

# MILITARY FAMILY INVESTING

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# Retire Rich, Retire Comfortable with a Business 2

The Apprentice's Guide to Passive Income from Business

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- 5) Investing: How We Plan to Retire on Dividends (book)
- 6) **Cryptocurrencies:** My First Book on Cryptocurrencies (book)
- 7) **Real Estate:** Financial Independence through Real Estate (book)
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# Monthly Dividend Planner



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INTRODUCTION



#### 01 Retire Rich, Retire Comfortable with a Business 2

Many of us never considered the possibility of retiring while owning a business. I know that I never had given this a second thought—I mean the purpose of retiring is not to work, right? What I have learned over the last year is that is only partially true.

At a higher level, a business is an asset, and assets make us money. So the concepts I have been kicking around are that of business income from royalties and business income from an automated business.

Both concepts function passively, without much assistance from us, the retiree. Now, I am not saying setting both of these ideas into motion will be easy, probably the opposite in fact. But, since we have learned so much, we should all be squeezing these concepts into our retirement portfolios.

Let's break these business ideas—**royalties and automation**—down further into subsections. To build a great retirement business, we have to know what we are planning from the very beginning. The sections are business mindset, business planning, business basics, royalties & automation, content creation, business ideas, and a final review of the business books I have read over the last three months.

**Business Mindset.** Nothing is more important than building a business mindset BEFORE you start a business. By business mindset, I mean to become an entrepreneur. Yes, you can make yourself an entrepreneur. It is not a natural gift.

The main idea of starting a business or creating royalties is to have a <u>happy cash flow</u> retirement. Cash flow is the joy of life and allows us to spend huge amounts of quality time with our loved ones.

Speaking of loved ones, a business gives <u>mothers the capability to work</u> from home and business owners the ability to hire <u>their family members</u> at will. These options are great as we continue to grow together and plan for retirement.

Some of us <u>live paycheck to paycheck</u>, and it can be hard to form a business mindset under these circumstances. What I can tell you is that reading is the key to everything. Hard work comes next. <u>Being unique sells</u>, so continue to be yourself and your business will follow your greatness.

Indeed, knowing yourself is the best way to create a sustainable business model. I know I want the ability to create my income on the go, from anywhere in the world, so I am <u>blogging to financial independence</u>. Your goals may be different than mine, but one thing that will be the same is the <u>passive income grind</u> that we will endure.

The business mind can never rest or become comfortable. Things are always changing, and we, as entrepreneurs, will need to follow these headwinds (or tailwinds). We will need to <u>become</u> <u>lifelong learners</u>, always curious about what tomorrow brings.

**Business Planning.** As I said earlier, <u>becoming an entrepreneur before</u> starting a business is your first goal. It may sound difficult, but it is all mental. Don't worry; I have you covered—read these <u>ten books before starting a business</u>. You will be well on your way to understanding what true entrepreneurs understand—that you will need to add value before expecting someone to purchase from you.

As you form the idea of a business in your head, understanding the <u>six types of income</u> will be a great way to reconcile your ideas against your talents. Not everyone is meant for writing, and not everyone is meant for public speaking. Know your abilities, but also don't limit yourself.

I never thought that I would become a writer, but here I am today—writing. My dream is to be on the beach, typing on my fancy Chromebook and making money from anywhere. I am putting things into motion now that will assist me in my dream.

One of the business ideas I am doing, in addition to writing, is <u>affiliate marketing</u>. Affiliate marketing is a way for me to share items and services that I use and gain a commission if someone decides to purchase one of my recommendations. I will add even more passive income ideas to my portfolio as time progresses.

**Business Basics.** I covered many business basics in <u>"Retire Rich, Retire Comfortable with a Business,"</u> including some advertising tips. I dive in a little further with my article <u>"Eight Basic Human Needs."</u> Knowing how to appeal to your customer's basic needs is vital to success.

The principles of design are probably the most important concepts you need to understand as you move into your company's advertising and marketing phase. I believe that everyone should do their own advertising and marketing, at least in the beginning.

Doing your own advertising and designing will ensure you know enough to hire good people. Understanding the <u>basic principles of design</u> has helped me so much over the last six months. Knowing these principles is a game-changer for your business moving forward.

**Royalties & Automation.** Knowing the difference between royalties and automation will help you create content and workflow for each. Royalties come from creating content, while automation comes from systems, out-sourcing, and management.

<u>The magic of royalties</u> is in the fact that you do the work once, and your returns keep coming. <u>The magic of an automated business</u> is a full-blown business that someone (or something) runs for you. You collect the residual business income while enjoying the beach.

My first priority for business is royalties via writing. <u>I love writing</u> because it is challenging and frees the soul. I foresee myself writing for a very long time. Hopefully, you can find something you love doing for the longevity of your lifetime.

Royalties will also help you <u>defeat inflationary worries</u> as you progress through retirement. Having books, music, videos, or designs out in the world, making you money, can help us live an excellent cash-flow retirement system.

Dividends can also help us defeat inflation and are more passive than royalties—but which is better for you? Luckily, I am building both portfolios, and I give my experiences with each in my article "Dividends vs. Royalties part II."

**Content Creation.** Business would not be exciting without content creation. Even if you aim to start an automated business, you will need to have content. Today, social media and online advertising is the top way to get new leads. Content is king.

I do a lot of writing, so my focus has been on documenting my exploits in the world of literature. I have articles on how to write 1000+ words a day, write book reviews, create an eBook series, and write a book in one week. As you can tell, I love writing. Along the way, I have been using Grammarly to help me become a better writer.

Now, creating <u>content for your home-based business</u> should be a top priority. First, you add value by creating helpful content; then, people will know, like, and trust you. From there, you can slowly give your audience a chance to purchase products from you.

**Business Ideas.** All these concepts and learning are great, but what kind of passive business should you start? I have been building a list of ideas that interest me along the way. Maybe you can find something that you like as well.

Remember, every single income stream is different. Nobody's income stream can be precisely the same. Therefore, as you start, you may not get the same results as someone else, at least initially. You need to be flexible and adapt as time continues. Here are some ideas from the last few months.

- 1) Buy and Rent an 18-Wheeler Truck
- 2) Run a Passive Airbnb Business
- 3) Run a Property Management Business
- 4) Harvest Beneficial Insects for Passive Income
- 5) Start a Community Garden and U-Pick-It Farm
- 6) Sustainable Riches: Return to Earth. Make Green
- 7) The Business of RV Life
- 8) How to Profit from Electric Vehicles

**Business Book Takeaways.** I read five business books over the last few months. I loved them all for various reasons. When building a content-first business, "Content Inc." will be a great first read.

Advertising and marketing can be difficult without knowledge, so these books can help: "How to Market a Book" and "Help! My Facebook Ads Suck." I also read a book on writing a successful book series and advertising campaign called "Mastering Your Mystery."

Finally, I read a very insightful book on how to open and run a physical business. Most of my reading has been about online companies, so this was a nice change of pace. The name of the book is "How to Start a Microbrewery."

**Conclusion.** As you can see, it has been a hectic few months, and I have so much more ahead. You'll be surprised how fast your work stacks as you keep producing content. It is a great time to be alive and build a passive income via business concepts.

I hope you are motivated to start building your income stream. Nothing is more exhilarating than making sales by adding value to others. Enjoy and Happy Investing!

**BUSINESS MINDSET** 



02 Happy Cash Flow Retirement 2

I love my Happy Cash Flow Retirement series dearly. One of the reasons is because I always feature some kind of alcoholic beverage on the cover. In the series, this will be article number two (<u>read the first one here</u>) and book number five (<u>see the first four books here</u>). It always reminds me of how far we've come in regards to our retirement mindset.



#### Happy Cash Flow Retirement 1 - 4

I used to believe that my military pension and working another job after retirement was how to structure my life. I would just work until I was 65 years old and have two pensions and social security.

Then I woke up and said, wait, why the heck would I do that? I actually wrote an article the first day that I figured it out for myself. I titled the article "No Freakin' Way I am Working Another 25 Years."

20 Creative Ways to Make Money From Home

I had just turned 40, and the prospect of working for other people for another 25 years repulsed me. Don't worry; it makes me even sicker now. It's not that I mind working that much. I do, however, mind wasting my time.



### Happy Cash Flow Retirement 5

Every minute I work on my books and blog is a minute that builds towards something more significant than my wife and me. Every minute creates more passive income for our future selves. We are laying the foundation for our eventual freedom from the workforce.

When I go to work, I am building towards someone else's dream. We waste time doing things that produce no tangible results or products. Once you have the mindset of an entrepreneur, it is tough to shut it down during work hours.

However, while I grow my passive income streams, I will continue to work. It's all good; it is a fair trade-off for now. I did not grow up with the words "passive income," so I have to create my version of the dream.

#### Don't Gamble Your Retirement Away 2

What is my version of passive income? My passive income comes in five different varieties; retirement income, investments, cryptocurrencies, real estate, and business income. We must branch out and understand all five of these income streams because it lessens the urgency of each.

If you only understand real estate, the better real estate investor you have to become. If you only understand investing in the stock market, you need to get better returns from equities. This goes for the rest of the asset classes as well.

Now, if you understand each one, you can leverage what you need from each. I don't have to be a super-strong real estate investor because I have a military pension. I don't have to 10X my cryptocurrencies because I have a dividend portfolio.

#### Hustle in Your 20s and 30s, Enjoy Your 40s and 50s

Indeed, building a healthy cash flow retirement system is all about leveraging all asset classes together. That way, you can ride the waves in each direction and minimize the downturns when they occur.

**How do we get smart in each of the asset classes?** I am a massive fan of reading books. Now that you know the different asset classes, you can slowly target your reading to build your knowledge base.

I write about each of the asset classes—at least an article every day. I am slowly building my knowledge in each. As I develop my knowledge, I create my Happy Cash Flow Retirement system as well. Let's see what I have in my passive income portfolio as a 40-year-old today.

- 1) **Retirement Income.** I am still on active duty in the military, with 22 years of service. I am building a nice-sized military pension. I am also building up my Roth IRA.
- 2) **Investments.** We have a \$190,000 dividend portfolio. We plan on having \$1 Million before I retire from the military.
- 3) **Cryptocurrencies.** Capital gains from crypto can be impressive, but I invest for the great interest rates on staking your coins.
- 4) **Real Estate.** We own three houses, and someone else pays all of our mortgages. We will probably buy a couple more places along the way.
- 5) **Business.** I build my royalties by writing books and my automated business income with a blog and affiliate marketing. We have more business plans for when I retire.

You see, nothing too complex here—just understanding how all these systems work together. When planning your HCFR, know that you do not have to go all-in at once. Start renting a room and investing that cash in dividends or begin writing a blog about your crypto portfolio. It is only as complicated as you make it.

I know that conventional wisdom is to work for 45 years, build a 401K account, and pray for your investments (and social security) to last your lifetime. But does that make you sleep well at night?

Passive income and cash flow are the answer. Your knowledge compounds and your money compounds. Every single thing you do towards your retirement compounds. So take it seriously, stop buying materialistic crap, and jump into the cash flow game. When you hit your stride, it'll be the only game you need to play.



03 Start a Family Business

I'll admit up front that this article isn't a feel-good puff piece. I am writing this article to shed some light on our children's hardships as they enter the workforce. I will recommend some things we can do now to help them along their way.

Let's take a look at the reality of education and employment in today's society. Formal education is not teaching our children to think critically. Our children are being pushed through a system that does not care about them.

As they continue to college, the same principles apply; however, they are now paying for this education. When our children arrive in the workforce, they will not have the mindset nor education to build wealth. **Formal Education is meant to make employees**.

Our children are taught that the only way to make money is through a job. This mindset is the most dangerous thought-process our children face and what we need to combat as parents.

The world is changing, and these corporations no longer have any loyalty to their employees. If you follow the stock market, you will know that Wallstreet celebrates when corporations cut jobs—reducing overhead and increasing profits.

So imagine our child growing up to be an engineer. Spending all kinds of money and finally landing a job at a good company. Things are going well, and in six months, the company lays our kid off.

What are they going to do? The cost of living is so high they haven't saved up much money. They are applying for more jobs in their field, but there are dozens of applicants for each position. These are the common scenarios that many of our children will face. Look at what happened during the financial crisis of 2008 and the pandemic of 2020.

Now, what can we do as parents? First, we need to learn about the new world, and more importantly, how to make as much money possible in it. If we as parents do not know how to invest in the stock market, invest in cryptocurrencies, buy real estate, or start businesses, how can we expect our children to do so?

The most dangerous mindset that we can teach our children is to rely on a job as their only avenue to make money. This mindset is crippling the current generations, past and present. People are going to school to get huge degrees, taking more courses for certificates and qualifications. The world has put so many roadblocks in front of simple jobs.

We need to learn how to make real money. I am not saying you don't send your kids off to college or for them to not work a job. I am saying they need to build multiple income streams as early as possible.

Along the lines of various income streams, a family business can be a godsend throughout our kids' lives. Think about it, who would you trust more, you or some nameless, faceless corporation? Hopefully, you said yourself.

I just wrote an article on running a <u>passive Airbnb business</u>. The idea is to let my kids stay in the house, not work a job, and turn the master suites into Airbnb listings. Doing the math, they could live in the home for free and turn in a \$1,000/month profit.

Now, I can already hear some people saying, \$1,000/month is nothing. **Parents, we need to understand how money works**. What is the highest expense that we all face? Housing costs. So if our kids can turn a profit from housing, that is huge. Not only that, the Airbnb business would be primarily passive, so they would be free to pursue other ventures.

Think about it, if the Airbnb business covers all their housing and utilities, all they would need to spend on would be food. Another idea I had was to <u>create a dog park</u> in a section of our three acres. Again, this would be a relatively passive income stream as well. Let's say they bring in \$1,000/month from these as well.

What if they started a <u>Tesla rental car business</u> and an <u>18 Wheeler Truck trailer rental</u>? Once these are up and running, they do not require much work as well. Let's say that they make a combined \$2,000/month from these.

These income streams are pretty passive, and the kids could be making \$4,000/month from these, with no housing costs. So which is the better income? They could make \$75,000/year at a job (and pay housing out of pocket) or \$48,000 passively from home (with no housing costs).

I pray that you choose the \$48,000 passively. The best part of this scenario is that the kids are <u>insiders in their own business</u>. This means that if they want to earn more money, they can add a tiny home to Airbnb, add another Tesla to the car rental business, or add another truck trailer to the 18 Wheeler business. Now they have increased their profits, and don't have to work much more.

The businesses are all ones that we, as parents, can start thinking about and starting now. We can discover what industries our children love and start gearing income streams for them today. If our kids love animals, why not create a petting zoo? What if our children love fitness? Why not open a gym on our land?

It may make it sound easy, but what is problematic about it? I am reading a book on how to start a microbrewery. I do not plan to open a microbrewery, but why not learn? Opening a microbrewery is more complicated than most businesses because of the alcohol portion of the company. So if I know how to start one, I can learn to create any other business.

Understand that not every business has to be some grand event. We need to help our children establish income streams, plain and simple. If they can bring in an extra \$2,000/month while they work their job, they have that much more freedom while on their careers.

Are you well-rounded enough to create multiple income streams? I know that we all want to play soccer with our kids and take them to the science fair. Don't get me wrong, these things are amazing. However, we need to understand how to make cold-hard cash in today's society.

Nobody is going to magically teach them the ends and outs of how to make money. <u>Mentorship is dead</u>. And if we leave it to their jobs to make all their money, good luck. I envision a future where my sons and their wives will both stay home with their grandchildren.

