

THE 9-5 SIDE HUSTLE GUIDE

HOW TO RUN YOUR OWN BUSINESS WHILST
WORKING 9-5 WITHOUT BURNOUT AND OVERWHELM



Shanakay Millington



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Introduction

Many people find themselves frustrated with their 9-5 jobs, stuck in a mundane corporate culture, or just feeling lost. What's the solution? Maybe you are thinking about quitting your job and starting your own business. But if you think about it, that's not necessarily an easy task either! The ugly reality is that most entrepreneurs fail! Starting a business is risky and can be quite stressful. Giving up your 9-5 job can feel like you are giving up your financial stability, but here you are... desperate for the freedom that comes with running your own successful business. So what can you do?

Societal stereotypes suggest that you are either an entrepreneur or an employee. What if I told you it's possible to be both... at the same time? Many of the most successful entrepreneurs started their first businesses whilst working full time. A 14-year study of 5000 entrepreneurs demonstrated that entrepreneurs who kept their day jobs were 33% less likely to fail in their business. This is because keeping your 9-5 job gives you a stable income which serves as a cash flow safety net. This safety net allows you more time to test your business ideas and find the best business models that work for you.

Establishing a business whilst working 9-5 is not the easiest of tasks, and this is where I come in. My name is Shanakay, and I am a globally accredited and certified Business Coach - helping people to launch their own businesses whilst working 9-5.

Starting my own business whilst working 9-5 had to be one of the most challenging yet rewarding experiences in my life, and I have now made it my life's mission to help as many people as possible to start their own businesses. Since launching Shanakay Millington Coaching just over a year ago, I have helped multiple women globally to launch and run their own successful 'side hustle' businesses while managing their 9-5 jobs.

So welcome to my 9-5 Side Hustle Guide. In this guide, I'll provide strategies for turning your passion into a viable business that runs without burnout or overwhelm and also allows you to maintain your professional skills and keep an eye on your long-term goals. This guide is not about immediately quitting your 9-5 job to become an entrepreneur, but more about you starting and growing your side hustle so you can achieve your overall goals of achieving financial stability and freedom. Let's get started!



CHAPTER 1

WHAT IS A SIDE HUSTLE?

A side hustle is a part-time job or money-making opportunity that isn't your primary source of income. Side hustles help you to learn new skills, earn extra cash or make some extra spending money on the side. These ventures can be as big or small as you want them to be.

The best part about a side hustle is the fact that there are no limits. You can choose to start small or as big as your dreams will take you!

A side hustle can be a fantastic way to augment your income, enhance your professional skills, and explore a new passion while still working your day job. It can be an excellent source of creativity and motivation too.

Starting Your Side Hustle

Step 1. Choosing your side hustle.

In order to succeed with your side hustle, you'll want to make sure that you find the right side hustle for you. This is important because if your side hustle isn't something you love, then you'll find it more difficult to develop the motivation and energy to succeed with your venture.

When choosing your side hustle, focus on picking something that will make you happy. It is important when choosing a side hustle to choose something that you are good at and really enjoy. This way working on your side hustle won't feel like a chore. As Confucius once said, "Choose a job you love, and you will never have to work a day in your life."

To help you with choosing the right side hustle, start by creating a list of all your skills and interests. You can then use my 'GLAM' method to identify which side hustle is the most viable idea for you. Start by answering the questions, and then use the table below to help you. The column with the highest score would be your most viable option.

THE GLAM METHOD©

G - What are you GOOD at?
L - Do you LOVE it?
A - Is there an AUDIENCE for it?
M - Can you make MONEY from it?

	Example	Skill 1	Skill 2	Skill 3
What are you GOOD at?	Organising			
Do you LOVE it? (rate this on a scale of 1-10)	10			
Is there an AUDIENCE for it? (rate this on a scale of 1-10)	10			
Can you make money from it? (rate this on a scale of 1-10)	10			
Total	30			

Step 2. Define what success looks like for you.

Now that you have identified your ideal side hustle idea, your next step is to define what success looks like to you. How do you define what a successful side hustle will be for you? Be as specific as possible. Perhaps your definition of success is financial, where you have a revenue goal, or it could be a lifestyle change, or maybe you would like to do something that impacts others.

- Make a note of exactly what success means to you.
- How will you achieve success?
- How will you know if you are successful?

Case Study 1: Client A is currently running her side hustle business as a Virtual Assistant. Client A has a financial definition of success. She would like to make £2000 per month from her business. In order to make £2000 per month, Client A knows she needs to sell 4 of her packages per month at £500 per package. To break this down further, that means she needs to sell 1 coaching package per week. Client A currently bases her success on the amount of money she makes monthly.

