

DON'T START A SIDE HUSTLE

DO THIS INSTEAD

Work Less, Earn More and Live Free

BRIAN PAGE

A PDF COMPANION TO THE AUDIOBOOK

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[APPENDIX]

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.