DON’T START A SIDE HUSTLE

DO THIS INSTEAD

Work Less, Earn More and Live Free

BRIAN PAGE

A PDF COMPANION TO THE AUDIOBOOK
LIST OF PIVS

Owner—PIVs You Purchase

- Dividend stocks and bonds
- Residential and commercial real estate
- Real estate syndication and REITs
- Commercial real estate funds
- Intellectual property: patents, domains, trademarks, data, copyrights
- Automated businesses: parking lots, vending machines, laundromats, car washes, billboards
- Insurance annuities
- Existing businesses with management in place
- Limited business partnerships
- Infinite banking
- Crypto staking, mining, and yield farming

Creator—PIVs You Create

- Create an online course and charge subscription fee
- Blogging (up-front effort), but email list becomes an asset
- Write an e-book or traditional book
- Apps or Alexa skill
- Sell photography (post to stock image sites for purchase)
- Photography or video content creation
- Start a podcast (some active)
• Create software (somewhat active—but then license)
• Instagram- or TikTok-sponsored posts
• Content creator or influencer
• License music
• Sell digital design files (on sites like Etsy)
• Memberships, subscriptions, and member-only content
• Branded sponsorships
• NFTs

Controller—PIVs You Share or Control

• Homesharing: Airbnb, VRBO, Homeaway
• Affiliate marketing
• Drop shipping, private labeling, and print on demand
• Retail arbitrage: buying at one price from brick and mortar and selling at a higher price online
• Rent unused space (for example, a shed or garage to neighbors)
• Rent useful household items (tools, lawn mowers, camping equipment)
• Sharing economy: carshare, RV share, boatshare, poolshare!
• Vehicle advertising
• Reverse mortgages
• Network marketing, direct sales, and multilevel marketing
• Peer-to-peer lending, crowdfunding, seed funding, and micro lending
• Brand sponsorships, partnerships, and collaborations
• Amazon and Facebook stores
• Automated trucking
• Youtube monetization businesses

For additional tools, trainings, and ideas, please visit www.dontstartasidehustle.com.