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Side Gigs

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We're in the midst of a side gig renaissance. For the first time in history, conditions are perfect to chase your dreams, try another career, fulfill the need to be creative, make a difference in the world, or just make a little extra cash. Do you dig the gig?

A rose by any other name

My parents were side giggers in the 1980's, but it didn't have as cool a name back then. They just had their hand in lots of different projects—out of necessity—to make ends meet on one income. A frequent gig my dad was involved in was that of flipping cars—not Hulk-style flipping—but buying used cars at a steal, making needed improvements and selling for a profit. Which, by the way, is still a very lucrative side gig.

Find the gig that fits

Options for side gigs are about as numerous as you can imagine. Some side gigs are for everyday tasks we don't have time to complete ourselves:

- Car detailing
- House cleaning
- Grocery shopping
- Honey-do projects

Other side gigs are for specialized services in the freelance industry:

- Marketing
- Writing
- Tutoring
- Photography

Then, there are the gigs for those who create:

- Refurbishing old furniture
- Crafting
- Cake decorating
- Makeup artist

Where do I sign up?

Depending on the type of work you do, there are apps and websites available to post your wares or services. Do your research and make a plan. There are some things to consider before you start:

- Grit, determination, and genuine interest are a must.
- Do you have the time? Plate already full?
- Be organized.
- Make the side gig something you're passionate about.

- Don't let your other job or life responsibilities slack because of the side gig.
- Put money aside to pay taxes on your gig income.

Technology is making it easier than ever to gain a customer base and complete transactions without a middleman. Providers are directly connected to consumers. Moonlighting, side job, side hustle, side gig—whatever you call it, know that 45% of working Americans are doing it—in fact, you've just met one, me.

Research Sources:

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