Finding the Best Side Hustles for Parents

How to Avoid a Second Job in Disguise
Using the FACETS Framework

Bolakale Aremu

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To every parent working to build a better future for their family—every father carrying the weight of provision, every mother balancing ambition with responsibility, every single parent doing the work of two, and every couple building together.

May you find opportunities that increase not only your income, but also your choices, security, and freedom—without losing the precious family time you are working so hard to protect.

May the work you do today help create a stronger tomorrow for those you love most.

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About the Author

Bolakale Aremu is an entrepreneur, author, business coach, and the founder and CEO of AB Publisher LLC. His work spans publishing, entrepreneurship, investment, and the development of multiple income streams.

As a business coach, he helps new and aspiring entrepreneurs turn ideas into practical, sustainable ventures. His approach emphasizes thoughtful decision-making, long-term value creation, and building income opportunities that complement rather than consume the life they are intended to improve.

Beyond publishing and coaching, Bolakale is an active investor with a strong interest in helping people recognize opportunities, increase their earning potential, and make more informed decisions about their financial future.

In *Finding the Best Side Hustles for Parents*, he brings that entrepreneurial perspective to a challenge faced by many families: **how to pursue additional income without turning a side hustle into another demanding full-time responsibility.**

Through the **FACETS Framework**, he encourages parents to look beyond income promises and evaluate opportunities according to their time, resources, circumstances, and long-term family goals.

His central philosophy is simple: **earning more should help create a better life—not leave you with less time to live it.**

Introduction: When a Side Hustle Becomes a Second Job

Imagine this.

It is 6:30 in the evening. James, a father, walks through the front door after a long day at work. His children are excited to see him. His wife wants to talk. Dinner is waiting.

A few minutes later, James sits at the dinner table with a small plate of food in front of him. But his attention is somewhere else.

- The mortgage is due.
- The electricity bill has arrived.
- Groceries cost more than he expected.

There are school expenses to take care of. Insurance needs to be paid. The car has started making a strange noise, and James knows from experience that strange noises rarely disappear without taking money with them.

One expense after another seems to be competing for the same paycheck.

James looks at his dinner, looks at his family, and begins doing the calculation that millions of parents do every month:

How are we going to make all of this work?

Figure 1.1. When household expenses compete for the same paycheck, earning additional income can begin to feel less like a choice and more like a necessity.

He has a job. He works hard. He is doing what responsible parents are supposed to do.

Yet somehow, the money does not seem to stretch far enough.

Eventually, a familiar thought enters his mind:

Maybe I need a side hustle.

It sounds logical. If one source of income is struggling to meet the family's needs, perhaps the solution is to create another.

Maybe James could make deliveries after work. Perhaps he could drive passengers in the evenings. Maybe he could freelance, tutor, sell something online, create content, or try one of the countless opportunities advertised every day on social media.

There is nothing inherently wrong with any of those choices. An additional source of income can pay a bill, buy groceries, build savings, reduce debt, or give a family some much-needed financial breathing room.

But there is a question James needs to ask before choosing one:

What if the side hustle I start to help my family ends up taking me away from them?

That question is at the heart of this book.

The Hidden Cost of Extra Income

Suppose James decides to make deliveries after work.

His regular job ends at five. He comes home briefly, changes clothes, and heads out again. Three hours later, he has earned some extra money.

That money is real. It may be exactly what the family needs.

But tomorrow, if James wants to earn the same additional income, what must he do?

He must give up another three hours.

The following day?

Another three hours.

If James stops driving, the additional income stops.

His income is directly connected to the hours he personally works.

That arrangement may be useful, particularly when a family needs money quickly. But it also has a limitation that no amount of motivation can overcome:

There are only twenty-four hours in a day.

James cannot continually add working hours without taking those hours from somewhere else.

Eventually, the extra hours may come from his evenings.

- His weekends.
- His sleep.
- His marriage.
- His health.
- Or his time with his children.

He may succeed in earning more money while unintentionally becoming less available to the very people he is working so hard to provide for.

At that point, an uncomfortable question arises:

Has James really created a side hustle—or has he simply given himself a second job?

Not All Extra Income Is the Same

This distinction matters because the phrase *side hustle* is used very loosely.

Almost anything done outside a primary job can be called a side hustle. Delivery driving, freelancing, tutoring, consulting, online selling, content creation, affiliate marketing, digital products, and many other activities are routinely placed under the same label.

But structurally, they can be very different.

Some primarily exchange time for money.

Some require substantial capital before you know whether they will work.

Some require specialized expertise.

Some depend heavily on your personality or constant personal presence.

Others allow you to create something once and potentially benefit from that work repeatedly.

Some can gradually become systems or assets.

