're comfortable making to get your home business off the ground.

The importance of keeping it simple

Derek Sivers, who founded online music platform CD Baby from his bedroom in 1997 and sold it for \$22million in 2008, said there's a risk of over-complicating business plans with overly detailed projections based on a lot of uncertainty.

He said: "If you have a simple idea, and you think, here is a service or a product that I would like to offer, and then you just do some quick calculations: you think, OK, how much will it cost for me to do that? OK, for me to do that for each person would cost about \$65, then I'd better charge \$100, because I want to make some profits, but I might be forgetting some things, so let me charge \$120 - that will also leave me some room to give people some discounts. I can probably keep my costs low if I distribute the work force.

And that is your business plan. You can just work it out in a couple minutes. It doesn't need to be something you need to get an MBA to do."



The essential ingredients of your plan

- Your business' key objectives. These should be SMART (specific, measurable, achievable, relevant and time-bound)
- Market intelligence (see market research section above)
- A summary of your marketing strategy
- Your execution plan
- Key roles and responsibilities. This may seem obvious when you launch a solo business, but could be crucial as your business grows.
- Operational requirements
- Budgets
- Sales projections

A quick run through the **legal bits**

There are a few legal matters you'll need to address right from the start when you set up a company and start selling.

Here's a checklist of the main points. This is not an exhaustive list, and you should always take legal advice before making business decisions.

Potential placeholder: weave in any findings from our research that relate to worries or uncertainty about the legal component of starting a business] The Law Society website has an excellent find-a-solicitor section that will help you find an appropriate practitioner in your area. Go to Solicitors.LawSociety.org.uk

Registering your business

If you're going to earn more than £1,000 per year – that's total sales, not profit made – it's mandatory for tax purposes to register your business with HM Revenue and Customs.

To do this, you'll have to choose a business structure. If you're setting up on your own, this will probably be 'Sole Trader', but it's worth reading about the different options – including partnership and limited company – to ensure you choose the right structure to suit your needs.

The Gov.co.uk website has all of the information and forms you'll need to complete the process.

There is no expiry date on a registered business, and you don't need to renew it, but you will need to update it if any key details such as ownership or your name need to be changed.

Complying with product health and safety rules

Anyone selling physical products in the UK must follow this legislation to protect customers from harm:

- The General Product Safety Regulations 2005² require makers and sellers to ensure their products are safe to use and accompanied by appropriate safety instructions.
- The Toys (Safety) Regulations 2011³ state that toys intended for children aged 13 or under must meet essential safety requirements and bear the UKCA mark. In most cases, you'll be able to test the products without consulting a third party and self-declare compliance. Full details are available on the Gov.co.uk website.
- Regulation (EC) No 1223/2009 on Cosmetic Products⁴ requires anyone who makes and sells cosmetics and toiletries (handmade soaps for example) to ensure that they are safe when used normally or in a 'reasonably foreseeable' way. It also prohibits the use of certain ingredients and requires makers to have their products assessed and certified.
- The Furniture and Furnishings (Fire) (Safety) Regulations 1988⁵ set minimum levels of fire resistance for domestic furniture and furnishings.

Intellectual property and copyright

Safeguarding your IP for any original designs will protect your creations from unauthorised use or reproduction by others.



The Copyright, Designs and Patents Act 1988 automatically gives the creator of any piece of creative art or craft work automatic ownership of the copyright in the work, and anyone wishing to copy it must obtain permission from the copyright owner. However, in the case of a dispute, you will need to prove it is yours, so it's essential to file signed and dated drawings of work somewhere safe.

Business insurance

While insurance probably won't be a legal requirement when you first set up a sole trader business, some makers' markets will insist that their sellers have public liability insurance as they will be interacting with those attending their event. Most online marketplaces do not require this.

Despite it not being a legal requirement, it's still worth considering insuring your business as most home insurance policies won't cover any commercial activities, stock or equipment, even if they are located in your home. Speak to an insurance advisor for advice on what kind of policy would best suit your needs.

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Will it affect my mortgage or rental agreement?

You are legally entitled to run a business from your home, as long as it doesn't negatively impact your neighbours, and – in the case of a home that you own – as long as it doesn't involve significant alterations to the property that might encroach planning laws.

If you're renting your home, many lease agreements will include a clause prohibiting using the premises for business. If this applies to you, you'll need to get written permission from your landlord and have the lease amended and re-signed. If your landlord refuses and they don't have a good reason for doing so, contact your local authority to see what can be done about the situation.

