

THE 3-MINUTE SIDE BUSINESS DECISION GUIDE

Mish Lifestyle Biz

For people who already work enough.

Is building something on the side actually worth my time?

Maybe you do not need another job. Maybe you want to build something now that could give you more choice over how much of your life belongs to work.

	OVERTIME / SECOND JOB	FREELANCING	DIGITAL PRODUCTS	E-COMMERCE	HIGH-TICKET
What do I actually do?	Work additional hours	Complete work or projects for clients	Create and market digital files or content	Source or create, market and fulfill products	Market and sell a higher-value product or service
How do I get paid?	Employment pay for additional work*	Hourly or fixed-price / project	Each product sold	Revenue from product sales, minus business costs	A larger amount per successful transaction, depending on the offer
Need customers?	No - not personally	Yes	Yes	Yes	Yes
How tied is income to my time?	Strongly	Often, but not always directly	Less directly	Less directly	Depends on the business structure
What takes my time?	Doing the additional work	Finding clients + delivering the work	Creating + marketing	Products + marketing + fulfillment / operations	Marketing + building trust + sales / follow-up
Main catch	More income requires more work time	You can still create another time-for-money job	Creating it does not create demand	Costs can reduce or eliminate profit	Fewer transactions can still require a harder or longer sales process
Could it help me work less later?	Limited on its own	Possibly	Possibly	Possibly	Possibly

DO NOT CHOOSE BY INCOME ALONE.

Ask: If this works, will I eventually have more control over my time, or have I just created another job?

** Overtime rules vary by jurisdiction and employee status. The table describes the basic economic relationship, not a legal entitlement to overtime pay.*

Sources: U.S. Department of Labor, Fair Labor Standards Act overtime guidance; Upwork, hourly vs. fixed-price contract guidance; Shopify, digital product/digital delivery and e-commerce cost guidance; U.S. Small Business Administration, break-even guidance; Salesforce, high-ticket sales guidance. Accessed October 2026.

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MORE SALES IS NOT ALWAYS THE SAME AS MORE INCOME.

When your time is limited, the amount earned from each successful transaction matters too. This principle can apply to services, digital products, physical products and higher-value offers.

\$25 earned per sale	\$250 earned per sale	\$1,000 earned per sale
$\$25 \times 40$	$\$250 \times 4$	$\$1,000 \times 1$
= \$1,000	= \$1,000	= \$1,000
40 sales	4 sales	1 sale

Illustrative math only. These amounts explain transaction size. They are not expected earnings, typical results or a guarantee.

WHY IT MATTERS

If you only have a few hours outside work, the economics of the offer matter. A larger amount per successful transaction means fewer successful transactions are needed to reach the same gross amount.

THE CATCH

Fewer sales does **not** mean easier sales. Higher-value purchases can require more trust, more information and a longer or more involved buying decision. You can do the work and still make no sale.

There is no perfect option.
The goal is to find one that fits your time, skills, resources, and the life you want to build. That will be your perfect option.

YOU DO NOT NEED TO CHOOSE TODAY.

Before giving another evening or weekend to a business, ask what the work really looks like, what it costs, how customers are found, what can go wrong, and whether success would actually give you more control over your time.

Note: No business model guarantees income. Revenue, sales, rates, commissions and profit are not interchangeable. Where reliable evidence does not support a typical earnings figure, this guide intentionally does not provide one. **Sources:** Upwork Support - hourly and fixed-price contracts; Shopify - digital products/delivery, merchant fees and inventory costs; U.S. Small Business Administration - break-even analysis; Salesforce - high-ticket sales; U.S. Federal Trade Commission - earnings-claim guidance.

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