You see, if I understand business, real estate, and investing, then I can leverage my knowledge to get my kids to the point where my wife and I are getting to now. Except they do not have to wait until their 40s. As I wrote in "Hustle in Your 20s and 30s, Enjoy Your 40s and 50s," if our kids can get off to a fantastic start, they will be set for life.

If you don't know much about business, real estate, or investing in stocks and crypto, here is an article that kind of captures all of these in one, "The Well-Rounded Millionaire." From there, here is a list of business books I recommend, "Read These 10 Books before Starting a Business."

It is incumbent on us, as parents, to learn the ways of making money and pass this knowledge on to our children. I am sorry, but that is the hand we have been dealt. If you start learning now, you will be in great shape to be a mentor and resource for your children. And what greater form of love can there be than to be a rock throughout their life? Good Luck!



04 Mothers as Entrepreneurs 2

Welcome back, everyone! Despite the name, this is an all-inclusive article focused on anyone looking to make money from home. I like to focus on mothers because they stand to gain the most from building a home-based business.



# **Mothers as Entrepreneurs**

This article is part two in the series, and you can find <u>part one here</u>. It has been 90 days since I last checked in, and I have learned a lot in the meantime. I am in the process of starting my home-based business and have seen very positive results over these 90 days. That's what happens when I stop making excuses and get started.

Why do I say that mothers have the most to gain? There are many reasons, so let's make a quick list. First, I am not a fan of what the school systems teach our children. I believe that our kids are better served learning from home, especially if one of the parents is a true entrepreneur. I explain more in "Don't Let School Interfere with Your Education."

Second, I do not believe that any mother wants to hand over their child to a daycare system. Beyond that, the daycare systems are not parent-friendly anymore. If your child coughs once, they have to be removed from care for 48 hours or more. This madness is getting out of hand; how can anyone work a job with this pressure and stress?

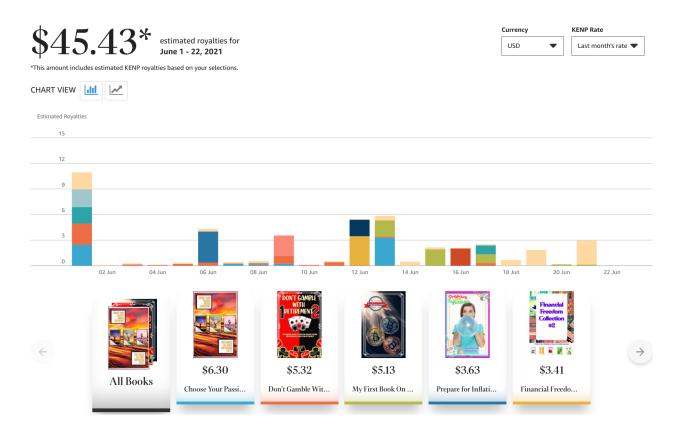
Third, the school, medical, dental system, etc., are not made for mothers to be in the workforce. They are not sensitive to a dual-working family at all. My son had so many appointments for his braces that it was my second full-time job. Luckily, I had been in the military for over 20 years and could escape from work to attend. It was absolutely ridiculous, and I wouldn't wish that on any human being.

Lastly, becoming an entrepreneur, no matter how big your business evolves, is a life-changing event. When you start to learn the intricacies of your business and start making tweaks that create more cash flow, you will fall in love with the freedom of entrepreneurship.

Sorry, I have been rude and not introduced myself and my situation. My name is Josh, my wife's name is Kristina, and we have been married for 15 years. We have two wonderful boys, ages 14 and 10.

When our boys were younger, we were lucky enough to have my mom come and stay with us for eight years. Then we got stationed in Japan and had to turn our kids over to the daycare system. We came back to Florida, and during the pandemic, Kris's job became work from home. She is much happier making a good wage working from home. She loves it, and I believe most people would.

As for me, I got stationed back in Japan for a two-year sentence. This time my family stayed in Florida. While here, in my barracks room, I had a few options: waste time drinking beer and playing video games, get a second job, or create a passive income stream.



Guess which one I choose. I have been hard at work at creating passive income from book royalties. In six months, I have gone from selling one book to over 22 in month six, with a few more days to go. And there are still more income streams that will branch off from there.

However, income streams, especially passive income streams, take time to build out. That is why the earlier you can commit to your streams, the better off you will start seeing results. I would say give yourself two years before you start seeing real money flowing in. By real money, I would say \$3,000/month passively.

I am giving myself two years before starting to see \$1,000/month from book sales, along with \$500/month from my blog and \$500/month from affiliate marketing. Two years sounds like a lot, but you will make minor improvements and see results each and every month. It moves fast, and it is so interesting that time will move at double speed.

However, you will need to form the correct mindset. If you are doing this just for the money, you will not be as successful as you'd like. You have to develop the idea of adding value to others' lives. The more value you add, the richer you will become.

With all these being said, let's look at seven ideas that you can use to get started on your home business. Each will need your unique touch, but you will not know what that is until you get started. The best strategy is to start reading books, fine-tune ideas by watching YouTube and

courses and jump in. You'll find that your methods will be different from others. That is okay; there is no perfect step-by-step guide to making **YOUR** passive income stream.

Case in point, I took an <u>online course</u> on how to publish Kindle books. They recommended not to create your own covers, yet I make my own covers. They did suggest using a ghostwriter; however, I do not use a ghostwriter; I use my own words. You see, you do what you want, how you want. The market and your audience will tell you what is working by buying your products or services. But, enough babbling, let's get into it.

1) <u>Become a Writer.</u> I think writing is the best thing for anyone who is time-sensitive to start. If you can carve out two to three hours a day, you can make decent money writing. You can always create time <u>during the magic hours</u>, and yes, I know it will be difficult with children.

Here is the crux of the article; it will be challenging to get started. Your time, knowledge, and money will be lacking. So what are you going to do? You have two options: cry about it or get started. That's it. No one is coming to save you and give you a custom-built income stream. If you can get started when your kids are three, you could be making good money by the time they start first grade. Then you can really turn up the volume on your business.

- 2) <u>Write an eBook Series</u>. Similar to being a writer, but more focused on the book releasing part of the house. Books aren't the number one way to make money online, but you will build a rabid group of followers. Once you find the right products to serve as affiliates, you can create a significant income stream by serving recommendations to your audience.
- 3) <u>Dividends</u>. Yes, I know, dividends require money to get started. However, there are many ways to make additional streams of income from dividends. You can begin with a \$2,000 dividend portfolio and build a career from there, trust me.

The most complicated market to tap into is the female market when talking about investing. Many women want to learn about dividends but are too nervous to try. Having someone who they can relate to will boost you up very quickly. I still haven't seen a young mother talking about dividends to this day.

You can also try your hand at options trading or foreign exchange markets. Maybe you can learn about cryptocurrencies and start a blog and book series about them. Everybody's voice is unique and can draw an audience, don't let <u>limiting beliefs</u> stand in your way.

4) Run a Property Management Business. If you can get away from life for two or three hours a day, you can do this. Property management is all about being organized and having standard operating procedures. If you can follow your own rules, be firm and fair with tenants, and stay on top of paperwork, you can do this.

Read books, get certifications, and find someone you know (who is renting their house) to get started. It is tough to find suitable property managers, and they are always in demand.

5) <u>Start a Family Business</u>. This strategy is the best reason to start your home business; you can pass your knowledge directly to your children. Once you get your business off the ground, you will have tons of resources to help your kids get involved. Once they become 15+ and are legal workers, you can do even more with them.

I read that you can give your child a job when legal and start their Roth IRAs. They are only allowed to contribute as much as they make, but you control how much they make. So, if you pay them \$6,000 for the summer, then they can contribute \$6,000 to the Roth IRA at age 15 (or whatever your state law is).

Doing the math, \$6,000 at an 8% return over 50 years equals \$250,000. Do you see how powerful these ideas are? It all starts with you and creating your businesses and passive income streams.

Some ideas for family businesses are <u>a dog park at your home</u>, <u>a rental car business</u>, o<u>r a herb garden</u>. There are way too many to list, so be creative.

6) <u>Run a Passive Airbnb Business</u>. If you have a space that you can rent out, whether a room, garage, basement, attic, mother-in-law standalone, etc., this will be a great business. Renting rooms is the fastest, most efficient way to become rich (in my opinion).

You can Airbnb an external RV or tiny home. There are tons of ways to get this started. Yes, I know that it may require capital to get started, so I wrote the <u>Creative Financing in Real Estate</u> series.

7) <u>Buy and Rent out an 18 Wheeler Truck</u>. This could be one of the better passive income streams, especially if you just buy and rent the trailers. If you have the time to learn this and dig deep, there are many ways to monetize portions of these passive income streams.

I know it sounds daunting, but once you start to peel back the onion, you may find that it makes sense. From there, you can jump in. Don't let your lack of knowledge hold you back, trust me, I just started writing and releasing books six months ago.

**Conclusion**. There are many ways to get started on your passive income streams; however, the hard part is putting your action into gear. Make a plan to move forward each day—and not just learning but doing.

I recommend that you start writing a journal. Once you learn all these new ways to make money and create passive income, it will be tough to convey it to newcomers. The best way to describe it to the mind of a novice is from the mind of a beginner.

I wrote many articles about stock market investing seven months ago, and I continue to refer my readers to those articles. The reason is that I can't go back and write those same articles again.

I know so much more about the world, inflation, interest rates, commodities, etc., that my stock market tips will be way over someone's head.

So start with a journal, you can post it to a blog if you'd like, but your journey will always be valuable to someone else. Just like your daily job of being a mom, wife, and entrepreneur will always be of interest to millions of people.

Don't be fooled; only 3% or less of humans create content on YouTube, write books, create artwork or music. It may seem that everything is over-saturated, but there is enough room for everyone to get involved, as long as they stick to it.

With that, I bid you ado. Have a great day, and do some deep soul searching on why your business will be vital to you, your family, and your relationships. Trust me, having freedom of time and money is an excellent way to live. Good Luck!



05 I Live Paycheck to Paycheck 3...So I Created a Business

Yes, I am still living paycheck to paycheck. You would think I'd have learned after two articles (part 1 and part 2), yet here I am. I don't make a lot of money, roughly about \$50,000/year, and I can't seem to get ahead. What are my options?



## I Live Paycheck to Paycheck 3-Free PDF Download

Hey, my friend, we have all been there. I used to think that the only way to make more money for yourself and your family is to get promoted and climb the man's ladder. However, I was dead wrong, and hopefully, today, I can show you another way.

Before I get into all of that, you need to take an assessment of yourself, inside and out. To truly make money in this world, you need to add value to another person. That is the goal of an entrepreneur, to solve other people's problems at a profit.

#### \$1,000 Dividend Spending Spree

However, if you are not doing the right things in your own life, how can you possibly add value to others? I am talking about your daily routines, like waking up with a purpose, setting goals, and maintaining a positive attitude. To become a CEO of your business, you will need to become a CEO of yourself.

There has never been a better time to start a business than now. And you do not have to create a huge industry with tons of employees; you can be a "<u>Company of One</u>." The tricky part about a business is that these things take time to build up. No one wants to buy goods and services from a stranger.

You must open your mind to the possibility of working your business for a year without making a dime. I highly advise that you <u>become an entrepreneur before</u> you start your business. In layman's terms, read and understand a business before you start a business.

You will need to lay the groundwork for your business by <u>creating content</u> that is helpful for your prospective audience. For example, if you are starting a <u>honey-selling business</u>, you can instruct the uses of honey and why bees are important to the ecosystem.

There is a fantastic book on how to start a business using the content-first approach. The book is called "Content Inc.," and I highly recommend it to anyone starting a home-based business.

I know what you are thinking, "Josh, I need cash now; I don't have time to build an audience by creating content." I can feel that, but you have to think for the long term. There are some other businesses that you can create that don't require content.

#### Defeat Toxic Consumerism

Most of these businesses have a platform that already has an audience. These include <u>renting a car out on Turo</u>, <u>lending your land as a dog park</u>, and <u>hosting an Airbnb rental</u>. Of course, you can also make your own version of these by selling your goods and services. There are other methods to make money, such as renting rooms and renting out storage space.

The central concept I want to impart to you is that your business is as valuable as you make it. If you take the time to build a strong audience, you can monetize just about anything over time. You can add products, services, and advertising to your portfolio as your audience grows.

But you will have to add enough value to justify your expansion. If you rush in thinking only about making money for yourself, you will never make it that far. It is hard to see past your current paycheck, but you have to think about the long term.

#### How to Start Dividend Investing 102

Right now, I am in the process of slowly growing my blog and book business. It will probably take two to three years to get it where I want to be—I am currently six months in. I know and appreciate that it will take this long to gain traction and build a following. I accept that because I have read the books and followed the people who have done it.

What do I gain by taking the long approach? I get to refine my product, build a massive catalog of articles and books, and slowly create multiple income streams. It seems like every day, I learn of another income stream I can attach to my blog or books.

However, I am waiting until the right time before I introduce more products or services. I can see a future where book sales, affiliate sales, books in different languages, online courses, pdf sales, merchandise, etc., are all part of my portfolio. It just takes time and effort to get everything laid flat.

**How do you do all of this with a job?** Remember when you had time to play video games, drink beer, and watch Netflix? I do, but not anymore. I am completely engrossed in my new business. You should do the same. It would be wise to take three to four months to study entrepreneurship.

Then, pick your passion and go full steam ahead. There is no easy landing in the free market economy. What are your interests, and what are you good at? They may not be the same things. Pick the one that you can be successful at and learn to love it. If I can learn how to write a book; you can also develop what you need to succeed.

#### Why I Am Bullish on Chainlink

Living paycheck to paycheck is no excuse for not getting what you want from life. The only person who can let their situation define who they are is you. It is okay to live paycheck to

paycheck for a time. We never learned how to budget and create money in school. However, if you live paycheck to paycheck for an extended period, then that is on you.

I made a list of <u>20 creative ways for making money from home</u>—an excellent place to start on your journey. No one knows how your income stream will look; everyone's different. I know that you will have to educate yourself on how to excel at your venture for it to be successful.

My wife and I perfected how to rent rooms, and now we make enough money from our two rooms to cover our entire mortgage. It took us one year to get everything right, and now that income stream has been a huge positive for us.

Because of renting rooms, we now have close to \$200,000 in our dividend portfolio. Currently, I am working on my blog and books as our next colossal income stream. If I can get this right, I can ride this stream until the end. It is exhilarating.

#### Retirement Planning for the Average Person

Are you ready to commit to the long-term? True wealth happens over time, and you need to have an extraordinary passion for what you do. Not every day will be happy or exciting—some days will be a grind. But who said that it was going to be easy? If it were easy, everyone would have nice income streams on the side.

Envision what you want in the future and who you want to be with. Make these dreams stick in your mind. How much do you want to be working? How will you live, and where will you be? Formulating these dreams is key to staying afloat as you start your business journey.

I have some resources I would like to share. "Read these ten books before you start a business (book)" and "Retire Rich, Retire Comfortable with a Business (book)" are good articles to start your journey. Remember, living paycheck to paycheck isn't inherently bad; continuing to live paycheck to paycheck is the problem. Good Luck!



06 Being Unique Sells: See a World of Abundance

One of my favorite YouTube channels is a dude playing Pokemon games on-stream. But he isn't your typical guy; he is cursing up a storm. Every word out of his mouth is a swear word. I absolutely love this channel, and it is hilarious to have such lousy language over a children's game. Obviously, it is a channel for adults.