If you own your own home, it's a good idea to contact your mortgage provider if you have one and confirm that your business won't impact the terms of your loan. It's likely that it won't, unless you're going to be using a large portion of your living space for business purposes, but it's wise to check before going ahead.



Financial management

Robust financial management is crucial for any successful and sustainable business, and it can be a key stumbling block for hobby-to-home businesses.

In fact, our research shows that a quarter (24%) of hobby-to-homers felt hesitant about launching their side hustle because of the financial planning requirements.

Initial budgeting

Start-up costs: Estimate expenses for materials, tools, marketing, website development, and any required licenses or permits.

Working capital: Determine how much money you'll need to cover ongoing expenses like rent, utilities, and salaries until the business becomes profitable.

Pricing and cost control

Product pricing: Calculate prices that cover production costs, overheads, and a fair profit margin.

Cost monitoring: Keep track of expenses meticulously, regularly reviewing and optimising costs to maintain profitability.

Cash flow management

Invoicing and payment terms: Establish clear invoicing procedures and payment terms to ensure timely income.

Managing receivables and payables: Monitor receivables and payables to maintain a healthy cash flow balance.

“**Effective financial management is pivotal for the success of a sole-trader business.**”

Tax obligations

Registering for taxes: Understand and fulfil tax obligations by registering for VAT (if applicable) and paying income tax through self-assessment.

Record-keeping: Maintain accurate financial records, including income, expenses, invoices, and receipts, to facilitate tax filings.

Investment and growth

Reinvestment: Consider reinvesting profits into the business for expansion, equipment upgrades, or marketing efforts to foster growth.

Financial planning: Create a business plan with financial projections to guide business decisions and attract potential investors or lenders.

Personal finances

Maintain separate bank accounts for personal and business finances to ease accounting and tax reporting.

Effective financial management is pivotal for the success of a sole-trader business. Seeking advice from financial advisors or accountants can offer valuable insights into managing finances efficiently within the UK business landscape.

The vital importance of financial planning

Crowdcube co-founder Darren Westlake started his business as a side hustle in 2011 and has built it into a successful crowdfunding platform. Explaining why robust cash-flow forecasting is crucial in easing the transition away from a paid salary, he said: “The biggest challenge was trying to raise money. It’s scary either way. If you don’t quit your job, it might be the wrong decision and someone could come and do your idea and be a massive success. If you quit your job and go full time, you’ve got no income to pay the mortgage.”

Reaching your customers:

where and how

Where to start selling

Choosing where to sell your creations is a bit like finding the perfect frame for a painting or photo – it needs to be just the right fit. It can also be a tricky decision – a third (32%) of our research respondents said that deciding where and how to sell products made them feel hesitant about launching a side hustle.

Online Marketplaces

If you're into creating your own products – be it a craft or other DIY item, you can't have missed these, and they could be a great place for you to launch your first product.

It's important to note that whichever platform you choose to showcase and sell your creations, there will be fees involved, so it's important to be aware of these and factor them into your financial planning.

Here is some information and benefits of each of the most popular options

eBay

One of the big advantages of eBay is the diversity of the international customer base and the kinds of products you can sell. Whether it's handmade crafts, customised items, or repaired vintage items, you'll have a good chance of finding a buyer.

The option of auction selling means you'll potentially be able to fetch higher prices for unique or sought-after items.

Etsy

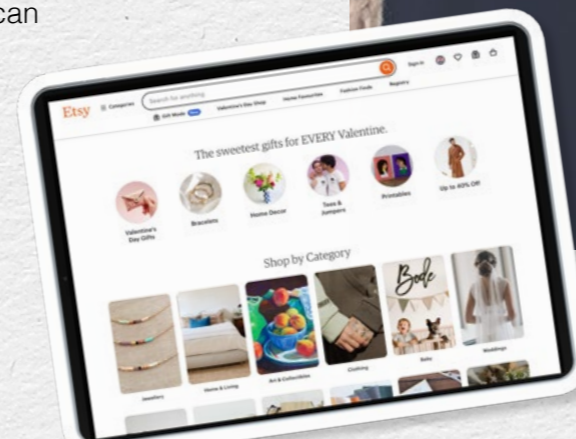
The craft-centric site is known for handmade, vintage, and unique items and it attracts buyers specifically looking for artisanal crafts.

It's seller-friendly, offering a suite of tools and resources tailored for small businesses and artisans, and it is home to a supportive seller community.

It also allows plenty of customisation and branding, so you can showcase your unique story alongside your products.

Vinted

With a focus on fashion and accessories, it's ideal for selling handmade or unique fashion-related crafts like clothing, accessories, or vintage items. It's a community-driven platform and offers a social-selling aspect that can boost engagement.





