THE Ripple Effect

A RIPPLE COWORKING COMMUNITY UPDATE

RIPPLE COWORKING

APRIL 2024

RIPPLE EXPLORES THE SIDE HUSTLE

According to **The Society for Human Resource Management,** employed persons with "side hustles" increased from **4% in 2020** to a whopping **43% in 2024!** We asked a few Members about their side hustles, how they got started, how it's going, and what advice they have for anyone looking to supplement their income with a little extra hustle on the side!

DR. SHEENA REVAK

MAIN GIG: Psychology Professor at Embry Riddle and Stetson

SIDE HUSTLE: Facilitating mindfulness workshops, a mindfulness course and private coaching

MY INSPIRATION: Teaching about mindfulness has always been a passion. It's my purpose! I credit mindfulness with saving me at a time in my life when I was really struggling, and although I think many things can improve mental health, mindfulness is the thing I have seen help clients the most with anxiety, depression, stress, overwhelm, and burnout. I love to teach and help people. Luckily I am able to do that through my main gig and my side hustle.

ADVICE FOR ANYONE CONSIDERING A SIDE HUSTLE:

Do your research, stay organized, manage your time and ask for help when you need it. Start where you are and use what you have! Don't let the fear of the unknown or the fear of what other people think keep you from acting. Take the most logical first step and the next step will appear. My business may morph over time, but there are no failures, only lessons. It won't always be easy but if it is your passion and purpose then keep going and it will be worth it!

SHALLIEA MITCHELL

MAIN GIG: Founder of faith-based holistic wellness brand, H.E.R. Soul Wellness; and full-time student pursuing a Bachelor's degree in Health Promotion & Fitness Science

SIDE HUSTLE: Enriching the lives of women with Mary Kay!

MY INSPIRATION: Born out of both passion and necessity, my side hustle has been a lifeline as a single mother to my two-year-old. It gives me the freedom and flexibility to earn a living while pursuing my education and building my personal brand. More than just financial support, it has also been a source of confidence, fun, and connects me with incredible women!

ADVICE FOR ANYONE CONSIDERING A SIDE HUSTLE:

Choose to fumble forward! Despite its uncertainties, it's more rewarding than letting the fear of failure prevent you from taking the first step. Just go for it! Success is about embracing adversity, increasing your capacity to overcome challenges and using it as an opportunity for growth. By sharing your imperfections, you deepen your connections with others. Remember, setbacks are not failures; it's valuable feedback helping us climb more effectively to the top. Enjoy the journey. Take things one day at a time. Let go, take it slow and just grow.

RUBEN ZUAZUA

MAIN GIG: Firefighter Paramedic

SIDE HUSTLE: Zeta Photography, a husband and wife owned photography studio specializing in premier black & white Bridal Boudoir, Boudoir Fashion and Maternity Boudoir Photography

MY INSPIRATION: Photography has become a way to maintain balance and manage the intense stresses of my firefighting career. It's a passion that allows me to find peace by expressing myself creatively. The act of framing a shot, capturing a scene, and creating art is grounding and helps to reconnect with the world around me. I adore the art of boudoir photography, not just for its beauty and allure, but for the transformative impact it has on self-perception and empowerment. When you step in front of the lens, we not only capture physical beauty but also the essence of your inner strength and sensuality.

ADVICE FOR ANYONE CONSIDERING A SIDE HUSTLE: Pick a business idea that uses your skills and interests. Try and schedule dedicated work hours for your side hustle. Be realistic about what you can manage. Don't expect immediate success. Be patient and persistent!