# **Being Unique Sells**

Who would've thought that a channel like this could exist in today's world? An even deeper question is who would've thought that the channel would have 400,000 subscribers? That is the magic of being unique.

One of the biggest hurdles people must overcome when creating content is a <u>scarcity mindset</u>. They believe there is not enough room in the creative space to fit them and their work. This is one of the craziest things that people can believe.

How to Write 1000+ Words Everday

There is more than enough space in the world for you to share your creative works. There is only one **YOU**, and no one on Earth is the same as you. You are a combination of experiences, childhood memories, environments, social settings, knowledge, education, your five closest friends, etc.

On top of that, you have your own taste, hobbies, favorite foods, travels, families, etc. Your composition is of infinite possibilities. You are an abundance of events and thoughts, and there is an <u>abundance of people</u> who want to listen to you.

The first step in starting a <u>content creation business</u> or <u>any business</u> is believing in yourself. Without this, you may as well continue to work your day job until age 80. But you are reading this article because you are interested in being more than yourself—you want to add value to the world.

I wasn't always a writer; in fact, I just started writing seven months ago. However, I have amassed 500+ articles on my blog because I guess I have a lot to say. If you go back and look at all of my article covers on Pinterest, what do you think about them?

Some of them make sense; some are colorful, others are weird, some are just plain random. Do you know why they are like that? Because I am a unique person, and this is my platform to display my uniqueness.

#### Basics of Design 106

And if I can do it, you can do it. I am a lifelong US Marine who has worn a green uniform for 22 years and counting. So, if I come home and want to create some weird art, then so be it. I believe there is someone out there that wants to see my art every day I post.

Guess what? So far, I have amassed a tiny following. I recently had someone buy my first paperback (I have <u>tons of ebooks</u>) that I released. I sell it for \$15, and I never thought I would sell one.

Why do I sell the paperback for so much cash? I believe a big part of my brand is the daily artwork that I lovingly craft. I spend 20-30 minutes making artwork, and it is one of a kind. I am trying my best to improve and give people something to look forward to.

#### Don't Gamble Your Retirement Away 3

I always include my artwork in my eBook release, but I get penalized. You see, the size of the ebook file size affects the royalties you receive. The bigger the book, the less you receive in royalties. You can, of course, increase the price, but that would be a non-starter for a new author.

So I take a pretty significant loss selling my books with artwork, but I believe my art is essential to my brand. Screw that; my art is very important to me. I love looking through my artwork, and I can't believe I created some of them. Some of them I can't believe I released (lol).

Anyways, when it comes to my paperbacks, I also feel the same way—I want my artwork in there as well. So I choose the best paper, glossy ink, and add color. I make it the most expensive book that I can.

For a 45 page book, the minimum I can sell for is \$10. That is with a \$0.50 commission. So, I jacked the price up to \$15 for my paperback. That would be a \$5 royalty. Creating a paperback is twice as much work as an ebook, and I don't want to waste my time. I could release another ebook in the time it takes to create a paperback.

So I created my first paperback, and wow, it sold for \$15 in less than a week. I was shocked because I never expected to sell any paperbacks, let alone at this price point. But I want the reader to experience the book the way it was intended, with high-quality artwork.

My artwork and my voice combined to make me very unique. I do not talk about the standard ways of getting rich. I talk about <u>renting rooms</u>, <u>harvesting insects</u>, and <u>buying closed-end funds</u>. **Being Unique Sells**.

I am living proof that you can build your audience from scratch and be the person you want to be. Everything you read is who I am. I don't write anything I don't believe in. I sold 35 ebooks last month, which was month six of my writing journey. I am very proud of this number. In my first month, I sold one book.

#### Run a Property Management Business

There is a lot to unpack here, so I will follow an article to complete my thoughts. The takeaway from the report is that you need to believe that there is room in the creative space for you and your unique talents.

Every single person on Earth has a unique talent, even if it is buying McDonald's coffee every Saturday at the same time. Don't be discouraged by the haters; they will be jealous no matter what you do.

In part two, we will try to identify what makes you unique. We need to ask some questions about ourselves and our thought processes. Then we need to fill you with more information from books; that is how you <u>create a never-ending stream of content</u>. Until next time, Enjoy and Happy Investing.



07 Blogging to Financial Independence

We all want to be financially independent and in control of our time and money. However, we will all choose to achieve this goal via vastly different mediums. Some of us will work for 45-50 years while saving 10% of our take-home income.



## Blogging for Financial Independence

Others will buy as much real estate as possible, achieving financial freedom earlier than most. Finally, some will go the business route, starting an automated business that will set them free.

I want to talk about going the business route and the many options available. There is almost an infinite possibility of businesses that can lead to your money success. In fact, I write about many of them in my article "21 Passive Income Ideas."

#### Start a Home Business

Let's take a deep dive into the world of blogging. I truly believe blogging can be one of the most passive income ideas out there—as long as you love to write. Many bloggers do not like the

process of writing, so it can be a chore to create content for their blogs. Some bloggers even hire ghostwriters to produce some of their content.

I have nothing against those guys; however, I am gearing this article towards the writers out there. Writing a blog is as simple as it goes; however, monetizing your blog is a business. If you want to monetize your blog, then you best do your homework.

I have been blogging for a little over a year and have over 550+ posts. After about three months, Google accepted me into their Google AdSense advertising program. With all 14 months combined, I have earned \$50+ from my blog.

Yes, that's right, only \$50+ from my blog directly. However, I am ecstatic with this amount because I remember earning less than \$1/month. You see, there are many things I do not do with my blog that could expand my audience.

I am taking the slow route to build a blog. I am in no hurry to build an audience with "weak hands." This means building an audience just to have a large audience. I want to build an audience of people who listen to what I say and enjoy my motivational passive income ideas.

#### What is a Sales Funnel?

I plan on writing for the rest of my life, so what's the point of building an audience as fast as possible? The <u>power of compounding</u> is at play here. The more words I put into the internet, the more chances of like-minded people finding me. Once someone finds me, they will have 500+ articles to get to know me. When this happens, my blog will be **HUGE**. I can wait.

Now, back to some things I can do to increase the size of my audience and earn more money. After reading "How to Blog for Profit," I understood how important it is to position your blog as a business. I just don't want to do those things—at least any time soon.

First, there is Search Engine Optimization or SEO. I don't do any of this, which is probably pretty dumb. SEO consists of using keywords and search terms to push traffic to your blog from search engines such as Google and Bing.

Most bloggers write content specifically to rank on specific keywords and searches. I don't want to do this at all. I want to write what I want to write. A couple of people have clicked my articles from search; so it can happen. Eventually, I will rank from natural selection. I plan on reading a book on SEO just to familiarize myself with the concepts.

#### Are You Too Old to Start a Business?

I could also advertise on Facebook and Google. I have tried Facebook ads, but I don't like the traffic it brings. It brings people who click into your website for like 20 seconds. When I ran ads

for a couple of weeks, my website's average time was 44 seconds. Today, with no ads, it is 3 minutes and 30 seconds. So no, thank you for the ads.

I read a book on Facebook Ads called "<u>Help! My Facebook Ads Suck</u>," which I recommend to any new blogger. There is a lot of work that goes into running a good ad campaign, but I'd rather be creating. I have a plan for when I will start running ads, but that will be in like 4-5 years.

I could also start doing more affiliate marketing. I wrote an article about affiliate marketing called "What is Affiliate Marketing?" I think I do the appropriate amount of affiliate marketing. All the book reviews I write have affiliate links so readers can check out the books on Amazon. Then I write about products I use every day, like my badass Chromebook and Amazon Kindle Oasis. So, I will only market products I strongly believe in and use daily.

Sponsorships are where you and a company work together to produce sponsored content. For example, if an author asked me to read their book and write my five takeaways. I won't get any sponsorships until I get like 100,000+ page views a day. I am at like 7-10 page views a day, lol.

So there are a ton of ways I can increase the income from my blog, but again, what's the rush? To me, great content is king. As long as I write content that my sons will want to read in 5-10 years, I will be okay.

#### 4 Steps to Become Rich

Many blogs only get a one-page view, then the person leaves. The reader basically searches for specific content, gets their answer, and never comes back. I want people to at least check in once a week to see new articles.

Why do I write every day? Writing is such a challenging endeavor that I enjoy doing it every day. Two books set me on the path to start writing every day: "On Writing Well" and "The Practice." Both authors told me that writing is my job and I must do it every day, so I do just that.

Where I am different from most bloggers. Most bloggers are trying to get traffic to their blog via SEO to monetize it via Google AdSense. That is nowhere near my priorities. You see, the articles are the assets!

**Josh, what does "the articles are the assets mean"?** I mean that you are writing a book every time you release an article. You are building an extensive portfolio of information, all with your particular spin on the subjects. If people like your words, they want your opinion on what they read.

Become an Entrepreneur BEFORE You Start a Business

Each article you release is like its own dividend-paying stock. It may make you pennies or dollars over time. As you build a base or more pieces, you can repurpose those articles into anything you want.

I use my articles as eBooks and release a new book on Amazon every day. Here, I am gaining a nice size following, and I am earning some cash. From January 4th, 2021 (when I released my first book) to August 20, 2021 (Today), I have reached close to \$300. Not bad at all.

Remember, I am repurposing my content in my books. I do have to create cover art and book descriptions, but that is fun and easy. I then put my books up for free on Amazon for five days each. This gets people reading and following me. They also click my affiliate links inside my books.

So you see, there are three ways I can monetize my articles, all without being cheesy or over-the-top. The most important part of it all is that I love writing. Watching my collection of articles grow in size is impressive. Watching my collection of ebooks is just as exhilarating.

One of my books went on the Top 100 Free book list on Amazon at 109. About 1,200 people downloaded it in two days. Eventually, almost every book I release will hit those numbers. It just takes time.

#### 6 Types of Income Streams

I genuinely believe I am building a \$1 million business through my writings. There is just so much I can do with my articles and books. Some examples include;

- 1) Lease the content to creators who can repurpose it into YouTube videos.
- 2) Sell books to creators for use as email freebies.
- 3) Create my own book club and charge \$10/month for unlimited access to my books
- 4) Make fancy book anthologies
- 5) Make an online course showing people everything I know
- 6) Etc.

My goal is to get to 1000 books before I even think about monetizing anything. That is just my personal goal, no real reason behind the number. I absolutely love the challenge of reading, writing, and creating. If done correctly, I will never run <u>out of content to produce</u>, ever!

**My advice for those starting**. Blogging is notoriously difficult for most people. Creating your spot on the internet where people come to visit is no small task. Be prepared to blog alone for at least one year. Don't expect to make any real money until five years into your blog.



Suppose everything happens faster; good on you. But you must build the right mindset going into the considerable challenge. It can be a huge mental hurdle to overcome when you start and don't have any visitors for one or two months. But, when you start seeing organic traffic coming to your little blog, it is incredible.

- 1) Write a Book in One Week
- 2) 3 Reasons Why I Love Writing
- 3) Create an eBook Series
- 4) Write 1000+ Words Everyday

Even better, when your older content is getting read, it makes you feel great that you are adding value. If you are a true writer, I highly recommend you start a blog. If you add value to someone else, the money will follow right behind. I will be writing more updates to my blogging career as it progresses. For now, check out some of my other articles on writing above.



08 The Passive Income Grind

The more I write about passive income, the more I realize society does not build people to receive it. Why is that? Before the payments become passive, you need to do a lot of work to get everything set up—I call this **The Passive Income Grind**.



# **The Passive Income Grind**

I never thought about the grind until I got back to America a few days ago. I spent the last year in Japan, in my barracks room, grinding out books and articles. Now, as a free man, it was hard for me to stop my grind mentality.

I convinced myself that <u>writing articles</u>, <u>designing covers</u>, <u>reviewing books</u>, and <u>building books</u> from sunrise to sunset is fun. Now, if I don't write 2-3 articles a day, I call myself lazy. My wife just laughs at me.

Sustainable Riches: Return to Earth. Make Green.

But that dedication is what it takes to make passive income. There is no shortcut or easy road to have success building an empire. Every person's income stream is different because we are all unique. Until you put the work in, you will not know your true income stream.

I just wrote an article titled "<u>Write Book Reviews for Passive Income</u>," where I said people should plan to read and review 100 books in the first year. That sounds crazy, but it is far from it. I have read and reviewed <u>59 books in 11 months</u>, but I also have written 320 articles outside of those reviews. So reading and reviewing 100 books without extra pieces is more than feasible.

As soon as I wrote that, I knew that it would turn people off. But that's okay. Only 3% of the world will ever know what it feels like to be wealthy. The 3% understand what it takes to get ahead in life, the grind.

Behind every rich person, there is a grind. Now, their parents or grandparents may have performed the grind, but someone did. Someone built a business from the ground up, made investments when they barely had money or bought and kept a house through a depression. Someone did something "scary" or "risky" and reaped the benefits of that decision.

There is no cut and dry answer, perfect business, or guaranteed investment that will magically fall into your lap. I'll do a quick rundown of the obstacles my wife and I faced throughout our passive income grind.

#### Create Content for Your Home-Based Business

**Real Estate.** My wife and I bought our first home in 2008, right before the Great Recession. Our house value tanked—along with our cash down payment. We kept the house through the pain, even when we received orders to South Carolina. I had to go unaccompanied because we couldn't rent or sell the house. After all, it was still underwater (we owe more than it's worth).

Today, we are making \$600/month passive income from this house. It has been a cash cow for us recently, and it has three acres of land (dirt land) that we can do whatever we want with. I have written a few articles on the topic of land uses, including "Harvest Beneficial Insects for Passive Income" and "Start a Community Garden and U pick-It Farm."

The Grind for rental income was the 13 years it took for us to get our first house in line with our rental income expectations. Today, we own three homes, and someone else pays the mortgage on all three—including our primary residence. Life is good.

**Dividend portfolio**. No one ever taught me about <u>investing for dividends</u> and income. I stumbled upon the idea while searching the words <u>"Passive Income"</u>. It was magical. However, when we first began our financial independence journey, <u>we were in deb</u>t. Debt is something that people with families accept.

Lawsuit, Inheritance, Lottery: Is This How You Plan to Get Rich?

We do not know any better, and we say, "one day, we will pay everything off." When I started investing, our first months consisted of receiving bank interest from our high-yield savings accounts. In month three, we earned one dividend from Papa John's, and it was \$0.23.

Now, it is a little over two years into our dividend journey, and in July 2021, I received \$350 in dividends. My wife earned \$150 in dividends. And we are just getting started. We choose to use some of our dividends to do fun stuff like going to Buffalo Wild Wings or Sushi. The grind for dividends was to learn and also pay off debt.

**The Grind is Real**. The grind is real, but it is nothing to fear. Think about your first job. Did you know anything about what you were doing? I worked at McDonald's at age 16-18, and I learned so much while working there—some examples include: customer service, making food, and closing the store.

#### Happy Cash Flow Retirement

Creating an income stream is the same as starting your first job or having your first baby. You have an idea of what you will be doing, but you'll never know until you put your head down and jump in. Your income stream will change, morph, and shift as time passes in the grind. You'll start to get results from different things you try—it's part of "The Practice."

When I started my blog, I thought I was just going to write "when I felt like it" and post 2-3 times a week. But after reading a few books on writing, "On Writing Well" and "The Practice," I decided to turn it up a notch.