Case Study 2: Client B is running her business as a Fitness Coach. Client B really wants to help overweight women to lose weight and rebuild their confidence. Whilst client B also enjoys making money, her overall aim is to help women. She bases her success on the number of client testimonials she gets monthly.

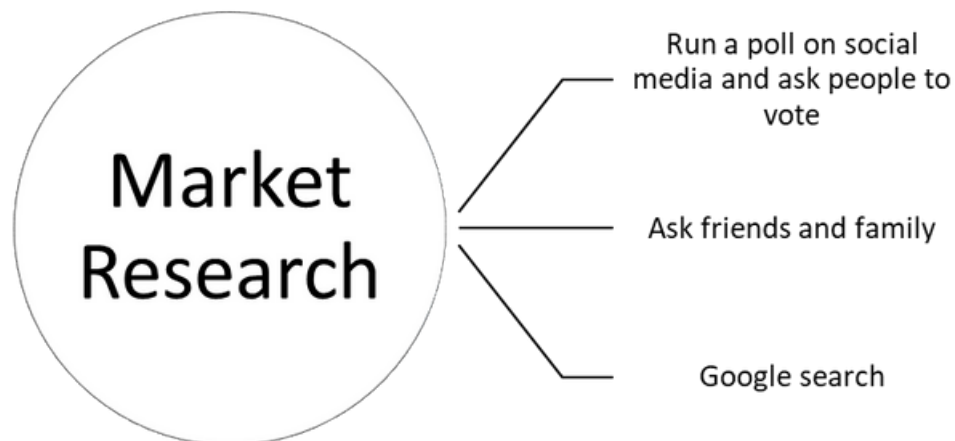
The two case studies show that both clients have varying definitions of success. It is paramount to always define success on your own terms. Success should be based on whatever it looks like for you and not on other people's views. Give yourself the opportunity to appreciate your own life experiences by taking control of what success means to you. Do not limit yourself to someone else's definition. *"Define success on your own terms, achieve it by your own rules and build a life you're proud to live."* – Anne Sweeny

Step 3. Find your audience.

Before you start your side hustle, do some market research to ensure there is a need for your product or service. The best side hustles are the ones that are actually needed by others. For example, you could teach piano lessons, but unless you live in a city that has a high need for piano lessons, then it might not be worth it to start your side hustle as a piano teacher.

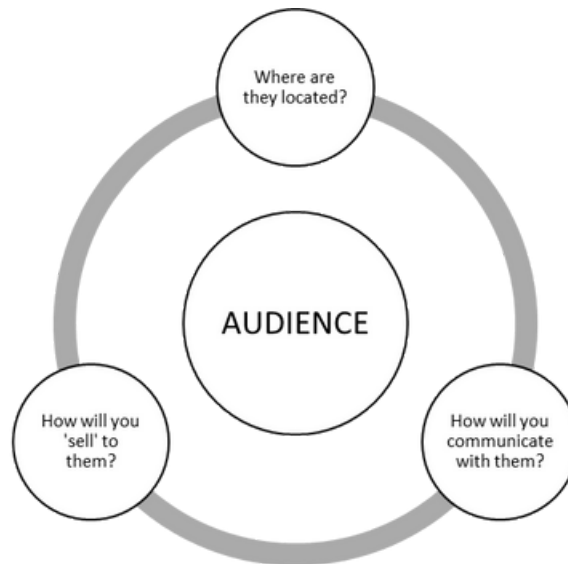
Here are 3 methods you can use to conduct your market research:

- Run a poll on social media and ask people to vote.
- Ask friends and family.
- Google search.



Once you have established that there is a need for your products or services, start thinking about who your 'audience' would be.

- Where are they located?
- How will you communicate with them?
- How will you 'sell' to them?





CHAPTER 2

CHOOSING THE RIGHT TIME TO START YOUR SIDE HUSTLE

Have you ever heard the saying, “Done is better than perfect!”? If you are someone who likes to get things absolutely right in your first attempt, you are probably screaming at me right now. But hear me out. Until you try, you will never really know if starting a side hustle will work for you.

Whilst perfectionism has some benefits; it is widely known for destroying productivity. Perfectionism leads to procrastination - delaying taking action as you are waiting on that ‘perfect moment’. The truth is that the ‘perfect moment’ may never arrive, and all you have done is lost out on precious time.

