

# What Kind of Side Business to Start

by Holly Hierman



## Hey! It's Holly!

I am the CEO of Fit Finances and former Vice President of Powder Blue Productions.

In this guide we will be discussing why it is a wiser choice to build an online business as a side business as opposed to a traditional store front.



**Reason #1**

NOT LIMITED  
BY MONEY

What I mean is that you have a very low financial risk when you start an online business as opposed to a physical business.

Think about all the bills that are associated with renting or owning your home. The same type of bills will roll if you have a physical business.

Most of the time when someone starts a business, they have to take out a business loan just for the initial investments. And who wants to start a business completely in debt?

So this is my main reason why you should start an online business as opposed to start a “brick and mortar” business.



**Reason #2**

NOT LIMITED  
BY GEOGRAPHY



What's the number one rule in real estate? Location, location, location. But being online, you take it globally!

If you pick the wrong location, a lot of times your business will have a very difficult time getting off the ground. And that's one of the beautiful things about online, is that you are not limited by the people that are around you.

How far are you willing to drive to get a basic problem solved? How far do you think your customers are willing to drive for your solutions?

Not only that, but think about all the stores and malls that are becoming ghost towns. And one of the main reasons for that is that it is more time efficient and more convenient to solve your problems online.

That's my second reason for building an online business. You are not limited by geography, in fact the sky is the limit! Online, the whole world is at your finger tips!

## **Reason #3**

NOT LIMITED  
BY BUSINESS  
HOURS

Business hours are typical for any business and you can only make money during those hours.

**So if you don't have that as a restriction, your business can be opened for 24 hours a day.** You don't always have to trade time for money. You don't need to generate money only while your business is physically open.

An online business is more like a **passive income**. It is money that you can literally make while you sleep. If you build your business appropriately online, then you don't have to physically be there in order for the business to be open.

**You can have more potential customers, by being open 24/7.**



**Reason #4**

NOT LIMITED  
BY TIME



# For me, having your own business should mean freedom.

It should mean you're your own boss and you can make your own schedule. It should mean that you get to come at work whenever you want and you get to stay as long as you want.

Most business owners are the most overworked and underpaid individuals that there are. In fact, for the first several years they are super stressed because they are putting so much energy and effort into their business.

The reason why you start a side business is that you don't want to be a slave to the clock, to someone else's hours but that is what usually happens when someone is opening a new business. A physical business that is.

So instead of taking all the financial risk on your own when you start a new business, I advise you to start online. **Fewer risks and limitations and a bigger potential from the start.**



# Thank You!

If this guide helped you or if you enjoyed it, please share it with your friends. Also if you want to learn more and stay in touch with me, you can check out my facebook account or my website.

**I look forward to connecting  
with you!**



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