Then I started "<u>Financial Independence Magazine</u>" to bundle up all my articles into an eBook. Then I started making **article bundles** full-time. Now, 158 books into the grind, I see precisely what I need to do to achieve long-term success. There is no doubt in my mind what I need to do on a daily, weekly, monthly, or annual basis. It feels great to know what to do exactly. But it took the grind for me to discover my passive income streams; I did not start with this knowledge.

Your **Passive Income Stream** is a business, plain and simple. Whether it is room rental, home rental, dividend portfolio, bond portfolio, options trading, cryptocurrency portfolio, blog, YouTube channel, herb garden, etc., they are all businesses. View them as such.

#### Scarcity vs. Abundance

You need to know the ins and outs of every business and then figure out ways to monetize them more by adding value to your tenants, clients, and customers. It all comes from the passive income grind. There is no other way to build a business other than to learn from the ground up.

The good news is that your hard work carries over to everything else you do throughout life. For example, I know how to operate a blog and design artwork and covers. So if I decided to start a

<u>dog park</u>, I know how to design business cards, flyers and maintain a blog. Everything flows together into our overall base of knowledge—this can make you quite powerful.

**Conclusion.** I would love to say there is an easy way to make passive income, but there isn't. I wish we could read books and YouTube videos to figure everything out before getting started, but we can't.

The best I can say is to prepare for the grind. Envision <u>your rich life</u>, ensure you have <u>enough motivation</u> and put your head down. Don't come up until you know your passive income stream and how to make it successful, exactly. Good Luck!



09 Become a Lifelong Learner. Become Rich.

It is a shame that school does such a poor job at teaching us how to learn. By the time we finish school, we decide that learning is not an essential part of our daily routine. We may continue to grind to get a higher degree, but money is the reasoning behind that.



Become a Life-Long Learner

As a provider, I fell into this camp as well. I'll be honest, I have never taken a college course in my life. I joined the military after high school in 1999 and haven't looked back. However, I make a decent wage in the military (\$140,000/year), so I have used the military as my wealth generator.

Even making a large sum of money at my earned income job wasn't enough money for my wife and me to do what we needed to do. My wife is from a country named Turkmenistan, and if we stood any chance of seeing her family, we needed to make more money.

## Being Unique Sells

Once we decided to expand our financial options, our next step was to learn what the heck to do. That was two years ago, and we have never stopped the learning process since then.

You see, learning is the only way to become wealthy—learning is the only way to stay rich. Every day the world of finance changes, and if you aren't aware of the changes, you can get life behind. As we learn, we tend to feel that we get "lucky" with money. But, luck is the result of education + opportunity + action.

Without education, the opportunity never arises. But does this mean that we have to get ten masters' degrees to be successful in life? Sure, if that is what you choose to study. I, on the other hand, want to study cold hard cash.

I want to learn how to <u>make money while I sleep</u>. If you are the provider in your household, ask yourself one question. Am I making money while I sleep? No, I am not talking about having a salary. I am talking about <u>passive income</u>.

Every day you should be more prosperous than the day before. I talked on the phone with my wife the other day, and someone read my entire 1,250-page book, <u>"The Biggest Book on Passive Income Ever!"</u> One reader produced \$8 in book royalties, and I told my wife we made \$8 while we spoke on the phone. That is the <u>magic of passive income</u>.

## \$1,000 Dividend Shopping Spree

But I can't just learn about money; I need to learn how to learn. The book "<u>Limitless</u>" teaches about improving hard skills such as memorization, speed reading, and critical thinking. By enhancing our learning process, we can absorb and retain more information. More information equates to more money.

Why are learning, knowledge, education, and information retention so important? Because if you cannot combine multiple data points and form your own conclusion, you will always be reactionary. You want to put yourself in a position to be an investing insider, not on the outside.

For example, let's say the Federal Reserve came out tomorrow and raised the Federal Reserve rate to 5%; what would you do with this information? First off, why did they do it? What does it mean for interest rates, bonds, REITs, stocks, growth stocks, dividend stocks, savings accounts, mortgage rates, rents, cryptocurrencies, business lending, etc.?

If you can't answer these questions, how do you expect to get rich? Robert Kiyosaki, my favorite author, tells us in "Rich Dad's Guide to Investing" that actual investors make money in all situations. When the market is down, they leverage information and knowledge to produce wealth; they do the same when the market is up.

#### Start Your Debt Payoff Journey

That is why we must take a lifelong approach to learning. My favorite Robert Kiyosaki book is "<u>Unfair Advantage</u>" where he gives in-depth thoughts on knowledge, debt, taxes, risk, and compensation. Reading this book allows me to absorb a lifetime of his experience and leverage it in my life. Imagine if you read 3-4 books a month?

The more I read, the more money I make. The key is connecting education, training, information, and leverage to make predictions and take action that will make you rich. Let's look at an example.

I have an Amazon book publishing business, where I publish ebooks almost daily. I use my education on consumer habits to know that Black Friday to New Year's is the biggest spending time of the year. I have training on how to write, design, and publish books. All my current information points to cryptocurrencies being the hot topic going into the New Year. I can leverage my book-making business because I am an insider, which means I control time and money.

Using all of these things together, I can create a book called "Have a Merry Crypto Christmas." (Thanks for the idea, by the way.) Can you see how all these things come into play together? I wouldn't be able to write about cryptocurrencies if I wasn't reading about them. In fact, I just finished a new book on crypto called "How to DeFi -Beginner."

#### Accumulate Your First \$100,000

Do you start to see how the rich stay ahead of everyone else? They use trends and information to make predictions on where (and how) to make money. They can walk the streets of a downtown city and understand that the city is missing an Italian restaurant. They don't just start an Italian restaurant because they want to. They see that there is a "gap" in the customer choices. They aim to solve other people's problems at a profit.

**How do you become a lifelong learner?** Easy, you start reading every single day. No, not romance and mysteries. Well, you can read those; however, you need to read wealth books first.

I focus on financial mindset, retirement planning, investing, cryptocurrencies, real estate, and business.

I know it is tough to build a habit of reading, maybe the most challenging thing you can do in life. School made us dislike reading and learning because there was always a right and wrong answer. However, in the real world, there is no right and wrong answer.

There is only rich and poor—which one do you want to be? My wife and I have zero debt, three houses, a \$180,000 dividend portfolio, and a growing library of income-producing books. We are just getting started; I turned 40 years old five months ago.

#### Can You Achieve Work-Life Balance?

I want to be rich with passive income! Not because I want a fancy car or to take fancy vacations. No, because you need money to buy your time and your freedom. If I want to see my kids and grandkids throughout their lifetimes, we, as a family unit, need the resources to make that happen.

Work has robbed us of too much of our time together as it stands. Why would I knowingly sign up my kids and grandkids to work 40-50 hours a week for 40 years with some nameless, faceless corporation? Passive income is the key to keeping strong family bonds and connections.

And learning is the key to passive income. I wrote a couple of articles on reading "The Succeeding in Reading (book)" and "54 Takeaways from 54 Books." Learning is now a vital part of my life, and it will be until I pass away. As much as I love Netflix, Nintendo Switch, and drinking beer, the most important thing is ensuring my family has the means to survive without working a job. That is my role as a provider and lifelong learner.

#### **BUSINESS PLANNING**



10 Become an Entrepreneur Before You Start a Business

Over my 40 years, I have witnessed many people start businesses. Some of these businesses fail, and some actually become successful. However, I have met very few actual entrepreneurs. Entrepreneurs are hard to find, although people with companies are everywhere.

Josh, what the heck are you talking about—with entrepreneurs? Business owners and entrepreneurs are two entirely different people with totally different mindsets. It is easy for people to get confused because entrepreneurs start businesses. So, let's take a look at some of the differences in philosophy between the two.



## Become an Entrepreneur before Starting...

**Business owner.** The business owner creates themself a job. They are usually the ones working most of the hours inside their business. They rarely trust anyone else to handle the business. They do not think about expansion, franchising, licensing, and multiple streams of income. Business owners are in love with their business and take everything about their business personally.

**Entrepreneur.** The entrepreneur creates the business as an asset. The entrepreneur depends on others to help build their businesses. Entrepreneurs usually have multiple companies. From the start, the entrepreneur builds a business to sell, transfer, out-source, expand, franchise, license, advertise, and exploit numerous income streams. The entrepreneur does not take things personally; it's all business.

True entrepreneurs are a rare breed, but they are not born that way. Many people are born with the instinct that working a job doesn't feel right. For example, for me, joining the military was easy. Taking orders, waking up early, and marching in formation was all a simple mindset for me to follow. No issues here.

However, for many people, this structured daily life conflicts with their deeply rooted core values. They like freedom and choice and to have a choice in how they spend their day. I never needed this freedom, so this is where the business owner and the entrepreneur start their journeys. They both know that working a 9-5 job doesn't "feel" right and clashes with their personality.

**Their journeys diverge.** The business owner runs off to start something that they feel they will like. They get a huge bank loan to open a physical business and buy a ton of products upfront. They spend capital thinking that every business is thriving; they do little in research or market analysis. The business owner is not thinking of where the company will be in five years. They want to do most of the work themselves, to save money.

**Entrepreneurial second-level thinking.** The entrepreneur performs second-level thinking before even considering starting a business. Entrepreneurs know that business is one of many asset classes, with the others being crypto, investing, real estate, and commodities.

**Entrepreneurial lifestyle.** The entrepreneur evaluates their total portfolio and lifestyle to figure what size and scoop they would like to grow their business. They also factor in how much time they can dedicate to their business. They understand that time is the earth's most valuable resource.

**Market research.** Next, the entrepreneur looks at the current market and what businesses are flourishing. They understand that they may not have direct knowledge of the market they want to enter. Again, they do a time analysis of whether they should attempt to learn the skill set or hire someone who has the skill set.

**Build an asset.** The entrepreneur creates multiple exit strategies before they start the business. For example, they might start a business with the intent to have a manager run 97% of the company in 2 years. Or the plan may be to make the business profitable and sell it to another entrepreneur. That's right; entrepreneurs also buy businesses. Remember, they are an asset.

**Adding value.** Value is probably the most significant difference between the business owner and the entrepreneur. Entrepreneurs understand that they must add value to sustain a successful business. **An entrepreneur's mission is to solve other people's problems for a profit.** 

To solve other people's problems, they will need a deep understanding of who they are targeting and the issues affecting their target audience. I wrote more about this in "New Business? Identify, Target, and Mesmerize Your Audience." The business owner is trying to solve their personal problems—usually financial or ego.

**Build relationships with the audience.** Now that the entrepreneur understands what their target audience is facing, they have to produce value, usually for free. Yes, to build a long-standing relationship with their audience, you will need them to "know, like, and trust" you.

This portion of a business takes a reasonable amount of time. Let's do some second-level thinking. What kind of phone do you use? I use a Samsung. When did my relationship with Samsung begin? Probably twenty years ago, well before they made phones.

So, when Samsung created a phone, I already knew and trusted them. Their brand equates to value in my eyes. I bought my first Samsung phone in 2012 and have been a loyal phone customer ever since. I also purchase their laptops and tablets regularly. I am a loyal Samsung fanboy.

It takes 13 touches. People say that it takes 13 contacts (or interactions) before someone will make a buying decision. The entrepreneur understands this and builds content, advertising, emails, and more, knowing that they must form this relationship with their customers to build long-term success. The business owner sets up shop and expects everyone to come to them. I write about this mindset in "Nobody Owes You Anything."

**Automation.** Finally, the entrepreneur runs their business with the intent of making themselves 100% replaceable. They can be outsourced, automated, or managed away. That is how entrepreneurs can buy and sell businesses; they are not the vital element of the company. Take a step back and look at a dentist's office. The lead dentist is a business owner, and if they left, the business would collapse. They can only sell the business to another dentist, making the company their full-time job.

But what if the dentist created a dentist workshop where the dentist could conduct more training? The lead dentist can set themself up as the manager of the corporation. They could hire dentists and other specialists to train the young dentists. When it is time to sell, the successor doesn't need to be a dentist to run the business.

Are you a business owner or an entrepreneur? To be honest, we will most start with the mindsets of business owners. I know I did. I started a blog and had no idea what a business was, let alone an entrepreneur. We all go through it; however, some of us keep learning and growing.

I want to write a couple more articles in this series. First, I will share my experience of starting a blog (about a year ago) to make money (small amounts) as a Kindle publisher. It has been a fantastic ride and one I plan on continuing for infinity.

Next, I want to speak on how to best position yourself as an entrepreneur before starting your business—things like books to read, courses to take, and things to look for on your journey. Also, you can build a general audience before you even have an idea about your business. Your audience will give you a unique starting point in your career as an entrepreneur.

I look forward to writing more on this topic. I know I was a hot mess when I started, and over the course of a year, I was able to refine my mindset. I am bringing you the best from Josh 2.0. Good Luck!



11 6 Types of Income Streams

Creating multiple streams of income is the most crucial part of getting ahead financially in life. The average millionaire has seven streams of income. Most of us have one stream of revenue, our job.

We need to get away from the reliance on our jobs as our only source of income. Our jobs make our brains slow and lazy. Even though our brains are thinking all day at work, we are not creating and being as efficient as we can be. We rely on someone else to make decisions for us, which isn't good for our brains. I recently read a book that is all about brain management, among other things. It is called "Limitless." and it will change your life.

Now that you have read that book let's start exercising our brains and building income streams. Most people do not know where to start when it comes to making money outside of W-2 employment. That is what this article is going to do for you, give you a start.

Today, we will review income from the highest level so that you can decide what types of income best suit your current lifestyle. Too often, we hear about a passive income opportunity, and it doesn't fit into our lifestyle.

So let's take a look at the income streams from a 30,000-foot perspective and see which ones best apply to you. I learned about these types of income from the book "Creating Income Streams." I had never thought that income fit so neatly into categories until I read this book. I highly recommend this book, and it is a shorter book as well. The six types of income streams are; teach, serve, fill a need, gigs, sell, and create.

**Teach.** If you have served on your current job for a while, then chances are you can teach. Too often, people feel like they have to become teachers to train someone else—this is a limiting belief. All you need to do when teaching is have more information or experience than someone else.

Today, it is even easier to teach by starting a blog, YouTube channel, or building an online course. Starting these can lead to great passive income opportunities. I believe, for the most part, if you are over the age of 30, you have something to teach someone else. You will have to overcome your limiting beliefs, but you can do that with willpower.

**Serve.** Serving is unique because it is almost an invisible income stream. You can seamlessly integrate into someone else's life without selling a product or service. Think about a personal trainer. You quietly advertise and help people achieve their goals.

In my case, as a 22+ year military person, I could help young people prepare mentally and physically for the military. Serving also includes things like daycare, yard work, and taking care of other people's pets. It is not glamorous by any means, but it is indispensable.

**Fill a need.** The book says to find a needed gig; you will need to focus on the people around you. What are they struggling with or consistently need help to complete?

To bring my wife to America in 2006, I had to do the immigration paperwork. For me, it was simple but time-consuming and expensive. But I never had any issues understanding the context of what was needed. In 2009, my friend was completing the paperwork, and his paperwork was all jacked up. I helped him with the paperwork.

This is the essence of filling a need. People buy IKEA furniture all the time and don't know how to set it up. How about helping people clean up their computers? I think most people should move to Chromebooks, so maybe you should start a Chrome transition assistance business.

There are lots of needs that people want to complete but don't have someone there to assist. This could be you.

**Gigs.** I guess gigs are the new economy. I think running gigs are great, but many people sell themselves short. Many gigs are great for the short term, but many of them can be your own business. Websites like FIVERR are good for making a name for yourself, but we need to find a way to do our own business, not sell our services for the bottom dollar.

