



WhatsApp Setup Side-Hustle Guide



Introduction

WhatsApp Business is one of the simplest and most affordable ways to start running a professional operation from your smartphone.

Whether you're selling products, offering services, or simply want a cleaner communication system, this guide will show you how to set up your account, optimise it, and start attracting customers – all using tools you already have.



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Overview

WhatsApp Business is a free app designed for small businesses in South Africa. It allows you to create a branded profile, organise chats, automate messages, showcase products, and even run full customer support and sales from your phone.

You can use it for:

- Selling physical products (clothing, beauty, snacks, accessories)
- Offering services (cleaning, nails, repairs, tutoring)
- Appointment-based businesses (barbers, salons, home services)
- Customer support for existing businesses



Who This Guide Is For

This guide is perfect for:

- New entrepreneurs with a limited budget
- Side hustlers
- Small business owners wanting to look more professional
- Home-based businesses
- Freelancers and service providers

If you can use WhatsApp, you can use WhatsApp Business.



Benefits

- Zero setup cost – the app is free.
- Customers are already on WhatsApp – no need to teach them anything.
- Faster responses = more sales.
- Professional tools like catalogues, automated greetings, and labels help you stay organised.
- Works anywhere in SA, even in areas with low data usage.



Step-By-Step Setup Guide

Step 1: Download the App

Search WhatsApp Business on the Play Store or App Store.

Step 2: Register Using Your Number

You can use:

Your personal number (not recommended long-term)

A dedicated business SIM (recommended)

Step 3: Create Your Business Profile

Fill in:

Business name

Category (e.g., “Beauty”, “Retail”, “Services”)

Description (short, clear, value-focused)

Trading hours

Location

Website or social link (optional)

More Steps

Step 4: Add Your Catalogue

Upload:

- Product pictures
- Prices
- Descriptions
- Delivery/collection info

Step 5: Create Automated Messages

Set up:

- Greeting messages
- Away messages
- Quick replies for FAQs

Step 6: Organise with Labels

Examples for South Africans:

- “Paid – Paxi Pickup”
- “New Lead”
- “Returning Customer”
- “Delivery – Gauteng”

Startup Costs

Item	Estimated Cost
WhatsApp Business App	Free
Business SIM	R0-R30
Data per month	R50-R150
Basic branding (logo via Canva)	Free-R150
Optional: Business phone	R800-R1500 (once-off)

Minimum realistic budget: R50-R200.



Tools & Materials Needed

- Smartphone (Android or iPhone)
- Stable internet/data
- Profile photo or logo
- Product photos
- Bank or payment method (EFT, Capitec Pay, Yoco, etc.)
- Delivery option (Paxi, Aramex, Postnet)



How to Find Customers

1. Start with your personal network

- Family
- WhatsApp status
- Friends & colleagues

2. Promote on social media

- Facebook Marketplace
- Instagram
- TikTok
- Local buy-and-sell groups

3. Community opportunities

- Spaza shops
- Church groups
- WhatsApp groups
- Local neighbourhood pages

4. Referrals

Give customers a small discount for referring a friend.



Pricing Strategy

Simple Formula:

Cost Price + Expenses + Your Profit = Selling Price

Example (SA-Based):

- Product cost: R45
- Packaging: R5
- Delivery to you: R10
- Profit target: R30
- Selling price = R90
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Tips:

- Don't underprice just to get sales.
- Check what local sellers charge.
- Offer bundle deals (3 for R250, etc.)



Daily Operations

- Respond to messages quickly (under 5 minutes boosts trust).
- Update your catalogue weekly.
- Post WhatsApp statuses 2–3 times per day.
- Use labels to track orders.
- Record payments daily.
- Confirm delivery or collection details clearly.



Common Mistakes & Fixes

Mistake 1: Slow replies

Fix: Use auto replies + quick replies.

Mistake 2: Low-quality photos

Fix: Take pictures in natural light with a clean background.

Mistake 3: No pricing shown

Fix: Add prices to your catalogue to reduce questions.

Mistake 4: Mixing personal and business chats

Fix: Use labels + a dedicated SIM.

Legal /Safety /Notes

- Be honest about delivery times.
- Keep proof of payments (screenshots + transaction IDs).
- For higher-value items, require a deposit.
- If dealing with customers in person, meet in safe, public places.
- Register as a business only when you're ready (not urgent).

Products to Consider

(You may promote these to earn commission.)

- Canva Pro – for professional catalogue images
- Yoco Card Machine – for simple payments
- Ring Light or Mini Studio Box – improves product photos

(Max 3 per section – all relevant.)

Final Checklist

- ✓ Setup
 - WhatsApp Business installed
 - Dedicated number activated
 - Business profile complete
- ✓ Sales Ready
 - Catalogue uploaded
 - Prices visible
 - Quick replies created
- ✓ Operations
 - Labels organised
 - Payment methods ready
 - Delivery method chosen
- ✓ Promotion
 - Status updates prepared
 - Social media connected
 - Referral system created



FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies