

FIND A FESTIVE SID

From becoming an elf to decorating Christmas trees, here's an expert guide to bringing in some extra money in the run-up to the big day

A survey by TopCashback has revealed over half of us are worried about not being able to afford Christmas this year, with nearly half planning on cutting right down on spending.

Another option is to bring in a little extra money, whether that's by signing up for seasonal shift work (research by job search engine Adzuna shows there are over 26,000 Christmas jobs now up for grabs in the UK), or setting up a festive side hustle. Here's some inspiration and advice...

FIND SEASONAL OPPORTUNITIES

"Many industries – especially retail stores – require a surge of temporary employees to tackle the heightened demand," says career consultant Emily Maguire (reflectionscoaching.co.uk). "Tourism and hospitality also need seasonal workers, as well as delivery and logistics companies, ski resorts and postal services (Royal Mail list Christmas recruitment jobs online) and even Santa himself! The application and interview process for

these roles is typically much faster than it would be for a permanent job, too."

TAP INTO EXTRAS

For many seasonal jobs, you could also receive big discounts. "During the festive season, supermarkets often offer a 10-15 per cent discount on Christmas shopping to staff – sometimes more – helping your money go even further," says Emily. "Tesco, Morrisons and John Lewis all list seasonal jobs on their websites (Tesco is planning on recruiting an additional 30,000 staff for the holidays and Sainsbury's around 22,000). Try using Google Job Search too, by typing 'seasonal jobs' and adding your location."

STAND OUT FROM THE CROWD

It's not just retail that needs a boost. Research from job search engine Adzuna shows "snow clearance specialists" can earn up to £450 a day working to keep the runways clear at airports, as well as roles for gift wrappers, ice rink marshals and even mince pie auditors cropping up (check out [Adzuna.co.uk/jobs/Christmas](https://adzuna.co.uk/jobs/Christmas)). "Even though many seasonal jobs are temporary, they often receive huge numbers of applications, so it's important to properly prepare for interviews," notes Emily. "Employers are usually looking for strong communication skills and enthusiasm, so stand out by doing your research and showing a genuine interest in the company and work. Above all, show flexibility and reliability – seasonal jobs often require more hours than advertised."



Ever fancied being an elf?

SELL CHRISTMAS WARES ONLINE

As everyone's shopping, you could try selling! It's what Kathryn Burn, 30, from Swindon did in 2018. "I searched online to buy Christmas PJs for the family and when I couldn't find any, I set to work creating my own alongside my regular job," she says. "Six weeks later, my website [mychristmaspyjamas.co.uk] went live! I used 'dropshipping', which meant PJs were delivered straight from the supplier to customers, and in three months I made £3,000 profit." With drop shipping, you source products from suppliers, but they handle the shipping, storage and production. You set up a "shop front" online, advertise the products, do the marketing and communicate with the customers, but the wholesalers send out products directly. There's a guide to it here: shopify.com/blog/how-to-start-dropshipping. As well as Shopify, you can sell on Etsy or Folksy, but find your niche

first, advises Ed Johnson, CEO of online mentoring platform PushFar. He adds, "Be sure to identify what sets you apart from the crowd and your unique selling point that will make people want to pick you above any other competitor."

TRY ENTERTAINMENT

Joanne Lazarus, 59, from Manchester set up a Santa doorstep business in 2020 with a friend after her job as a tour guide stopped because of the pandemic. "We advertised on Instagram and Facebook and visited over 200 families in December – dressed as Father Christmas and an elf – and driving from house-to-house. We delivered gifts, sang songs and danced on doorsteps. We charged £20 for a family with two children, then £5 per extra child, and each child received a wrapped gift. We made around £5,000." Try sites like [Greatgrottos.co.uk](https://greatgrottos.co.uk) and Indeed.com for Santa, Elf or Grotto Manager roles, or Laplandstaff.fi to become



Retail stores often recruit extra staff pre-Christmas