Here are some key tell-tale signs that you are ready to start your side hustle:

1. You feel like you want more. You have a yearning desire to accomplish more in life. Whenever you close your eyes, you can envision the 'dream life' that you desire. You can feel it in your bones that you have more to give.
2. You have a business idea. You have a business idea that excites you, and you know you will impact lives by implementing this idea.
3. You feel anxious. The idea of starting your side hustle makes you anxious. You may even feel terrified. This is a good sign. Feeling anxious or scared means you are doing something outside of your comfort zone and the only way to move past this fear is to just do it!
4. You are willing to put the work in. Whether you have an hour a day or two days per week, you are willing to put the work in to get your idea off the ground.
5. The idea of not starting your own business fills you with dread. You can't even bring yourself to have this thought.



"Done is better than perfect!"



Using a scale of 1- 5, rate your readiness in the table below:

	1	2	3	4	5
You want more					
You have a business idea					
You feel anxious					
You are willing to put the work in					
The idea of not starting fills you with dread					



NEW
MINDSET

NEW
RESULTS

CHAPTER 3

ADOPTING THE RIGHT MINDSET

Success is 80% mindset and 20% strategy. In order to run a successful business, it becomes necessary to adopt the right mindset.

Improving your mindset will set you up for success in all aspects of your life.

Whenever you are on the cusp of starting something new, it is super easy to come up with a million reasons why it won't work:

- What if I'm not good enough?
- What if it doesn't work out?
- I don't have enough time.
- I don't have enough money.
- I don't have enough experience.

Let's think of a few influential entrepreneurs. Do you think people like Jeff Bezos, Bill Gates or Richard Branson never had these thoughts? Of course, they did. It is human nature to question whether we have what it takes to be successful.



“Whenever doubts creep in, I remind myself that dreams aren't linear.” – Richard Branson

The first step to adopting a success mindset is to become aware of the limiting thoughts or beliefs that are holding you back. Awareness will be your greatest agent for change.

Did you know that an average person has about 12,000 to 60,000 thoughts per day? Of those thoughts, 80% are negative. That is a lot of negative thoughts to have!

So here is how it works:

Whenever you get a limiting thought – ask yourself, “Is this thought serving me?” and if the answer is “no”, – rephrase that thought into something positive.

For example:

Thought: “What if I’m not good enough?”

Rephrase: “I am good enough!” or “I will be good enough!”

Thought: “What if it doesn’t work out?”

Rephrase: “What if it DOES work out?”

Whenever you do this, you will feel an immediate positive mental shift. As the saying goes, ‘practice makes perfect.’ The more you do this, the more it becomes second nature.

You can get your free copy of my 8-steps guide on how to challenge limiting beliefs [here](#).



CHAPTER 4

EFFECTIVE TIME MANAGEMENT

Running a successful side hustle whilst working 9-5 requires you to make the most effective use of your time. Without effective time management, overwhelm, and burnout can easily set in. Overwhelm occurs when you overestimate the amount of work you have to do and underestimate your ability to do it. Believing that you don't have enough time is a limiting belief that you must become aware of and actively work on. "I don't have enough time is not your reality!" Let this serve as your new mantra.

The truth is we all have the same 24 hours in a day. The beliefs you have around your time become your reality. Effective time management is not about how much time you have but more about how you use it.

What makes time management so difficult? In short, it is not always possible to give every task equal attention and priority. So, how do you get the most out of your limited time? The following strategies will teach you how to turn a frantically busy schedule into a manageable one and help you to maximise your potential!

1) Get organised – My number one tip to anyone running a side hustle and working a 9-5 is to get organised! If you don't already have one, invest in a planner! Plan and schedule your time. Planning and scheduling will help you to prioritise tasks with high importance and put you in control of your day. A clear plan reduces the potential for overwhelm and also helps you to overcome procrastination. It's important to have a distinct idea of what you should be doing and make sure that you're dedicating enough time to it. You should also ask yourself, 'what are the consequences if I don't get this particular task done?'

In order to plan and schedule effectively, make sure to allot specific working hours to your business. Don't forget to pencil in time for family and self-care as well.

2) Divide your work schedule into smaller parts - Instead of trying to do everything at once, try breaking each task down into smaller parts. This way, everything is manageable and can easily be dealt with over time.

3) Dealing with change - Maintain a flexible outlook and embrace the unexpected. In order to be an effective time manager, you must also embrace change and reject any form of rigid thinking. This can be accomplished by maintaining an open mind and ensuring that you are ready for whatever is thrown at you.

4) Discipline yourself - Adopt self-discipline. This is the single most important thing which separates successful people from those who are not. Discipline is all about setting goals, mastering these goals, and achieving them in a timely manner. Make sure you don't get complacent and, instead, remain persistent and determined. On the days when you are lacking motivation, discipline is what will get you through.