We consider gigs as contract work or free-lancers. If you have experience in Excel, you would complete a worksheet for someone and get paid. Again, an excellent way to make some cash, but I would like to fill these out into small businesses.

**Sell.** Ah, selling stuff is the heart of everything we do. Our whole American economy is based on the consumption of goods and services. In today's world, to sell, people will need to "know, like, and trust you."—which means that you can no longer go door to door and sell air conditioners. People will listen to someone they know, like, and trust to see if the air conditioner is any good.

To sell in today's world, we need to have an audience. We can build an audience on social media, blogs, YouTube, Facebook Groups, etc. To create an audience, you will need to add value to people's lives and the product or service you are selling.

All this is to say that you will need to take the long approach to sell products. Do your research, create and give away free content that adds value, and remain consistent. Once you have your audience, the hard part is over; you just need to keep feeding them products that add value.

Everything in the world requires an audience, so start looking around and seeing how the world works. Dwayne, "The Rock" Johnson, gets paid so much money because he will bring his audience to any movie in which he stars. The NFL commands so much advertising dollars because they have a massive audience of obsessed fans. Everything comes down to having an audience, then selling.

**Create.** My favorite of the six gigs is Create. I even wrote an article titled "<u>Create.</u>" I became fascinated with creating after I finished the book "<u>The Practice.</u>" which talks about shipping creative work. The book focuses on the practice of you doing your work.

For example, my practice is waking up at 0230 to complete an article before I exercise. I don't worry about the results or outcome of my writing or how successful it will be. I worry about things that I can control, which is waking my butt up in the mornings.

Being creative is not as natural as you think; it is about being consistent with yourself. Work you feel is good may not do well, but work that you believe is subpar may do exceptionally well. Whatever the case, we need to create music, art, jewelry, books, blogs, videos, movies, etc. I feel that this is the best form of self-employment.

You may need to work another job or business while your creative pursuits take form, but it is worth it to challenge your brain. Being creative is a new challenge every day, to overcome the creative juice you spent yesterday. I truly love creating and will advocate for everyone to begin. You will never look at your day job the same once you start creating.

**Summing it up.** I like the idea of fleshing out the six types of income. There is more meat on the bone. I think I will go one by one and give more inside information on each. It will be worth having a series that can hone in on one's particular skills or attributes. I look forward to that in the future. I have so much to write; it may take me a year to finish. I am not joking. Good Luck!



12 Read These 10 Books Before You Start a Business

Too often, people start a business without knowing what entrepreneurship is at its core. The job of an entrepreneur is to solve other people's problems at a profit. Too often, someone opens a business to solve their own problems. Then they wonder why no one wants to buy their goods or services. As I read in "The Practice," Nobody Owes You Anything.

The people who want to buy from your business will need to know, like, and trust you. This also means that you will need to add value to their life. How do you do these things? Ah-ha, you have to start by reading. You must understand these basic concepts of entrepreneurship before you start your business.

Trust me, as a brand new business owner myself, I am delighted that I have read all of these books. They have helped me become better at understanding the needs of my small audience. However, my audience will not always be small, so I have to know how to maintain my humility.

These are the top 10 books I recommend you read well before you start your business. By learning entrepreneurship you will understand that first you provide value, then the money will trickle in, not vice versa. With no further ado, let's get into it.

"<u>Unfair Advantage</u>" is my favorite book by Robert Kiyosaki. "Rich Dad, Poor Dad" is a great book, but this one is more gritty and tough. He teaches us about debt, leverage, and the value of a business. This will get you into the mindset that your **business is an asset, not a job**.

"Superfans" tells us that we do not need to have millions of fans to be successful; in fact, it can actually be better to have fewer fans. If we can "niche down" to our smallest viable audience, we can better serve and build a strong community. Superfans also tells us how to provide value to our audience.

"The 4-Hour Work Week," tells us about automation, out-sourcing, and management. If you have read any of my articles on business, these ideas come from this book. BEFORE we start a business, we will need to have a plan to remove ourselves from the equation.

"Company of One" is a book about staying small. I took this book to heart and have learned to do my own advertising, marketing, editing, and cover design. I love being an all-in-one, even though I am a master of none. This book is a must-read no matter what size you believe your business will become.

"The Practice" is for creatives but can be used for any striving entrepreneur. You have to create routines that you continue to perform, no matter the outcome. I write 1000 words every day, no matter how my articles and books perform. I learned this from The Practice. For your business, you will need to do the same.

"<u>How to Blog for Profit</u>" is about blogging, but also about business in general. Everything you do has business ramifications. It is a book about thinking like an entrepreneur at all times. I am glad I read this book early into my career; it is a life-changer.

"<u>Creating Income Streams</u>" is the best book I have read on actually defining the six types of income. This way, you can gear your business to what kind of income stream suits you best. The author even asks you deep questions to help you decide which direction to move.

"Ca\$hvertising" is a book on the power of advertising. Every business has to sell something. Please do not start a business without first reading this book. I did and am embarrassed at my early attempts at advertising. Yikes.

"The Non-Designer's Design Book" is the most straightforward design book on the market. It has helped me tremendously. I have seen a considerable spike in book sales because I can now design an acceptable book cover. Again, do not start a business if you don't know how to create a business card or flyer. It also has a significant section on what typefaces (fonts) to use at any given time. A must-read!

"On Writing Well" is also a must-read because you will be writing. Everyone has some fear of writing or public speaking. You WILL need to conquer both to have a successful business. That is just the cold hard truth. I think I love writing because of this book. I can go on and on about the merits of this book, but I will spare you the details. The bottom line is to read this no matter what. You can thank me later.

Bonus: "Rich Dad, Poor Dad" is the best book ever written. Although I like Unfair Advantage more, Rich Dad, Poor Dad is a must-read for every single human alive. If you do not understand that your business is an asset, you are doomed to fail. You will need to know how your business fits into the overall scheme of your other assets, including investing, real estate, commodities, and cryptocurrency. Once you have the bigger picture, you can decide how big your business needs to be, and you will have more control of where it goes.

There you have it. It will take about two months to read these books, maybe less. I took a lot of notes, mainly on the Non-Designer Design Book and Ca\$hvertising.

I hope these books help you along your way. I know that I cannot describe how much they have helped me with my confidence and the performance of my business. When you see people visiting your blog or buying your books, it is truly a fantastic feeling. I hope you, too, can experience these great emotions from your business. Good Luck!



13 The Ultimate Chromebook for Writers

Let me start by saying that this is not a review. I have been absolutely in love with the Samsung Galaxy Chromebook since January 2020. I am a huge Samsung fanboy and have most of their phones, tablets, and Chromebooks. This article contains affiliate links to the products I mention.

When it comes to the <u>Samsung Galaxy Chromebook</u>, I was 100% all-in for the device in January of 2020; then, the reviews started to come in. The battery life degraded the device's performance. So I decided to wait for a price drop.

My heart told me just to buy it, and I should have listened. However, I purchased an excellent <u>Acer Chromebook Spin 13</u> with all the qualities of the Galaxy Chromebook and a bigger screen and battery. I have used the Acer religiously for 1.5 years. In fact, every article I have written was on my Acer, except for the last two.



To speed this story up, I finally was able to buy the Galaxy for \$500 directly from Samsung, but now I was in Japan. I had to wait another six months to get home to open it. I opened it 24 hours ago, and boy o boy—what a treat.

There are a few reasons I wanted the <u>Galaxy Chromebook</u> from the beginning. My favorite laptop of all time is the <u>2015 12" Macbook</u>. The Macbook weighed under 2 pounds. For me, being under two pounds is a must for my full-time laptop.

The Galaxy added some more features on top of the Macbook, including a 4K display, pen support (included), 360-degree hinge, and a touchscreen. Plus, the color, Fiesta Red, is a sight to behold.

I'll tell you right now that there isn't much I will complain about on this laptop. For my uses, the battery life has been more than capable. I will caveat by saying that I have learned how to avoid actions that drain my battery life on my other Chromebook.



Specific actions on my workflow, mainly Grammarly and Pinterest, seem processor-intensive, so I found some workarounds. Grammarly, I turn it on only after I complete the article. For Pinterest, I use the Android App, not the website, which reduces strain on the CPU as I scroll back and forth.

I was able to incorporate those techniques into my Galaxy Chromebook to maximize battery life. I have had no issues, and the battery seems to be able to survive five hours. For me, I just need it to be able to last an article and some creative time.

Now, I want to talk about what I love about this laptop. I am actually considering buying another one, just to hold onto for the future. I do not know if another Chromebook of this caliber will ever exist again. Remember, Samsung released the <u>Galaxy Chromebook</u> 2, and it is heavier and less feature-rich. I fear that the first iteration will disappear by 2022. Okay, what I love.

- 1) **Screen.** The Screen is just gorgeous—a 4K panel with excellent color and brightness.
- 2) Keyboard. It is hard to create a keyboard on a tiny laptop, so being able to type on this is incredible. Plus, the keys are pretty quiet as well. I didn't wake my wife when I was typing next to her.
- 3) **Color**. The Fiesta Red color is the best thing since sliced bread.
- 4) **Fingerprint reader**. A fingerprint reader is rare on a Chromebook.
- 5) **Pen support**. The S-Pen is a fantastic addition to any electronic device.
- 6) **Backlit Keyboard**. Samsung included multi-stage backlighting, which you can control to reduce battery drain.
- 7) **Weight.** The weight of this device is my favorite part. It is under two pounds, and you can take it anywhere. The charging brick isn't huge, and it is stylish, so carrying both will be advantageous to everyone.



Now, I will get into my one major negative. Since battery life isn't a chore for me, the only negative I have is the heat. This is a fanless device, which can cause the heat to permeate through the rear vents. I like to type in bed with my blankets, so my legs are protected. If I were bare-skin, I would have needed to stop using the device because it was uncomfortably hot.

The heat isn't a deal-breaker by any means, but something to consider if you use the device on your bare legs. Other than that, I cannot find a flaw in this device. Just seeing it gives me a shot of adrenaline. It is such a beautiful, well-crafted device.

**Advantages as a writer**. As a writer, the portability of the device is my favorite part. Everything is secondary and a luxury. Chrome OS is making strides in the tablet portion of the OS, which will help this device as a 2 in 1.

The reason I became a writer is to have the ability to write on the beach. In this near-future scenario, I would want my <u>Samsung Galaxy Chromebook</u> with me on that beach. This is the computer I dream about. It will be my computer for the next four years unless another one unseats it.

The <u>Samsung Galaxy Chromebook</u> is a writer's computer. It is incredibly portable, sexy, and feature-rich. Besides the heat, I cannot find a flaw in the device. The keyboard may not be everyone's cup of tea, but for me, the ability to carry this thing everywhere is worth the price of admission.

I bought mine directly from Samsung, with a military discount, for \$500. That is the deal of the decade. Wherever you decide to get one from, do it quickly. With the release of the Samsung <u>Galaxy Chromebook 2</u>, I fear that they will be going away soon. 99% of all the articles you read from me will type on this machine, with 1% going to random unknown circumstances. **I LOVE THIS CHROMEBOOK**.



14 What is Affiliate Marketing?

There is tons of content online about affiliate marketing and how easy it is to make money. But what is it, and can it become a source of passive income? Affiliate marketing is a simple source

of passive income; however, you need to build and maintain an audience to succeed at affiliate marketing.



# What is Affiliate Marketing?

What is affiliate marketing? Affiliate marketing is when a creator markets someone else's products and receives a commission when a consumer purchases the product. Essentially, you are selling someone else's product.

Don't confuse affiliate marketing with sponsorship—they are very different. Sponsorship is when a company pays the creator up front to create advertising for display on the creator's platform. The company may have final review authority over the advertisement.

#### Are You Too Old to Start a Business?

A creator creates the content for affiliate marketing, all on their own. Most affiliate marketing is through a link that takes the consumer to a website, Amazon, or a lead page. It depends on how expensive the product the creator is trying to sell. If they are marketing a \$600 online course, the consumer probably wants to read and engage more than buying a \$10 book.

**How do you get started with affiliate marketing?** When you read or watch content online about affiliate marketing, they list it as a passive income source. And yes, it is. However, building an audience is anything but passive—and you will need a rather large audience.

Everything about affiliate marketing leads back to creating <u>a sales funnel</u>. One of the best books I have read about creating a sales funnel is actually about being a real estate agent. The book is titled "<u>Sold.</u>" Once you understand the concept of a sales funnel, you can start tailoring content to lead the consumer to purchase.

Briefly, the idea of a sales funnel is to convert a stranger, to an audience member, to a consumer. All these take time to achieve, and the conversion rate decreases as people travel down the funnel. Let's say 1% of your audience will buy something from your links.

#### Young Brilliant Entrepreneurs

At 1%, which is pretty standard, you will need a nice-sized audience to make a living via affiliate marketing. As I wrote yesterday in "Review Books for Passive Income" and earlier in "Create an

<u>eBook Series for Passive Income</u>," I use a three-pronged approach to make money from my writing.

I use google ads on my blog, Kindle sales and page reads (via Kindle Unlimited members), and affiliate marketing to bring in cash passively. The process is starting to work rather nicely, especially after only being at it for eight months. I can see the power I will wield in 2-3 years.

What products do I market via affiliate links? I mainly review books and serve an affiliate link for those interested in buying the book. I also use Grammarly every day, so I have become an affiliate for them. It is best to link to products that you use and trust.

When building an audience that knows, likes, and trusts you, ensure you uphold their trust in your highest regard. Do not sell to the bottom dollar. Once you burn someone with a cheap product or service, they will not trust you, and they may leave your audience.

## Advertising 102: Left Brain vs. Right Brain

Remember, the book <u>"Superfans"</u> tells us that we only need 1,000 superfans to make a great source of passive income. Everything I do for my writing career is with the complete understanding that it is a passive income stream. I am not trying to be the next Steven King.

I have a weekly magazine called "<u>Financial Independence Magazine</u>" with about 30-35 weekly viewers. My goal is to keep publishing this magazine until the end of time. Over this time, my audience will grow. I'll keep adding affiliate links to my reviews and other products that I regularly use, like my <u>Kindle Oasis</u> and my <u>favorite Chromebook</u>.

These are products that I use every day, along with software products such as Grammarly and PixIr (for building book covers and stock photos). My dream is to make a nice passive income stream from writing.

I also envision being on the beach with the lightest Chromebook available, making money from my beach chair. I built my entire writing career on this vision of the future. My small audience knows that this is my goal, so showing them what products I am using may assist them.

**Start building your audience?** Don't get ahead of yourself yet—you'll need to build your audience first. I recommend doing whatever your medium is every day for at least a year. The grind for <u>passive income</u> is real and the reason why most people never start.

For example, if you are writing a blog, publish something every day. If you are doing YouTube videos, post a short video every day. If you review books, read books every day, and publish reviews every 2-3 days.

When building an audience, the best way to build trust is to have a ton of content. You'll also speed along the process of becoming better at your medium as well. They say it takes 10,000

hours to become a master at whatever you are trying to do, so you may as well put the hours in early.

## 20 Creative Ways to Make Money From Home

I published the first edition of Financial Independence Magazine on January 7, 2021. I just released the latest magazine, which is Financial Independence Magazine #35, on August 7th, 2021. You do the math. Each magazine has ten articles, so that is 350 articles in eight months. Plus, I have been creating side content along the way.

I have become a lot better at designing article cover art and book cover art, along with writing better as well. Now, I am starting to see more people come to my blog, buy through my affiliate links, and pick up copies of my books. My plan is coming to fruition, but I still have to keep on the grind.

