

25 Small Town Hustle Ideas

Small towns are full of opportunity



Introduction

Small towns may be quiet, but they're full of opportunity. With lower competition and strong word-of-mouth, a simple idea can turn into a steady income. Here are 25 practical side hustles, organized by category, with quick notes on startup cost and profit potential. For detailed guides on each idea, visit SmallTownHustles.com.

Service Hustles

1. **Lawn Care** – Startup: \$ (basic mower) | Profit: High
 2. **Tutoring (Math, Reading, Music)** – Startup: \$ (supplies only) | Profit: Medium
 3. **Pet Sitting & Dog Walking** – Startup: \$ (insurance optional) | Profit: Medium
 4. **House Cleaning** – Startup: \$ (cleaning supplies) | Profit: High
 5. **Handyman Repairs** – Startup: \$\$ (tools) | Profit: High
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Food & Market Hustles

6. **Baked Goods from Home** – Startup: \$ | Profit: Medium
 7. **Farmers Market Stand (produce/eggs)** – Startup: \$ | Profit: Medium
 8. **Food Truck** – Startup: \$\$\$ | Profit: High
 9. **Homemade Jams & Jellies** – Startup: \$ | Profit: Medium
 10. **Coffee Stall or Pop-Up** – Startup: \$\$ | Profit: High
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Rental Hustles

11. **Bounce House Rentals** – Startup: \$\$ | Profit: High
 12. **Tool Rentals** – Startup: \$\$ | Profit: High
 13. **Party Chair & Table Rentals** – Startup: \$\$ | Profit: High
 14. **Storage Unit Rental** – Startup: \$\$\$ | Profit: High
 15. **Event Space Rental** – Startup: \$\$\$ | Profit: High
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Online Hustles

16. **Etsy Printables** – Startup: \$ (laptop + Canva) | Profit: Medium
 17. **Affiliate Blogging** – Startup: \$ | Profit: Medium
 18. **Virtual Assistant Work** – Startup: \$ | Profit: Medium
 19. **YouTube Channel** – Startup: \$ | Profit: High (time-heavy)
 20. **Print-on-Demand T-Shirts** – Startup: \$ | Profit: Medium
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Seasonal & Demographic Hustles

- 21. **Summer Tutoring for Students** – Startup: \$ | Profit: Medium
 - 22. **Christmas Tree Lot** – Startup: \$\$\$ | Profit: High
 - 23. **Pumpkin Patch** – Startup: \$\$ | Profit: High
 - 24. **Side Hustles for Retirees (consulting, mentoring)** – Startup: \$ | Profit: Medium
 - 25. **Side Hustles for Moms (childcare, crafts)** – Startup: \$ | Profit: Medium
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Key Takeaway

Start with what you already know and what your town already needs. Want step-by-step breakdowns of these side hustles? Explore full articles, guides, and resources at SmallTownHustles.com. Service hustles with low startup costs are perfect for quick wins, while rentals and food-based hustles take more investment but can bring bigger returns.