

7 Hustle Hacks for Kenyan Entrepreneurs (That Actually Work)

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Hack #1: Start Ugly, Start Small

Don't wait for "perfect." I started with a free blog, a WhatsApp Business account, and Ksh 0. You don't need money — you need action.

Hack #2: Solve One Problem for 10 People

Ask friends: "What's one thing you'd pay Ksh 500 to have done?" I did this — made Ksh 5,000 in a week. Then scaled.

Hack #3: Reinvest Every Shilling

Used my first Ksh 5,000 to buy Canva Pro + domain. Made 3x better flyers. Raised prices. Profit jumped 300%.

Hack #4: Automate & Outsource

Hired a student for Ksh 200/hour to handle design. I focused on sales. Profit: Ksh 1,300/job. Did 15/week.

Hack #5: Track Every Shilling (Free)

Use Wave Apps (free). Track income, expenses, profit. Cut what's not working. Double down on what is.

Hack #6: Talk to Your Customers

Sent 10 WhatsApp messages: "What's your #1 struggle?" Answers shaped my next 3 posts. Traffic doubled.

Hack #7: Build in Public

Share your journey — wins, losses, lessons. People trust real stories. My email list grew 100% in 2 weeks.

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