The personal touch: Fairs and Markets

Wherever you are in the UK, there's a good chance that you're within reach of a regular makers' market event or similar, and this could be a great place to get your first opportunity to sell your products.

One of the key benefits of physical events is the direct contact you'll have with potential customers. They can see and feel the items for themselves and tell you there and then what they like about it or what they'd prefer to see.

Also, you can tell them your story and share your enthusiasm with them.

You'll be in full control of how your products are displayed, letting you give some branding and context to your creations.

Once you've identified an event that you think would be right for your products, get in touch with the organisers and understand what you need to do to set up a stall.

These websites might help you find a market near you:

TheMakersMarket.co.uk

UKCraftFairs.com

“**Showcasing your full range of products online can work well in combination with exhibiting at in-person events.**”

Amazon Handmade

One of the key advantages here is Amazon's vast customer base. The site gives you access to a huge audience of potential buyers with high visibility due to the site's extensive reach.

Amazon can also help you with order fulfilment. If you choose to use its service by sending products to an Amazon warehouse, buyers can then benefit from Prime shipping. The company can also take care of packaging and returns on your behalf, potentially saving you the leg work.

Your own website

With tools like Squarespace and Wix, it's easier than ever to build your own website and launch an online store for your products. While you'll miss out on the ready-made customer base available through the sites above, you'll benefit from complete creative control of the site, and the only fees you'll pay will be to a hosting service.

Showcasing your full range of products online can work well in combination with exhibiting at in-person events, as it gives potential customers the opportunity to browse everything you offer and an easy way to find you again if they make the decision to buy once the event has finished.

How to build a brand

The word 'branding' is essentially a catch-all term for everything a customer can see that is to do with your business.

This obviously includes the products themselves and the way they are described, but it also covers all the other things that surround the product. Your colour scheme, logo and fonts all play a part. So do any product images.

Good branding can give you a recognisable and memorable identity for customers, helping you stand out from the competition. It can also make you look more professional and help would-be buyers know that they're looking at a high-quality product.

“**Good branding can give you a recognisable and memorable identity for customers, helping you stand out from the competition.**”

The way you brand your business should align with the niche your products are filling. Think about what sets your items apart – whether it's a specific style, material, or theme. Referencing this throughout your display and packaging materials will help you differentiate yourself in the market.

Consider how you tell your story. Sharing your passion for creating these items, the inspiration behind your creations and the dedication you put into each piece will resonate with potential customers.

Be consistent

Once you've chosen your styling, keep it consistent across everything – in-person and online sales displays, packaging, and social media. This helps create a cohesive and recognisable image of your business in a customer's mind.

Social media is also a great way to showcase your work, engage with your audience, and build a community around your brand. Sharing behind-the-scenes glimpses, customer testimonials, and any milestones you achieve will help buyers feel a deeper connection with your business.

The final piece of the puzzle is to deliver excellent customer service to build trust and loyalty. This means responding promptly to enquiries, addressing concerns, and generally ensuring a positive buying experience. Happy customers can become your greatest brand advocates and help attract more people to your products.



Why everything counts when it comes to branding

On her blog [Tizzit.co](https://tizzit.co), successful craft entrepreneur and business coach Deborah Engelmajer said:

“Branding is much more than your name and the colours of your logo... It is the experience and the emotions that you make someone feel, so much so that they want to purchase your product to keep feeling this way and to bring that feeling into their life.”



How to **maintain** **quality** standards

This is one of the most crucial challenges you'll need to overcome when you transition from hobbyist to professional.

As a hobbyist, the quality of the final product is everything. As a business, what matters is turning a profit while delivering customer satisfaction. That means you'll need to start thinking about keeping expenses low in a way that won't make your products less appealing to buyers.

A key part of this is being honest with yourself and transparent with your customers. Don't bite off more than you can chew. Working round the clock until you burn out, or cutting corners in production to meet orders are both unsustainable ways of working that could do real harm to your fledgling business.

Instead, if you're going to struggle to fulfil an order in a certain timeframe, communicate that immediately. If you start to see a backlog building, it might be wise to pause on new orders until you've got things back under control.



Define your standards

Even if you're working alone, it can be helpful to document the materials, techniques and processes that go into any given product. This gives you a reference point for quality that will help you maintain consistency over time.

If you were to pause production on a particular product for a period time, you may wish to reintroduce it at a later date. In that eventuality, having detailed documents about the product on file will help you pick it back up more easily and ensure it matches the previous runs.

A quality-control checklist will help you ensure that every order is up to scratch.

These resources will also be invaluable if you decide you're ready to bring in another person to help with production.

Smart sourcing is key

The quality of materials you use has a direct impact on your final product, so look for reliable suppliers and consider cutting cost by buying in bulk.

Streamline your production process.

Developing efficient workflows can help you minimise errors and save time. Identify the most time-consuming steps and explore ways to optimise or delegate tasks without sacrificing quality. A well-organised and streamlined production system can make a huge difference to the efficiency of your business.



Get the **right** **tools** for the job

As the orders begin to roll in, investing in the right equipment can be crucial for efficiency, productivity, and maintaining consistent quality, but it's important to prioritise the essential tools that align with your production needs.

Cost vs quality

Depending on your product, you may want to invest in high-quality tools such as cutting machines, sewing machines, or woodworking tools.

There is often a balance to strike when it comes to the quality and durability of tools and their cost.

There's an argument for starting with more affordable equipment at the beginning and trading up to something more durable and heavy-duty once your business starts to earn money.

However, buying equipment that is too low-quality or lacking in features for your needs could be a false economy if it slows down production or proves unreliable, so read lots of reviews and consider your investment carefully to ensure you strike a happy medium.

“**There's an argument for starting with more affordable equipment at the beginning and trading up to something more durable and heavy-duty once your business starts to earn money.**”

Packaging supplies

Invest in high-quality packaging materials to ensure your products arrive in pristine condition. Sturdy boxes, bubble wrap, and branded packaging can all contribute to a positive unboxing experience for customers.

Shipping labels

The right labelling solution can help you maintain consistency and professionalism as your production volumes increase. A good labeller will let you to create customised labels for your products with your brand logo, product details, care instructions and more.

In our survey, of those respondents who use shipping labels, almost four in 10 (38%) said they own a label printer which they use for the job.

This not only streamlines the packaging process but also enhances your brand's image. Choose a reliable label printer that suits your needs and consider one with the capability to print in colour for added visual appeal.

Invoice printing

When it comes to printing invoices or documents at a high quantity, you're also likely to need a desktop printer. It's worth considering a subscription for this, as it can help you control costs and makes ordering replacement supplies quick and easy.

Flip to the end to check out Brother's range of labellers, printers and subscription offers.



Adaption and collaboration

The power of feedback and reviews

As you start selling, asking for customer feedback – and learning from it – will be vital to long-term success. The insight you'll gain will help you understand market preferences, identify areas for improvement, and build strong relationships with your clientele.

Direct customer feedback surveys provide a structured method for gathering opinions and preferences. Consider creating an online survey for customers to provide feedback and including a card with each product requesting feedback. Ask about product satisfaction, shipping experiences, and overall impressions. Use open-ended questions to encourage detailed responses.

If you have an online store, consider embedding feedback tools to gather input from visitors. This can include simple rating systems, comment boxes, or pop-up surveys. By making the feedback process seamless, you encourage more customers to share their thoughts, helping you gather a diverse range of opinions.

Also consider asking your customers to leave public reviews. These can make a huge positive difference to your business' visibility and how you're perceived – don't be afraid to explain this in your request for people's feedback.

Continuous improvement

Then it's important to take on board any feedback and adapt where you can. Identify common themes, prioritise areas for improvement, and celebrate successes. Act on constructive criticism to refine your products and services continually. Engage with customers through personalised responses to show that their feedback is valued and implemented.

By integrating customer feedback into your business strategy, you not only enhance the quality of your products but also build a customer-centric brand. This approach ensures your offerings align with market demands, fostering customer loyalty and contributing to the long-term success of your business.

“It's important to take on board any feedback and adapt where you can.”



Networking and collaboration

One of the potential downsides of turning your hobby into a full-time occupation is that it can get lonely doing it all by yourself.

This is one way in which teaming up with other like-minded people can help, but it's not the only benefit of collaboration.

Working in partnership with other small businesses targeting a similar customer base to yours – as long as your products don't directly compete, of course – can amplify your reach, give you access to shared resources and bring in valuable expertise.

Searching on social media sites such as TikTok, Facebook and Instagram, as well as Google, can help you find networking groups in your local area. It might even be worth asking ChatGPT for suggestions for collabs that could take your creations somewhere new. This might sound a bit out-there, but we're already seeing examples of this happening, like when zero-alcohol beer maker Days asked A.I. for suggestions and it inspired them to team up with the Turo car sharing app.



Reach more people

Forming a partnership with a complementary business can be an opportunity to get your products in front of their customer base, giving your items a new audience and potentially boosting sales.