5) Remove procrastination - Learn how to deal with procrastination. Procrastination is most often caused by a lack of direction or perfectionism. Setting clear goals and taking action will help you to overcome procrastination.

6) Schedule focus sessions - If there is a task in your business that you do not particularly enjoy, set timed, focused sessions to complete these. This can be done by setting the alarm for the allotted time and getting laser-focused on that particular task in that time. Make sure to choose suitable times during the day when you are feeling the most productive.

7) Automate - As a business owner who works 9-5 as well, automation will be your new best friend. Automate anything that can be automated. A good starting point would be your social media posts or your invoices.

8) Re-purpose and re-use - There is no point in reinventing the wheel over and over again. Create generic templates that you can edit and use repeatedly. Re-purpose your social media content in your email marketing and blog posts. Remember, the aim is to work smarter, not harder.

Effective time management is the key to running a successful side hustle alongside your 9-5 job. If you manage your time properly, then you can ensure that things remain under control and stress and overwhelm will be significantly reduced.



Success story

“When I met Shanakay, I was on the brim of giving up my side hustle business. As a working mum, I was stressed out and felt like I was constantly chasing my tail. I would get anxious whenever a new client requested a proposal as I just did not have the time to respond. I went into fear or flight mode often. Whenever I felt overwhelmed, I would literally just shut down and stop taking action. After implementing the time management strategies that Shanakay shared with me, I was much more able to run my business and maintain my 9-5 job. I now use my planner daily, and I can’t imagine life without it! The biggest takeaway for me was to learn self-discipline because on the days when I didn’t feel motivated, it was discipline that kept me consistent.” – Veronica (VA)



CHAPTER 5

HOW TO BALANCE WORK AND LIFE WITHOUT FEELING OVERWHELMED

Running your own business is one of the most fulfilling, challenging, and exciting feats you can set out to accomplish. It's also a rather emotionally draining endeavour for those who are employees by day and entrepreneurs by night.

There is no doubt that running your own business comes with significant highs of accomplishment and growth, but this lifestyle oftentimes means working long hours without any breaks or holidays. Therefore, it is important to be aware of these 7 common mistakes you should avoid when trying to balance work with life:

1) Not setting enough boundaries – There's no shame in taking time off or putting in fewer hours when needed. Being a business owner takes a lot of time, and even though you are running a business, you still have to take time for yourself when you need to. Be aware of your limits and set your boundaries accordingly.

2) Not being proactive – You should be ready to take action before problems arise rather than waiting until there is a crisis.

If you wait until things go wrong before taking action, it is harder to overcome them. Setting up a system of predictability is important for self-employed business owners in order to make the most out of their time. For example, it's not always possible to accurately predict expenses but this can be done by creating a budget and sticking to it. Being proactive and knowing what you have to work with will save you time and stress down the road.

3) Not being honest with yourself – This applies to all aspects of life, especially where running your own business is concerned. Know your strengths and your areas for improvement.

4) Not having realistic expectations – Entrepreneurs sometimes have a tendency to have unrealistic expectations, which is why they often become frustrated when they don't succeed. Remember that every day is not going to be perfect.

5) Not asking for help – A problem shared is a problem halved This applies to everything in life, especially when it comes to running your own business. If there's something you need help with, don't be afraid or ashamed to ask or hire someone who can assist.

6) Ignoring your health – Self-employed entrepreneurs are notorious for not taking care of themselves. This can lead to physical and mental health issues that can be avoided. Self-care is paramount to running your own business.

WAYS TO BALANCE WORK AND LIFE WITHOUT FEELING OVERWHELMED

Use these five tips to regain your focus and keep you from feeling overwhelmed:

1) Take breaks - This applies both personally and professionally. Take frequent breaks when working. Breaks will prevent burnout and will allow you to be more productive.

2) Go easy on yourself - Give yourself grace. Take it easy on yourself. Listen to your body and rest if you need to. Take time out during the day. The next time you are feeling tired and burnt out, take a break!

3) Relax - Make time to relax. Whether you choose to meditate, go for a walk, have a bath or read a book, make sure to take time out for yourself.

4) Plan - Planning will make life easier for you in the long run. Planning your schedule will help you know when to take breaks and when to work as well as help you stay focused on the tasks at hand.

5) Take care of yourself - It's easy to fall into the trap of working more and focusing less on your health in the process. Get outside for some fresh air and sunlight during your lunch break. Find ways to take care of yourself physically and mentally. If nothing else, then a good night's sleep can do wonders for you!



Keep It Simple

Now that you've chosen a side hustle idea, it's important to keep things simple as much as possible. This allows you to stay focused on your end goal and not the details that can get in your way. When it comes to starting a new business, there will be regulations and rules that come along with it, so make sure that you take the necessary steps for success before starting out.