**Is affiliate marketing an effective source of passive income?** Yes, it is part of creating an automated business. With 550 blog posts, 58 book reviews, and 155 books published, I could sit back and advertise these products for the next five years. All it takes is for one to hit it big.

#### No Freakin' Way I Am Working Another 25 Years

**But, where's the fun in that?** What if I have 2,000 blog posts, 200 book reviews, and 1,000 books published? I have no end goal because I do not plan on stopping. That is the kind of dedication it will take to become a successful blogger, YouTuber, or music person. Your affiliate sales depend on how well you can do at your primary medium.

**Conclusion.** Affiliate marketing is the real deal, but you need to build and maintain an audience. You need people who know, like, and trust you, and you need to keep their trust by only recommending products you know, like, and trust.

The passive income grind is real, and everyone should be aware that you will need to commit to passive income 200%. You'll have to become a <u>passive income hero</u> by night. You need to learn the process and become very good at it. We do not need to become perfectionists, but we need to get content out to our audience at an incredible speed. The book "<u>The Practice</u>" helped me ship my creative work on time.

That's it for me, on the subject of affiliate marketing. I love affiliate marketing because you can pass along products, courses, and books that have helped you on your journey. Many people want to get out of their <u>9-5 earned income jobs</u> but need to find a way out. You can create value by sharing your story—with affiliate links. Adding value is what entrepreneurs do best!

#### **BUSINESS BASICS**



15 Advertising 104: 8 Basic Human Needs

Every human being instinctively needs something, even if they don't consciously know it. As a business owner, you will need to learn to tap into these basic human needs to publish effective advertising. But first, you will want to understand what these basic needs are.

This article is part four of the Advertising 101 series—you can find the rest here (101, 102, 103). Now, let's jump into the eight human needs. I based these on the "Life Force 8" from the book "Ca\$hvertising."

- 1) Survival, enjoyment of life
- 2) Enjoyment of food and beverages
- 3) Freedom from fear, pain, danger
- 4) Sexual Companionship
- 5) Comfortable living conditions
- 6) To be superior, winning, keeping up with the Joneses
- 7) Care, and protection of loved ones
- 8) Social approval

**Survival, enjoyment of life.** Everyone wants to survive in life, even thrive. You will have to position your product as something that will help them either survive or thrive in their life. Understand your target demographics and where they exist on the pay scale of life. If they are not very wealthy, what they want for survival is different from someone who is rich.

**Enjoyment of food and beverage.** Think about your favorite fast food joint. How is their advertising? Does it always seem to make you hungry? There always seems to be someone happily eating in these commercials, correct? That is part of appealing to your need to enjoy food and drink. We don't just want to eat to survive; we want to enjoy every moment of the meal.

**Freedom from fear, pain, danger.** "Fear sells," as I wrote in <u>Advertising 101</u>. You want to appeal to the need for people to be more intimidating, stronger, and fearless. We are all scared of something, and we will find products that make us feel as though we can beat our fears.

**Sexual companionship.** Sex sells—I didn't need to tell you that. Sex appeal is probably the number one way to sell a product. The human brain loves to think about sex, so positioning your advertising in this area can earn you easy views. However, how do you make your copy stand out? More on that later.

**Comfortable living conditions.** Who wants to live in a crappy apartment or house? Most people want to live in a friendly, clean environment. They also wish to have widgets and gadgets that can make their life easier and more comfortable. These are first-world problems, but ones your business can help solve.

**To be superior, winning, keeping up with the Joneses.** This category is a massive moneymaker because appealing to someone's ego can be big money. Whether it is a housewife, businessman, or firefighter, almost every variety of human wants to be better than someone else. It is human nature to want to stand out from the pack. How do you position your product to give people that feeling of being elite?

**Care and protection of loved ones.** As we make our lives more comfortable, we want to ensure we take care of our loved ones. We will buy products and services to provide comfort and protection to those closest to us.

**Social approval.** We learn at an early age that we want to belong to the pack. If our group of friends is wearing a specific type of shoes, chances are we will want to buy that type of shoe. As advertisers, we need to follow social trends and be aware of the "next hot thing."

Now that we have a brief understanding of human needs, how will we best leverage these needs in our ad copy? First, intimately learn your audience. As I wrote in "New Business? Identify, Target, and Mesmerize Your Audience," you should know everything about your audience.

In that article, we talked about creating an avatar of your target person or persons. When appealing to basic human needs, you want to ask the questions to your avatar, specifically about what they want in life. Let's build our avatar and ask them some basic human needs questions.

Bobby is a 25-year-old information technology professional. He makes \$80,000/year in a small, southern state. His pay is above average for his region and his age—he is doing well in life. He

lives by himself in a small house that he rents. He has no personal issues but wants to find a girlfriend and eventually start a family. Let's ask Bobby some questions?

- **1) Survival, enjoyment of life.** Bobby seems to be inside all day and doesn't go outside much. How can we help Bobby get out and enjoy his life more?
- **2) Enjoyment of food and beverages.** It seems Bobby will always be eating at his computer. How can we combine eating out with meeting beautiful women?
- **3)** Freedom from fear, pain, danger. What are Bobby's fears? If we had to guess, he has a fear of dying alone. How do we help Bobby overcome this fear with our products?
- **4) Sexual Companionship.** This need is Bobby's number one goal in life, to become sexually attractive and find a beautiful spouse. What is Bobby's confidence level? What is his sexual experience? Can we give him courses and research on how to appeal to women? How can our product help him stand out amongst other men? This topic is where we want to spend some of our research dollars.
- **5)** Comfortable living conditions. Bobby lives in a small house, alone. However, he wants to appeal to the opposite sex. How can we help him build a living environment that appeals to women? Ultimately, his future dates will need to find his home comfortable.
- **6)** To be superior, winning, keeping up with the Joneses. Bobby doesn't go out much and doesn't have many male friends. However, he will need to present himself as the superior male to attract the woman of his dreams. What products will Bobby need to have to present himself as a "winner?" Does he need a fancy car, a nice watch, or sophisticated clothes?
- **7)** Care, and protection of loved ones. Bobby always wants to make sure his mother is taken care of. He goes to visit her every day after work. What products can help him ensure she is well-cared for? Is there a camera system, alert system, or other automated awareness systems that can help give Bobby a piece of mind?
- **8) Social approval.** Bobby has done his best to avoid social contact. He now understands that he will need to integrate into life to find the woman of his dreams. How do we help Bobby reintegrate into society? Does he need courses on human interaction, how to listen, or how to dance? How about a class on how to take a woman on a date?

As you can see, these lines of questioning can become very engaging and spiral out of control. However, going down these rabbit holes can help you position your product to appeal to your customer.

Remember, you want to drill down to your customers as best you can. They call this "niche down." If you try to appeal to a broad audience, you appeal to no one. Your products can stay the same; your advertising can change for the particular avatar you pitch to.

For example, in Bobby's case, you can run your ad on a gaming site or IT professional message board. You have found Bobby's niche and can go there directly; this is why everyone needs to start a blog or other social business.

When you build your audience or niche, you will attract a particular specialized group. Businesses want to "niche down" into their target demographics to produce the most effective advertising possible.

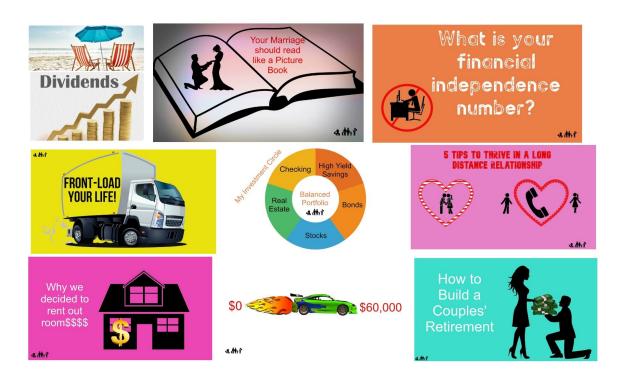
It is a symbiotic circle and one that both businesses and influencers want to build their brands. Understanding human needs are vital to both businesses and influencers. We need to connect with our customers and audiences at the basic human level. This focus on details will create the best advertising and products for them, and the most profit for us. Good Luck!



16 Basics of Design 101: Don't Leave Home Without it

I never knew that I had a creative streak. I grew up in the US Military and had never really had to exercise my creativity throughout my career. As a technician, I had to come up with some unorthodox methods to solve some issues, but never creativity as a design aspect.

Then, I went and opened a blog in July 2020. I had no idea what I was doing, which is pretty much how everyone starts their journey. Around August and September, I began to add my own pictures and images to my blog site to spice things up. Here are some of my initial designs from a year ago.



Needless to say, I needed some help. However, at the time, I was very proud of my designs. The next step was to get a subscription to <a href="PixIr.com">PixIr.com</a>, where I had access to millions of stock photos. I really could get my creative juices flowing now. Here are some of my favorite designs before I read a design book.



Then came the big event—I read "<u>The Non-Designer's Design Boo</u>k" by Robin Williams (completed April 18, 2021). Reading this book has been transformative and life-changing. I can now see things during my creative pursuits that I never thought possible. I learned of the book while reading "<u>Ca\$hvertising</u>," an advertising book. Here are some of my favorite designs after reading the book.



Wow, what a difference. I had a hard time picking my favorites for the last batch. Each design sort of grows on you. Now, how did the design book help me understand some of the fundamentals of design? Simple, the author broke the design basics into four main rules (C.R.A.P). If you follow these rules, you will be heading in the right direction. The rules are:

**Contrast.** Contrast is how you show differences on the page. It is how you draw the eye to a particular section of the page. You want to control the viewer's eyes and sense of direction using contrast.

**Repetition.** Repetition is where you repeat certain elements (pictures, fonts, colors) throughout the design to keep it consistent. This helps the design look like one piece of art and not a jumbo of stuff.

**Alignment.** Alignment was my greatest foul before I read the book. Nothing can be random on the page. It should align with another object somewhere else. Also, fonts can only have one type of alignment (right, center, left-justified) per page. The Center is the worst alignment because it makes everything look amateur. Looking back at my pre-book days, no crap, every font was center-aligned. Yikes.

**Proximity.** Proximity is used to tell a story to the viewer. When things are close, they belong together—part of the same group. When you separate items, it means to the reader that this is a new, different piece of information to consume.

The author also gives us some bonus content regarding fonts and colors. The section on fonts has been beneficial in my journey.

**Fonts.** There are six categories of typefaces (sans serif, modern, slab serif, old-style, script, decorative). Don't use two of the same category on the same page. You can contrast these typefaces in six ways (size, weight, structure, form, direction). Understanding fonts has been a game-changer.

**Colors.** The author reviews the color wheel for the uninitiated (me). It is good to see what colors match each other. Other colors will stand out against others in your works.

Don't worry; I am going to review each of these topics individually throughout the series. Obviously, the best thing for you to do is grab the book. It is a fantastic piece of work. However, it will be easy for me to assist you because I am still a beginner. I can show you how I am using these rules daily.

So stay tuned for my Basics of Design series. I hope you understand the value of learning design when starting a business. Also, you will want to learn how to <u>write</u> and <u>advertise</u>. If you can become a master (not the master) of these, you can be a one-stop-shop of business intellect. Good Luck!



## 17 Basics of Design 102: Contrast

Here we go with our first principle of design: contrast. We use contrast to attract the reader's eye and also lead them along with the page. If we did not use contrast, everything would seem important, or everything would seem unimportant.

We can use contrast with color, size, weight, boldness, fonts, etc. We want to draw the reader to our work and then have them focus on an element. For there, if you have grabbed their attention, they will seek other information around the page.

Imagine that you put up one of your flyers on a wall full of flyers. How would you attract the viewer's eyes to your piece? It would be the use of contrast on your brochure that would attract them. For more on contrast please read the book "The Non-Designer's Design Book."

Now Let's review a few examples of contrast from my own works. I will leave a couple of samples at the end without commentary, so you can decide what contrast I used.



Happiness isn't Free. I used the color red to contrast the rest of the fonts. But the shadow is the main difference. I also increased the size of the word **FREE**.



I used size, font, and color to make the word **PASSIVE** stand out. I also used size to make the terms **RUN A** contrast.



This is a reverse contrast. I used the size and font to make the words **BECOME A BONAFIDE INVESTOR PART III** not stand out. If someone is drawn to this art, they will discover that it is part of a series.



I wanted to stress the word **BEFORE** in this art. I used placement, size, color, and shadow to make this word stand out and ensure the reader sees this first.



Sample #1: Okay, now your turn. This one should be easy.



Sample #2: Okay, how about this one. What draws you to the scene first?



Sample #3: This is a little subtle. There is also a hint of another principle, repetition.



Sample #4: Final one. This one could be tricky. What did I use to make something stand out?

I hope you enjoyed those samples. If this stuff interests you, go ahead and buy the book "<u>The Non-Designer's Design Book</u>" by Robin Williams. I would be doing a huge disservice to her by trying to recreate her teachings. I absolutely adore design after understanding these simple principles.



18 Basics of Design 103: Repetition

Are you ready to learn more about design? This is part three in the series (101, 102). Today we cover something ubiquitous, but you don't notice until you learn about it. It's called **repetition**.

Repetition is using various techniques, such as color or design, to make the art flow together. On a one-page document, like a business card, it may be repeating fonts or having small birds in each corner. It consists of you showing the reader that this art is one solid piece. I have been using more borders to help with my repetition.

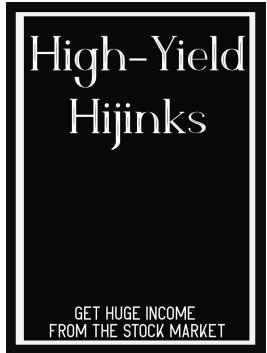
On multiple-page documents, like long brochures, repetition is even more vital. You will want to have the same border, fonts, colors, etc., to show the reader that the documents belong together like pieces of a whole. If one of the pages fell from the document, the reader should know that it belongs to the group.

I have been using repetition a lot since I read "<u>The Non-Designer's Design Book</u>." Even if I feel the piece is okay without it, I add a little flare to it to ensure continuity across the work. Now let's look at some of my examples, then I will provide some samples for you to explore without commentary.



This is an easy one: the colors red, white, and blue, of course. But also the fonts of **FINANCIAL INDEPENDENCE** are the same.





The repetition for this piece is the colors black and white. The colors ensure that the work is consistent across both halves.



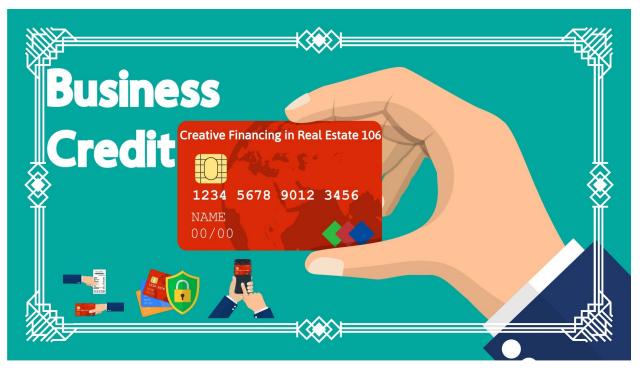
This is a good one. The colors of the font match the colors of the sky, and the ribbon is the lady's hair. Most notably are the spy figures in the thought bubble and the left corner. This helps the artwork feel more like one large piece.