At the same time, showcasing complementary products alongside your own will attract more people to your store – whether it's online or physical – giving you a chance to cross sell your products.

“**As a new business owner, you'll have a lot to learn, and speaking to others who have more experience is invaluable.**”

Pooling resources

Teaming up with others can also be a great way to unlock efficiencies in a wide range of areas. For example, you could agree to share the costs of marketing campaigns, attending events or even investing in production equipment or premises, cutting overheads for both businesses.

Skills sharing

As a new business owner, you'll have a lot to learn, and speaking to others who have more experience is invaluable. It could be that the person you're partnering with knows more about marketing than you do and can provide you with useful insight and ideas.

Sharing expertise in this way can bring benefits to both parties.



Scaling strategies and conclusion

Now you've made it a business, what next?

Turning a hobby into a small business is a fantastic achievement in itself. However, for many people of an entrepreneurial mindset, the question will always arise: "what next?"

If the answer to this question is that you'd like to keep building your business, then much of the same guidance that's held in this guide still applies – it's all about strategic planning and thoughtful, sustainable expansion.

Revisiting your business plan to update your goals, target markets and growth strategies is a good place to start.

This process will likely outline what your next key challenges are – is it finding new customers and building a bigger order book? Is it streamlining your production or order fulfilment processes to allow you to meet orders more efficiently?

The answers to these questions will help inform what steps you should take next, however, some options that might be open to you include:

- **Step up your marketing.** Showcasing your products in a wider range of channels could help you get in front of more potential customers and make more sales.
- **Consider wholesale opportunities.** Selling your products to retailers – whether local or online boutiques or something bigger – can be a way to significantly scale up your business and expose your products to a broader audience.
- **Outsource or automate.** Evaluate tasks that can be outsourced or automated to streamline operations. This may include order fulfilment, customer service, or certain administrative tasks, allowing you to focus on business growth.
- **Secure funding.** If your expansion plans require additional capital, you may want to explore funding options such as small business loans, grants, or crowdfunding.
- **Stay focused on customer service.** Whatever else is happening, the single most important thing is to keep delighting your customers. Positive reviews and good word-of-mouth can't be underestimated when it comes to achieving business growth.



Your journey awaits

Embarking on the path from hobbyist to small business owner can be a thrilling ride, and your passion has the power to transform into a successful business, bringing professional satisfaction and financial income to you and joy to others.

But it's also a demanding path to undertake. As you contemplate this leap, remember to consider each step carefully. Acknowledge the challenges, from mindset shifts to market demands.

Craft your business plan meticulously, embrace customer feedback, and prioritise quality.

The challenges are real, but so is the potential for a fulfilling new life running a home business.

With the right amount of dedication and strategic planning, your enthusiasm for creating can blossom into a flourishing business.

We'd like to take this opportunity to thank all of those who have contributed to this guide.

I hope it proves useful as you embark on your exciting hobby-to-home business journey.



“At your side” for home business

Labelling and printing for design

Depending on the product you're making, you may have a creative use for a printer or label printer. We have a range to choose from:



At Brother, we offer a range of printers, label printers, tapes and labels to make fulfilling all of your shipping and marketing needs as easy as possible. The QL-800 address label printer is ideal for high volume professional address labelling, while the MFC-J6959DW will help you create stand-out signage.

Brother's EcoPro subscription offers some of our most popular home-business printers.

Visit Brother.co.uk for more information.



P-touch CUBE Label Printer and app

A compact, app-driven label printer ideal for creating legible, professional looking labels for around the home at the touch of a button.



The PT-H200 P-touch Craft Label Printer

A stylish label and ribbon printer that creates elegant and professional looking custom ribbons and labels in a wide range of styles, colours and fabrics.



The QL-800 series professional label printing range

A labeller with unrivalled versatility, boasting the highest print speeds and the most connectivity options in their class.



The DCP-J1800DW

An all-in-one inkjet printer with automatic paper cutter. A unique, compact all-in-one printer that's ideal for printing A5-sized packaging labels.



The MFC-J6959DW

An A3/large-format printer that's ideal for creating signage. Wow potential customers at your next craft fair by showing off your products with big, beautiful visuals.



The HL-L2400DWE

A highly efficient mono printer, available with our hassle-free EcoPro subscription. From just £2.99 per month, Brother genuine supplies are automatically ordered when you're running low, so you'll never run out of ink again.

Wherever you are on your hobby to home business journey, whether you want to unlock your creativity, streamline your workflows, or impress your customers, we're "At your side".

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The Brother researched referenced throughout the report consists of a study of 1,500 UK adults with a side hustle carried out in 2024

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