

**Course Code:** DGT-HST

# DIGITAL HUSTLE 101

Your No-Fluff Guide to Making Money Online in Kenya

**Level:** Beginner

**Instructor:** Abdirahman A. — Founder, DIGITA

**Powered by:** DIGITA HUB™

## Hey Future Hustler,

Welcome to *Digital Hustle 101*, your launchpad into the online world of real opportunities. If you've ever wondered how people are freelancing, managing businesses, or earning from their phones and laptops, this course is for you.

The goal?

Not to sell you a dream, but to show you the real pathways that exist *right now* in Kenya and beyond.

By the end of this short course, you'll know how the online world works, where to start, and how to turn your skills (or interests) into cash.

Let's get into it 

— **Abdirahman A.**

Founder, DIGITA HUB™

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## What You'll Learn

- The 3 types of digital income you can pursue today
- Where to find clients or opportunities (freelance & business)
- The skills you need to start (and how to learn them)
- How to avoid the biggest mistakes beginners make
- How DIGITA can connect you with internships or gigs

## Main Course Content

### Part 1: Understanding the Digital Hustle

Let's break it down real simple — there are **3 main categories** of online income:

#### **1. Freelancing**

- You offer your skill as a service (e.g., design, writing, video editing, VA tasks)
- Platforms: Upwork, Fiverr, LinkedIn, Twitter/X
- Payment: Per project or per task

#### **2. Remote Jobs**

- You get hired as a virtual employee or assistant
- Roles: Customer support, marketing assistant, virtual admin, research assistant
- Platforms: RemoteOK, Jobspresso, RemoteAfrica

#### **3. Online Business**

- You sell a product, service, or content online
  - Ideas: Instagram shop, dropshipping, info-products (like this course), reselling
  - Tools: Shopify, WhatsApp Business, TikTok
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## **Part 2: Skills That Pay**

Here are skills that anyone can learn and monetize online:

- **Graphic Design** (Canva, Adobe)
- **Copywriting** (writing ads, website content, scripts)
- **Social Media Management**
- **Video Editing** (CapCut, Adobe Rush)
- **Web Design** (Wix, WordPress, Shopify)
- **Email Marketing**
- **Digital Ads** (Meta, Google Ads)
- **Transcription / Typing Jobs**

**Pro Tip:** Don't try to learn 5 at once. Pick one, build it, offer it. Then expand later.

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## **Part 3: Where the Work Lives**

- **Fiverr.com** – Great for beginners offering simple gigs
  - **Upwork.com** – Needs a stronger portfolio, but better pay
  - **LinkedIn.com** – Build your personal brand + pitch clients
  - **Local Businesses** – Offer digital services around you. They're struggling to be online!
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## Part 4: Common Mistakes Beginners Make

- Chasing 5 ideas at once
- Waiting to be “perfect” before starting
- Not documenting their work/skills (no portfolio)
- Thinking local only — the internet is global!

## Quick Tools You Can Start With

Tool	Use
Canva	Design + branding
CapCut	Video editing
Google Docs/Slides	Presentations, proposals
Notion	Portfolio, productivity
WhatsApp Business	Simple digital storefront
X (Twitter)	Client outreach, personal brand

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 **Your Assignment**

Take action today:

1. Choose **one skill** from the list that you feel most curious or confident about.
2. Go to YouTube, type: “*How to become a [your skill] freelancer*” and watch 2–3 videos.
3. Create a simple bio introducing yourself as a beginner in that skill.
4. Start building a **portfolio** (even with mock work).

Want feedback on your bio or help improving it?

👉 Fill in the form at the end of this PDF. We'll review it and maybe even recommend you for an internship.

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 **Internship Opportunity**

We don't just teach — we connect.

If you're serious about building a skill and getting practical experience, **DIGITA can match you with real businesses** (SMEs, agencies, side hustlers) that need help.

- ✓ Learn on the job
- ✓ Get mentorship
- ✓ Build experience + confidence

👉 **[Click here to fill the DIGITA internship form]**  
(or visit [abdirahman-marketing.com/digita-courses](https://abdirahman-marketing.com/digita-courses))

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## Final Note from Abdirahman


The world is noisy. Everyone's chasing success, but few are willing to **start from the ground**. You just did, and that already puts you ahead.

Use what you've learned. Apply it fast. Reach out if you're stuck.

And always remember: **You can DIGITA your way out of anything.**

 Follow us @digita.hub

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