Maybe a sneaky one. Look at the little people in the corners. You may have missed that the first time around. Those little flourishes are Easter Eggs for your most loyal fans. Now, let's give you some samples for you to practice.



This one should come very easy! Lol. Next!



Okay, there are two examples of repetition in this one; can you find them both?



Okay, this should be easy. You are becoming a professional. And for the last one, I will show two different pieces of work. What elements represent repetition between the two?





Two very different meanings but very similar pieces. I love repetition.

I hope you enjoyed those samples. If this stuff interests you, go ahead and buy the book "<u>The Non-Designer's Design Book</u>" by Robin Williams. I would be doing a massive disservice to her by trying to recreate her teachings. I absolutely adore design after understanding these simple principles.



# 19 Basics of Design 104: Alignment

Welcome back to the Basics of Design series (101, 102, 103). Today we discuss the easiest of the four principles and the one that we can mess up the fastest. Alignment has two basic rules that fall under it.

1) First, alignment covers the alignment of the text on the page. Just like when you are formatting a standard document in Microsoft Word or Google Docs, the three alignments are left, center, and right.

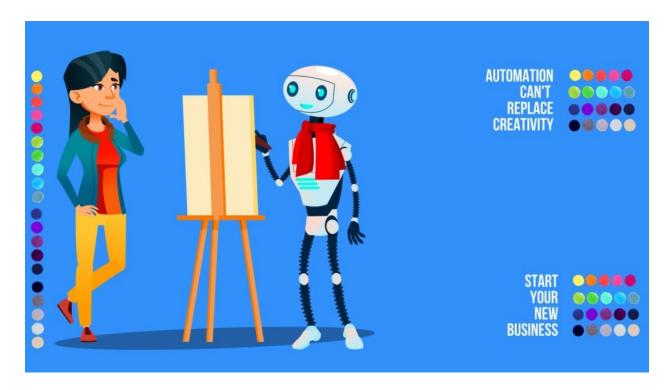
Having everything align to the center is a big no-no. This will make your work look amateurish. Your text should align to the right or the left, but **DO NOT MIX** the alignment on a single page. So if one group of text is right-aligned, all text should be right-aligned.

You can use center alignment from time to time, but it should be rare. As always, you can break a rule as long as you know that you are breaking it. Below, I snuck in an easter egg. Look at the alignments of the three earlier articles in the series.



2) Alignment also covers the placement of the items on the page. Every article should have some invisible alignment to another on the page. Nothing should look random. So if you decide to have something floating away from the group, ensure it aligns with something else. Design apps like Canva have snap-to gridlines that greatly assist with aligning your items on the page.

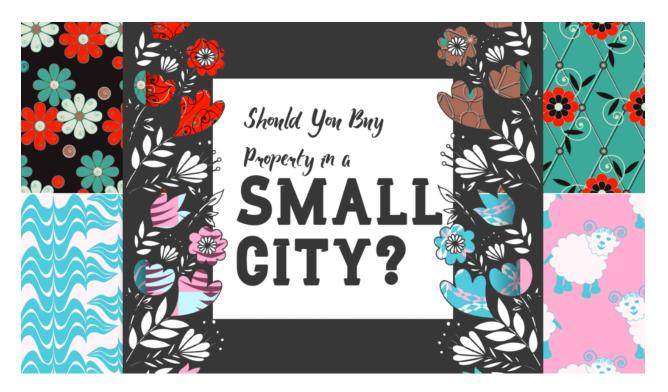
Okay, since alignment is relatively simple, I will give eight samples from my past works. If something needs explanation, I will do that. However, it should be pretty straightforward.













This one is a little weird. I left the top row there as the title heading for a possible series. I should have changed the font to **contrast** with the other font.



Center alignment. Also, notice the repetition with the font color, font style, and symbols.



I hope you enjoyed those samples. If this stuff interests you, go ahead and buy the book "<u>The Non-Designer's Design Book</u>" by Robin Williams. I would be doing a massive disservice to her by trying to recreate her teachings. I absolutely adore design after understanding these simple principles.



20 Basics of Design 105: Proximity

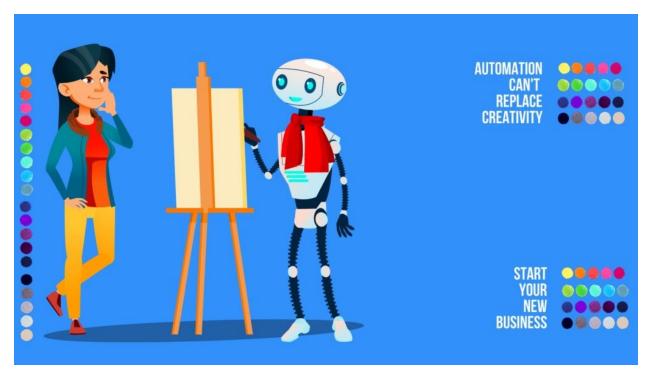
The fourth and final principle of design is proximity. Proximity is something you must be aware of, especially if you have multiple points of interest in your artwork or design.

Proximity is the act of physically moving items together to show a relationship. If they are close, they form a group. This information should all be related. If things are far apart, they are unrelated or have a different relationship to other data.

Proximity is crucial as the readers' eyes travel around the page. Use the other principles of design to grab attention, and use proximity to show relationships.

Pretty simple in theory, but when designing, sometimes we want everything to be covered and aligned. This may not be the best way to convey our point. We have to contrate on where we want the eyes to flow and how we want them to interpret information.

Let's take a look at some examples. After we look, I will show some samples without commentary to decide how I used proximity in the art. Let's get started.



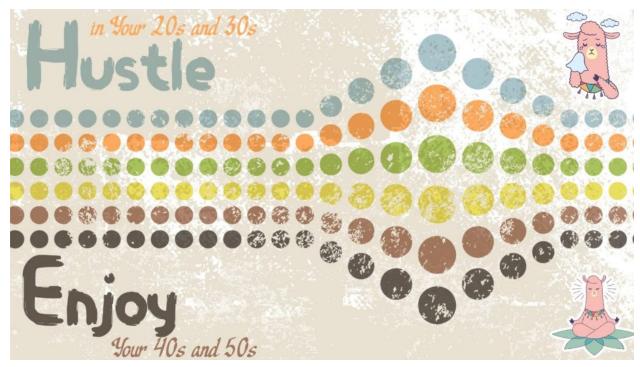
I moved the text to the far right, so the viewer must separate the writing and the art.



The good and bad ladies are close enough to the main lady to show a relationship. If they were further away, the viewer might not make the connection.



Ther dogs are moderately close to one another. If I had put the dogs into one big group, it might have changed the piece's dynamic.



The Llamas, on the end, are just a fun addition. They are not really part of the overall narrative of the piece. So I positioned them far away from the writing. Okay, now for some sample for you to try. How was proximity used to change the meaning of the art?



Are the people on the same team or different teams?



Why is there a space between the desserts and the writing?



If there was no writing, would you understand the meaning of the piece?



Is the man on the far right a part of the family?

I hope you enjoyed those samples. If this stuff interests you, go ahead and buy the book "<u>The Non-Designer's Design Book</u>" by Robin Williams. I would be doing a massive disservice to her

by trying to recreate her teachings. I absolutely adore design after understanding these simple principles.



21 Basics of Design 106: Typefaces & Colors

We are approaching the end of our Basics of Design series (101, 102, 103, 104, 105), and we have some major topics to discuss. So today, we jump into typefaces (fonts) and colors.

Typefaces come first. There are six styles of typefaces. The styles are sans serif, modern, slab serif, old-style, script, and decorative. Never use two of one style of a typeface together. I will not jump too deep into the different typefaces because I am out of my element. Here is a picture from the book "<u>The Non-Designer's Design Boo</u>k."

You can't let
the seeds

stop 37011
from enjoying

the watermelon.

typefaces

Formata Bold (sans serif)

Bauer Bodoni Roman (modern)

Blackoak (slab serif)

Goudy Oldstyle (oldstyle)

Thirsty Rough Light (script)

You can see the differences in fonts. When you combine two fonts of the same style, it looks like a mistake (or accident) to the reader. I namely pick two very different fonts when using multiple fonts on a page. Decorative fonts are very diverse styles, so they are good to throw into the mix. Let's take a look at some examples from my works after looking at the colors.



You can see I combine a script font with a sans serif font. Script font is always easy to match with another.



This is a combination of a script font and a decorative font.



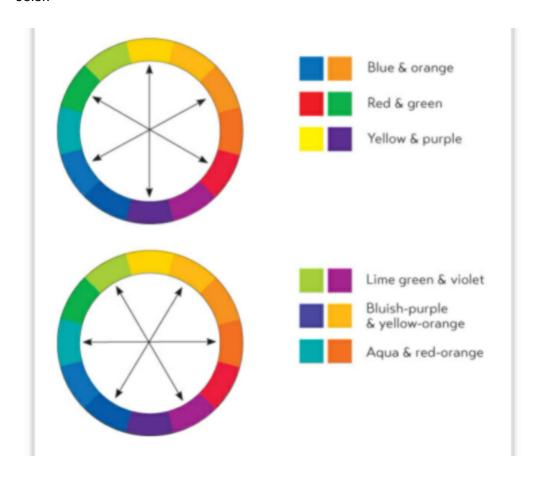
This is a combination of a decorative font and a modern font.



Again, this is a combination of a modern font and a script font. If I messed up the styles, please forgive me. I don't have the eye to catch all the differences in fonts yet.

Now, let's take a look at colors. The most important thing I learned about colors is to use the color wheel to find complementary colors. Opposing colors compliment one another very well. So

when I am creating something, I often refer to the color wheel to find the opposing color. Here is a picture of the color wheel from the book. After, let's take a look at some of my works using color.





Yellow and purple go well together. I should have made the purple a little deeper, this one sort of looks like blue.



This doesn't match the color wheel. Which of the two last pictures do you like best? Does the purple look better or the red? Color use is fundamental, so understand why you are using certain color combinations.

That about wraps up the basics of the design series. I wanted to keep the series quick, simple, and easy to understand. If this stuff interests you, please get the book "The Non-Designer's Design Book." I have not done this book justice. You will learn so much more by reading the book. Good Luck!

#### **BUSINESS IDEAS**

# Buy and Rent Out an 18-Wheeler for Passive Income



22 Buy and Rent an 18-Wheeler

I am always on the search for passive income ideas. Right now, I have a full-time job in the military, but one fantastic day in the future, I will be a free man. When that day arrives, I want to be bringing in as much income as possible while doing the least amount of work.

My friend brought up the idea of buying and renting an 18-wheeler truck and renting it for passive income. I admit I have never heard of something like this before, so my passive income receptors were tingling. I decided to look further into it for more information.

After searching Google, I found a great article on the topic, so great that it did my entire job for me. The article is titled "How to Start a Trucking Company: \$1000/week Passive Income Cash Flow?" by SideHustle Nation. Please read over this article because it serves as the base on my analysis.

The article does an amazing job of giving us the basics to start forming our own opinions and ideas. Remember, we read books and articles to critically think about the future of our business

before we get started. That was the premise of my article "<u>Become an Entrepreneur Before You Start a Business.</u>"

Doing my critical thinking on the topic, I come up with a few areas that I think we should do a deep dive on—land, funding, automation or management, trailer side hustle, and driving academy.

**Land.** During the article, they talk about renting land to park vehicles. Well, that may be okay for some, but I already love the idea of buying <a href="https://homes.with.land">homes with land</a>. Land gives you options. As you move forward into real estate ventures, know that owning land will set you up for the best opportunities in the future. Read my <a href="https://creative-Financing-in Real Estate">Creative Financing-in Real Estate</a> series for more on obtaining funding for real estate.

**Funding.** Speaking of funding, we will need to buy our trucks. The price is between \$32,000 to \$40,000 for a used truck. That doesn't seem too bad, but you will need cash on hand for maintenance and such.

I am usually a stickler for using OPM (other people's money) or leverage, which equates to taking out a loan. Yes, you can get personal loans for \$40,000, but the rate will be pretty high, probably 9-12%. In this particular case, I would try to avoid a loan, at least until I had a successful run with the first truck.

I think going into this venture without debt service will allow you the time to position yourself correctly. There are a few ways to get the cash, the best of which would be close family. Especially if you had the money in your account, you could take a loan from the family with a 5% interest rate for a year. You can also buy a trailer first, rent it until you have enough to buy the truck. We will talk more about that later. Maybe you start with a rental car business to get your feet wet in the game to allow your family to see that you are serious and the money is good. Once you have a successful money-making machine, everyone will want to get involved, as passive investors, of course.

If you took a loan, I would use a retirement account or a loan against brokerage account assets. For example, M1 Finance lets you take a loan against 50% of your assets for about 2-3% interest. Their rates are much better than a personal loan from a bank.

You can also go the business loan route, either by building up your business credit, as I discussed in "Establish Business Credit Now," or by trying to get a Small Business Administration loan. So you have lots of options when it comes to funding, but make sure you don't get in over your head with leverage. Having a debt burden forces you to make poor choices.

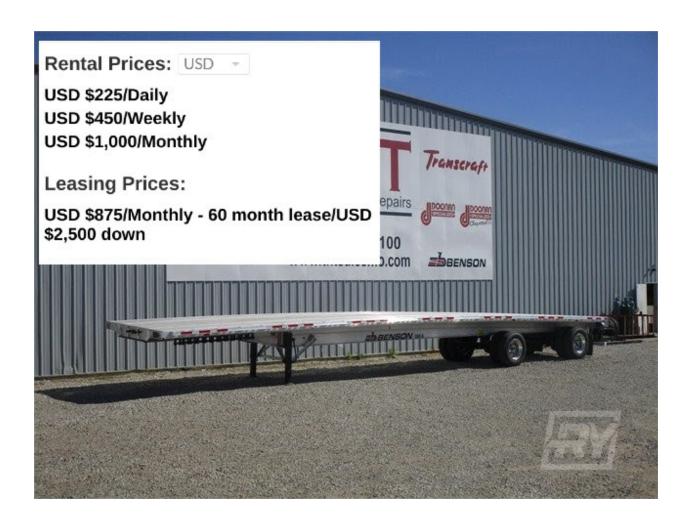
**Automation or Management.** Remember, we want to start businesses that can run themselves via <u>automation</u>, <u>out-sourced</u>, <u>or managed by others</u>. In the case of buying an 18-wheeler, I would say having a manager is the most appropriate.

The 18-wheeler business seems people-intensive; managing and handling drivers, maintenance persons, and insurance reps seem to be the case. I always recommend running the company for a year or two to put yourself in a position to hire competent personnel to assist.

Let's say you did get to the point where you were making \$1,000/week passive income. Obviously, the word passive is subjective. You could hire a manager, paying them \$500/week but scale your operation to two or three trucks. And don't forget about the trailers.

When we start our trucking business, we want to create a standard operating procedure from the start. An SOP includes points of contact, preventative maintenance schedules, and what to do in emergencies. Start your business with the intent of turning it over to someone else in the future.

This business also seems like a great one to turn over to adult children. I can envision a **mature** college student managing a couple of trucks and drivers in their free time. The key word being mature.



**Trailer side hustle.** Towards the end of the article, they talk about buying and renting just the trailer for 18-wheelers. To be honest, this would probably be more up my alley because it seems much more passive because you can arrange everything through the website. The person renting the trailer would just come and pick it up. You can rent it on RentalYard.

Look at the price of a five-year lease. \$875/month. I am sure some percentage goes to the website, but even if your take-home was \$600/month, wow. That is the kind of business I want to be involved with in the future. They say a trailer can cost around \$15,000. Doing my quick math at \$600/month for 60 months is \$36,000, doubling your money.