Others stop producing income almost immediately when you stop working.

That is why asking **“How much money can I make?”** is not enough.

For parents, there are better questions:

- How much time will this require?
- How much money must I risk?
- What skills will I need?
- How dependent will the business be on me personally?
- Can it eventually grow without demanding proportionately more of my time?

And perhaps most importantly:

What will pursuing this opportunity cost my family?

The goal of this book is not to tell you that working additional hours is bad. Sometimes a second job is exactly what a family needs for a particular season. If an urgent expense must be paid, immediate income may matter far more than long-term scalability.

There is dignity in honest work.

The problem begins when we mistake one type of income for another.

If what you really need is immediate cash, a time-for-money opportunity may serve you well.

But if your long-term goal is greater financial flexibility and greater control over your time, you need to evaluate opportunities differently.

From More Work to Greater Leverage

A better side-hustle strategy is not based on the fantasy of earning money without doing any work.

That is not what this book promises.

Every legitimate business requires something: time, effort, knowledge, capital, judgment, creativity, risk—or usually some combination of them.

The better objective is to build toward a situation in which your income is **not permanently limited by the number of hours you personally have available to sell**.

That might mean creating something once that can be sold more than once.

It might mean developing a repeatable system.

It could mean packaging knowledge into a product.

It could mean using technology to perform repetitive tasks more efficiently.

It might involve building an audience, creating intellectual property, automating part of a process, or eventually involving other people.

The common principle is **leverage**.

You still work.

But you begin asking whether some of today's work can continue creating value tomorrow.

That is a fundamentally different question from simply asking:

Where can I find another few hours to work tonight?

And for a parent, that distinction can be life-changing.

Start With Your Family, Not the Opportunity

The internet has made discovering side hustles remarkably easy.

Finding the **right** one is much harder.

A new opportunity appears almost every day. Someone is making money with a new platform. Someone else has discovered a new business model. Another person is demonstrating an AI tool that supposedly changes everything.

It is easy to begin chasing opportunities instead of evaluating them.

But your family is not identical to the family of the person in the video.

A married father with a full-time job and three children may need something completely different from a single mother with limited childcare.

A couple who can build a business together has different resources from a parent working alone.

Someone with twenty years of professional expertise has a different starting advantage from someone beginning an entirely new field.

A family with substantial savings can consider financial risks that another family should probably avoid.

Even two families earning exactly the same income may have completely different needs.

That is why this book does not begin by giving you a list of the "ten hottest side hustles."

Instead, we begin with **your family**.

- Your time.
- Your financial situation.
- Your knowledge.
- Your responsibilities.
- Your tolerance for risk.
- Your goals.
- And the kind of life you are actually trying to build.

Only then should we examine the opportunities.

Introducing the FACETS Framework

To make that evaluation practical, I developed a six-part method that I call the **FACETS Framework**.

Think about a diamond.

A diamond is not judged from only one surface. It has multiple facets, and each contributes to the way the whole stone performs.

Side hustles should be examined in much the same way.

An opportunity can look excellent from one angle and terrible from another.

It may have enormous earning potential but consume nearly every spare hour you have.

It may require very little time but demand more capital than your family can safely risk.

It may cost almost nothing to begin but require expertise you do not yet possess.

Or it may look wonderfully flexible until you discover that doubling the income requires doubling your workload.

FACETS gives us six angles from which to examine those trade-offs:

F — Face: How dependent is the opportunity on your personal presence?

A — Advantage: What gives you leverage or a meaningful chance to compete?

C — Capital: How much money must you risk before you know whether the idea works?

E — Expertise: What do you genuinely need to know before you can begin creating value?

T — Time: How much of your life will the opportunity require—and which hours will it take?

S — Scale: Can the income eventually grow without your personal workload increasing at exactly the same rate?

No opportunity has to score perfectly in every category.

That is not the purpose.

FACETS is designed to help you recognize the trade-offs **before they become your family's problem**.

Throughout this book, we will use the framework to examine familiar options such as freelancing, tutoring, delivery work, content creation, affiliate marketing, print-on-demand, digital products, and emerging AI-powered opportunities. We will also look at how technology can provide leverage without falling into the dangerous assumption that AI itself is a business or a guarantee of income.

Most importantly, you will learn how to apply these principles to your own circumstances.

Because ultimately, the question is not:

“What is the best side hustle?”

It is:

“What is the best side hustle for my family?”

The answer may be different for every reader.

And that is exactly the point.

Your goal is not to chase every opportunity that appears.

Your goal is to recognize the one that makes sense for your resources, your responsibilities, your goals, and the people who depend on you.

Because the best side hustle is not simply the one that makes you more money.

It is the one that helps you build a better future without losing what matters most along the way.