

Side hustles offer more control, freedom to create

Waukesha residents talk about how their side hustles led to full-time jobs

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WAUKESHA — As prices rise due to inflation and pandemic fatigue wears thin, people are finding ways to have an outlet or more control over their lives, which includes creating a side hustle.

Paul Decker, chairman of the Waukesha County Board, teaches small business classes at Waukesha County Technical College. Decker is currently teaching a marketing class which includes everything from social media, presentation skills and the ability to present to a bank to get money for funding. Decker told The Freeman his class was discussing side jobs recently and some students mentioned selling products online.

“There are a couple of students who have a regular job and sell on the internet on the side. It varies from woodworking to jewelry, repurposed clothing, in the past specialty soaps and coffee,” Decker said.

Another student works full-time as a decorator but offers to stage homes that are going to listed on the market on the side.

“Some are doing side jobs to supplement income but others are doing it because it is a passion,” Decker said.

He added some students just want true independence.

“They may not like the culture of where they work or they want control of their hours or have children and need flexibility. There is not just one reason,” Decker said.

The adjunct instructor thinks the pandemic caused many people to want a side hustle or to go into business for themselves.

“The pandemic has caused a lot of people to do some self-reflection of what they really want. Or how do they want to work in an office or work from home. They are doing thorough research as to how they can put themselves in the position of having ownership in their lives,” Decker said.

Creating a career

Jaina Quick of Waukesha is a stay-at-home mom of two kids with a business called A Humble Thread. At first it was a side hustle while she worked at Kohl's as a designer for one of the women's brands. She left in October 2020 after having her first child.

“It has always been something I wanted to do. I grew up sewing and went to school for apparel design and always thought I would end up doing something of my own whether full or part-time,” Quick said.

She described her full-time job, at the time, as corporate and her side hustle allowed her a creative outlet.

“I got to be in control of it. It wasn't about the money but was my time and my ideas,” Quick said.

She was able to connect with people



Courtesy of Jaina Quick

Jaina Quick of Waukesha (pictured) is a stay-at-home mom of two kids with a business called A Humble Thread. At first it was a side hustle while she worked at Kohl's as a designer, but she left that job in October of 2020.



People are finding ways to have an outlet or more control over their lives, which can lead to creating a side hustle. Pictured above are products from Jaina Quick's A Humble Thread.

At right, Jaina Quick works on a vintage cushion repair



through hosting her own workshops on weekends.

The wonderful thing about her side hustle turned career is the flexibility it allows her.

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Hustle

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“I have two kids under two. I get to choose what I take on and when. I’m definitely going slow right now. This came out of my maternity leave and started taking on projects here and there,” she said.

Quick is quite active on Instagram to get her name and items eyeballed. She finds people who follow her, or whom she follows, offer camaraderie.

“We are in the same boat as far as young kids or same sort of lifestyle. We keep up with each other in and out of business. That’s where I do most of my marketing,” Quick said.

She can direct followers to an Etsy shop or her availability to take on custom orders.

More people view going into their own business as a sense of security, she said.

“They like something of

their own that they can have a little more control over. It is a risk, you are doing everything yourself and can spread yourself pretty thin. As far as benefits, that is non-existent,” Quick said.

Fortunately she is not depending on that, but for others it can be a downside.

“People like to take something into their own hands when things seem a little shaky in the world,” she said.

Most of the stuff Quick makes and sells is shipped. Custom customers come to her home. She treats her front porch as her reception area.

For people looking for a side hustle, Quick thinks they should ask themselves if it is an outlet or for money.

“What you are going to offer?” she asked. “How can your skillset solve a problem?”

Quick has seen people who want to start a busi-

ness and used the term “want-preneur.” She did it herself when starting a side hustle such as just ordering items with her business logo. Such people could be spending money on marketing but not bringing in money. Quick added she quickly learned her lesson the hard way.

His own boss

Tyreace Brown of Waukesha drives Uber for a living. As with Quick, it was at first a side hustle but grew into a full-time job. Thankfully the company has advanced with its app to help Brown predict where people might be needing his services.

“It is easier to make more money much quicker in that area looking for an Uber,” Brown said.

What Brown likes about being his own boss is the freedom. He enjoys the flexibility of being there for friends and family.

“If they need me I don’t need to worry about asking

for time off or if something happens I can just turn off the app and go where I need to go,” Brown said.

Brown said he thinks more people are going into certain trades and ways to make money at home, especially during the pandemic when people were quarantining at home. During the racial justice protests last summer he made Black Lives Matter masks.

Brown thinks a lot of people started business for themselves especially when working from home.

“They became comfortable. I think people didn’t want to go back to punching a clock and having a boss micro-manage them,” Brown said.

There are downsides to his work, such as rowdy passengers or not knowing who is getting into the car. People often will order a ride for someone else. He tries not to drive at night but said some prefer to do

that.

The gas price inflation hurt him a little at first, but it hasn’t been too painful for him.

“It has been a little difficult but knowing you can be paid weekly or right away helps supplement the gas,” he said.

The pandemic was the horrible part of business for the Waukesha resident.

“We still have to wear a mask and have to keep our window ajar. That was difficult during the winter months,” he said.

Despite the challenges, Brown said he really loves being his own boss.

Lottery

Thursday, May 26
WISCONSIN

Daily Pick 3	2-4-
Daily Pick 4	7-7-4-
SuperCash	10-19-25-29-32-3
SuperCash Doubler:	N
Badger 5	2-8-9-20-2