Make sure to do your research before starting so that you don't have any legal roadblocks standing in between you and success!

Start Slow And Take It Step By Step

Successfully starting a side hustle can be really difficult if you start out with a lot of pressure. The best way to start is to take it slow and gradually build your success.

If you are feeling stuck and unsure how to move forward with your business, getting a Business Coach may be a great resource for you. Click this link to book your free strategy session, and let's have a chat about how I can support you.

[FREE STRATEGY SESSION](#)

SUCCESS STORIES

“If you want results, if you want to get clear on who you are, if you have a problem to overcome or want clarity with it; Shanakay is your woman!

I worked with Shanakay for over 10 weeks around my business, and I am super clear on who I am and what I offer. Plus, the biggest question that I had was answered with her help and support. She isn't about the fluff! She'll be honest with you, and that is exactly the person I needed. No pussy footing around and straight to the point.

I loved the assignments, which kept me accountable, and most of all, I have all the sessions to look back on if I ever get stuck. This has helped me grow as a person and get clarity on where I want my business to go in the future. I cannot thank her enough!” - Serena (Hypnotherapy Coach)

“Shanakay saved me... and my business!

I had the pleasure of having life/business coaching sessions with Shanakay, and before I knew it, my business idea was re-ignited; I 'sacked my boss' and became my own boss. I am now a self-employed Wedding and Events Planner thanks to the coaching I received from Shanakay Millington Coaching!” - Saphron (Wedding and Events Planner)

“Thanks for giving me the kick up the bum that I needed...” - Jasmine (Luxury Stationary Branding)

“Thank you so much for everything you have helped me with over the last 10 weeks!... I couldn't have done it without your coaching sessions.” - Tehmani (Personal Chef)

“Shanakay helped me to get over the blocks I was facing in my business. Not only did she help me with my offering, but by week 3 of her programme, I was getting paying clients! It's probably cliché, but Shanakay saved me and my business! Thank you!” - Veronica (Virtual Assistant)



CHAPTER 6

CREATING A WINNING MORNING ROUTINE

Do you want to be successful, do a good job, and have a happy life? Well, maybe it's time to change your morning routine! Some of the most successful entrepreneurs practice daily morning routines. In this section, I'll show you some of the best ways to start your day the right way.

Regardless of the specific activities that make up your morning routine, you must be very aware of how you're feeling when undertaking them. If something feels like a chore or doesn't inspire you, drop it from your routine and find a way to include another activity that brings more energy. If something doesn't make you feel energized, productive or happy, don't force yourself to do it! You may integrate it into your routine some other time, but not right now.

Here are some activities that you can include in your morning routine:

Exercise: An excellent way to start your day is by exercising. Go for an early morning run or a brisk walk.

Meditation: If you find that working out in the morning doesn't fit your schedule, consider meditating instead. Meditation is a simple but effective way to ensure that you bring a clear and focused mind to whatever you do later in the day. Even just five minutes of meditation can have an impact on your mood, productivity, and happiness for the rest of the day.

Read: Reading will help to stimulate your mind and help you to feel more productive throughout the day.

Journal: Practice journaling. A good starting point is to journal your affirmations for the day. Affirmations are positive I AM statements. For example, I AM great at what I do!

Practice Gratitude: Practice gratitude for what you currently have and for all that is yet to come into your life. Make a list of 10 things daily that you are grateful for. Practising gratitude will help you to see the positives in your life so that you aren't coming from a place of lack.

Overall, it is important to start your day off with a feeling of energy and productivity – this is the way that you'll be able to bring these positive qualities into the rest of your day. Fortunately, there are many different ways to include energizing activities in your morning routine; simply pick one or more that you'd like to try out!

CONCLUSION

There is no doubt that running a side hustle whilst working 9-5 is not an easy task. However, it is definitely possible with careful planning, strategy and a healthy, success mindset.

Getting your side hustle idea right is the first step toward starting your business venture. Once you have an idea that you are passionate about and you are ready to commit and put the work in, you are already halfway there.

As a 'working' business owner, time will be your most valuable asset. Remember, it's not about how much time you have but how you use it. So use it wisely!

I trust you found the information in this e-book valuable and that it has been a great starting point for you to help you on your entrepreneurship journey. If you would like further support on starting or relaunching your business, click here to book your [FREE STRATEGY SESSION](#).

I would appreciate your feedback and would love to hear what your key takeaways from the book are. Please click here to leave a review. [E-BOOK REVIEW](#)

Wishing you all the best in your business journey, and I am looking forward to hearing your success stories.

Shanakay xx

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