I like the math on the trailers, and I can easily envision having 4-8 of these one day, especially at my house in Arizona, where I have 3 acres of land that is flat. I am sure you can have someone manage your trailers for an even more significant source of passive income.

**Driving school or academy.** I heard somewhere that creating a driving school is the way to go for the trucking industry. It seems like an excellent way to leverage the trucks and trailers you already have. You can either learn how to drive a truck or hire a driver.

The idea is that before someone can get a license, they need driving hours. Creating a driving academy can assist the driver to reach their hours in 18-wheelers and RVs. Remember when you had to pay someone to drive with you to get your license? Same thing here. It may be a little more active upfront, but you can outsource most of the work over time. The school is more of a long-term business idea.

**Closing thoughts.** It is crazy that I found a ready-made article that let me do a second-level analysis of how to get the business started, funded, and predict the long-term viability. I think the industry has some chops and has a good business plan. There are some excellent ideas that the article had, such as giving the drivers incentives to continue driving. Apparently, driver turnover is exceptionally high.

What are your thoughts on buying and renting an 18-wheeler? The most critical aspect is getting a home with land; it will set you up to create a very comfortable business for your residence. Then, it is getting funding and finding drivers, and I am sure there is a learning curve. But, to make \$2,000-\$4,000/month while someone else is doing all the driving is not a bad idea at all. Tell me what you think below! Good Luck.



23 Run a Passive Airbnb Business

Airbnb can be pretty polarizing. On the one hand, people love intimate settings; on the other, they don't offer as many amenities as hotels and are starting to cost just as much. Whether you are team Airbnb or team hotel, there is passive income to make, so let's learn something.

Airbnb can be an excellent source of income, especially if you take the time to <u>automate your business</u>. If you don't know what Airbnb is, here is the quick rundown. A host offers his or her house or room up for daily rental.

Everything is done on the website or phone app. It is very streamlined. I used Airbnb when I traveled to New York. We had many guests traveling, so we got a decent-sized brownstone in Brooklyn.

All in all, it was a great experience, and I ended up returning to the same Airbnb a couple of years later. Now, let's get to the good part—how can we make money?

The title says to run a **passive** Airbnb business. I said earlier that you could automate most of the tasks for running an Airbnb rental, but I want to remove myself entirely from the equation of making money.

**How would I remove myself altogether?** I would have someone (a residential manager) run an Airbnb out of my house, and I take a portion of the profits. In my opinion, this is a perfect business for a son or daughter or someone you are very close with—and trust.

**How would a business like this look?** I see two options for running an Airbnb like this—a full home rental or room rentals. Let's take a look at each individually.

A complete home rental. A whole-home rental can work anywhere, but I believe it works best outside of a suburban neighborhood. Yes, I know that you can screen guests before they rent, but I do not want to deal with angry neighbors.

You also will want to be in a prime location near some kind of attraction, beach, or venue. Or you can have a secluded hideaway somewhere. Remember, the further you are away, the further your residential manager will have to drive to get there.

Cleaning is also another point of contention. If you rent an entire home, you will have to clean (or have cleaned) the entire house. If you have a high daily turnover, it will be a full-time job to clean the entire house, the bathrooms, the kitchen, etc., in 4-5 hours before a new check-in. You may have to institute a minimum stay of 3+ days just to save on the workload.

**Room rentals**. Depending on the composition of your home, this can also be a viable option. If you have external doors to your master suites, that will lead to a perfect setup for an Airbnb room rental. Other great ideas are a finished basement, attic, or detached mother-in-law suite.

Another excellent idea would be to finish your basement or build an in-law suite and have the residential manager reside there. That way, they are in a prime position to control the home.

Room rentals also will leave you with more options as well. If you have space on your land, you can add a mobile home, an RV, or a tiny house that you can use for the Airbnb program as well.

Cleaning the spaces will also be easier because the guest will be confined to a smaller, more manageable area. I would prefer the room rental idea over the whole home rental. You may feel differently.

**Time for math.** Sorry, but we can't do our prep work for a business without doing some math. For this section, we will have to make some assumptions. In the Marine Corps planning phase, we make assumptions to continue the planning process; this way, we don't stall the process.

For my Airbnb theory, I will use our home in western Florida. It is 2,500 sq ft and sits on three acres of land. It has two huge master suites, a pond, and a creek. It is not in a suburban neighborhood, so noise and vehicles won't be an issue.

After our refinance, we now pay \$1,500/month (which is a steal). Let's add in our utilities, and the total will be \$2,000 that we need to make before we profit. I will have my sons running the business for me.

**My portion of the profits.** The first thing I will want to decide is how much I want to take from the profits. Since they are my sons, I don't want to be too greedy. Once they clear \$2,000, I will

take \$500/month. And that is literally how accessible the business is from my end. I have real estate, so I am in charge. Remember, in <u>Investing Insider vs. Outsider</u>, I talked about how the insider can dictate terms—this is a perfect example.

**Can they profit?** Now the question for them is if they can profit after they pay the \$2,500/month. I believe that they could. With the two master suites renting for an average of \$80/night each and assuming 25% vacancy, that would be \$3,600. Remember, I am making assumptions.

Airbnb will take their cut; however, if my sons decide to clean the rooms themselves, they would receive payment for that. Also remember, that they could live in the house for free. After they pay the \$2,500, they will have \$1,100 a month to split. That is not bad at all.

**Increase their profits.** Now, let's increase those profits. Even though I already have my cut, I will still assist them in growing profits. Why? The more they make, the more I take. What are some things that they can do to make even more money from the rental?

**Add another residence.** The kids can add another tiny home, mobile home, or RV to bring in more cash flow.

**Offer car rentals.** Wouldn't it be nice to go somewhere, have someone pick you up, and then lend you the car for your entire stay? Yes! I wrote an article about <u>starting a car rental business</u>. Why not do this in conjunction with the Airbnb business? Makes business sense.

Offer sports or water equipment rentals. Along those same lines, wouldn't it be cool to have sports and water equipment, like kayaks and snorkels, at the ready? The boys could have a shed and store all of these things away.

**Open a souvenir shop.** Don't you hate having to buy souvenirs at the airport because you forgot during your trip? The kids can open a small shop with some t-shirts and cups. Nothing too fancy, but it can turn a huge profit.

**Luggage storage.** People want to arrive early but can't necessarily check-in. Offer to hold their storage for \$5-10. Easy money.

**Early check-in, late check-out.** The boys should know their schedules to a tee. If there is room for early check-ins and late check-outs, they can turn a quick profit on an unoccupied space.

As you can see, there's much money to be made in the Airbnb rental world. I read a book just for this reason. The book was written in the 1980s, and it's about bed and breakfast inns, but the hospitality they offer helps me come up with some of these ideas. The name of the book is "How to Start and Run a Bed & Breakfast Inn."

**Is Airbnb a viable passive income idea?** Absolutely. Remember, you will need to understand a <u>business before you start a business</u>. If you just turn it over to your residential manager, it'll be

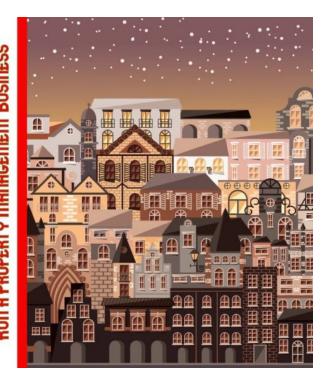
all messed up. You will need to get it off the ground, work together with the manager, and then step away.

Where do we start in our entrepreneurial pursuits? First, take your Airbnb ideas and find the proper real estate to run it. As I said, a suburban neighborhood may not be the best location. My Creative Financing in Real Estate 101 series covers how to get financing for your new home. You will want to plug in real numbers before you even attempt to buy a home. Or you can try by renting a room or finishing a basement.

Next, I recommend my business articles <u>"Retire Rich, Retire Comfortable with a Business"</u> (book)" and <u>"Read these 10 Books before You Start a Business</u> (book)."

All in all, a good passive income idea. If you already have real estate, you are in a good position. If you do not, you may want to start by becoming a residential manager. If you can bring strong ideas to the table, the property owner may listen to you. Please, build up your business and entrepreneurial knowledge before you pitch an idea. Good Luck!





24 Run a Property Management Business

Life is good, isn't it, especially when you have money? Even though my wife and I have our financial act together, we are always on the hunt for ways to add additional income streams to our portfolio.

I just finished a book on opening a business in the physical world called "<u>How to Start a Microbrewery</u>." Opening a physical business requires a lot of work, time, and money. Therefore, I still prefer companies that I can start and run from home.

Before my brewery book, I completed a book titled "<u>The Book on Managing Rental Properties</u>." This book is the ultimate guide on starting and running a property management firm from your home. It is genuinely a standard operating procedures manual that you can use to form 75-85% of your property management business.

But is running a property management business right for you? Some personality traits will not perform well inside this field. Outside of those, I think that anyone who can manage themselves, stay organized, and deal with tenants can start an excellent property management business. Let's get into the article.

**Two traits that can fail.** Let's start with the two kinds of personality traits that I believe will have a hard time coping with being a property manager—unorganized and timid. Property management is paperwork intensive, so you will have a hard time if you can't organize yourself and others. Tenants can be ruthless, especially if you are timid, so you have to be firm and fair at all times. You have to be able to enforce the rules no matter the scenario.

If you can overcome those two traits or do not have an issue with them, you can be a great property manager. The business is truly about having detailed forms, procedures, and enforcement. Those who have served in the military will find this business right up their alley.

**Getting started in property management.** You need to get started two things: to know what you are doing and property to manage. Before you do anything about property management, read the book I mentioned earlier—it will overwhelm you with information. The book also has many starter forms, management ideas, and resources.

Now you need to find a property. You can start your business by renting out rooms or spaces on your property. I wouldn't incorporate a business, but this could be an excellent way to begin dealing with tenants and getting practice with paperwork.

Also, this will allow you to tell prospective clients that you manage properties because you now have properties and tenants that you manage. My wife and I have been renting rooms for over two years, and you will learn a lot about people while you do this. Renting spaces on your property is a great way to find out if you will be <u>a good landlord</u>.

I think the best way to find clients is to keep your ears to the ground around your neighborhood or work. Someone is always looking to rent a property or knows someone who is trying to rent. Also, listen to people who are looking to sell. Many times they wouldn't mind renting if they knew a good property manager. Of course, this is where you conveniently pop into the picture.

You can also publish and release some business flyers and walk around your neighborhood. For me, I am not trying to become a huge business owner. I would attempt to keep all my properties near the home where I reside.

Before you start issuing flyers, please read the book "<u>The Non-Designer's Design Book</u>." Yes, you could pay someone to do the work for you, but the idea of starting a small business is to get involved in your own business. Not only will you get a sense of pride, but people will begin to recognize your designs around town. You will be designing many flyers during your time as a property manager, so you may as well start creating now.

**Getting started with your first property.** The most important thing is understanding the laws of the land. You have fair housing laws at the federal and state levels, and even local groups—understand these.

Next, you will need to have all of your procedures and forms in place. The book does a great job of getting you going in a straight line when it comes to all the documents. You will want to have everything set up before you start advertising and dealing with prospective tenants.

There is a lot to do here, but nothing is complicated about the process. The hardest part is staying organized and filing your paperwork. Nothing about being a property manager is difficult; if you can manage yourself, all you have to do is manage others.

I don't want to get into too much of the day-to-day grind of getting started or managing properties. I want to do a ten-part series covering all of this if there is an appetite from my audience. Since most people with the proper motivation can succeed as property managers, I want to look at some of the other essential parts of the business: required time and possible income.

**Time.** You can streamline your time requirements as a property manager, especially if you remain small. If you stay under ten doors (10 places), you can have an abundance of time and still bring some good passive income.

The book gives a fantastic tip on managing your time when explaining that you can set your business hours within your tenants' inbrief. For example, I can set my business hours from Monday to Friday 0830-1400. If calling during these times, I give them my Google Voice number. I can put my Google Voice to provide an office outside these hours.

I then define what an emergency situation is during the tenant's inbrief. I set up another Google Voice number and gave them this number for emergencies only. The book said in all of their years; they very rarely had people call with emergencies, if ever.

So for the people who think that they will be receiving calls all the time, this is a way to mitigate this madness. This scenario was an eye-opener for me and a great reminder of why I read so much.

Other than phone calls, your job is mostly upfront in finding, screening, and managing tenants. When they have a maintenance request, they can fill out a form online. This way, you can track the maintenance and the tenants, all in one place.

There are many ways to collect rent, but mostly everything is moving to online payments. There is also a way for tenants to pay their rent through a system at stores like Walmart. When they pay, the system instantly deposits the money into your account. This system is for tenants without online banking.

**Your income.** Ah, to my favorite part, the revenue. Once you get set up and run a reputable property management business, the income can be very passive. If you are handling ten doors, you may have tenant turnover once a month, but probably a lot less than that.

Property managers charge somewhere between 8-12% per door. Plus, they have an initial advertising/ finders fee per new tenant. There are also more ways to monetize other business areas such as late fees, coin laundry, etc. It can be a very lucrative business, especially looking at your time requirements.

Let's run an example using our ten doors scenario. We have ten single-family residences for our example, and they each rent for \$2,000/month. Doing the math, you will be earning \$2,000/month in passive income from your ten homes.

Yes, they will require some work, but they should each be on one-year leases. The tenants should not be giving you too many headaches if you perform your screening correctly. So what are you doing throughout each day? Maybe doing some drive-bys and managing your paperwork is all you consistently have to do daily.

Property management can be a good business for stay-at-home parents and other employees that work from home. The hardest part is during the changeover of tenants; however, most things can be handled online and pre-screen many prospective tenants through phone calls.

**Conclusion.** I give property management my stamp of certified passive income. Once you are up and running, the hardest part is screening good tenants. Once you have that down, your day-to-day job is relatively passive.

If you are good at handling paperwork **AND** good at managing people, this could be a very passive and lucrative business for you to start from home. Being able to control the phone calls is a godsend and something I would have never thought of on my own.

Give "<u>The Book on Managing Rental Properties</u>" a good, long read if you are interested. I would recommend any homeowner to read this book as well. You may find yourself in a situation where you may need to rent out your home. Knowing how property management works will be great for everyone to know. Good Luck!



25 Harvest Beneficial Insects for Passive Income

Funny title but a critical topic it is. Not all bugs are bad for your garden, herbs, plants, or fruits. In fact, some are very important to the ecosystem that you are trying to nurture. So what are the benefits of these *beneficial* insects?

With the rise of sustainable and organic farming solutions, the appetite for pesticides has diminished dramatically. In plain English, people don't want unnatural and unhealthy pesticides sprayed all over their vegetables, plants, herbs, and fruits. This protection of food is called "food security."

What's a farmer to do? Enter beneficial insects. Like praying mantis and ladybugs, they are bugs that come and eat up the bugs that are destroying your plants. However, these beneficial insects don't just come around independently; you will need to attract them. And that is where we, the entrepreneur, enters the scene.

## The Biggest Book on Passive Income Ever!

I first read about beneficial insects in the book "<u>Dirt Rich" (farm</u>) and then later in "<u>40 Ways to Increase the Net Income of Your Rental Property</u>." I was intrigued then because bugs have ravaged my wife's garden for two seasons in a row.

Since I am not home because I am off doing military stuff in Japan, I could not physically dig into the use cases of beneficial insects. However, as soon as the idea of passive income came into play, my interest was sparked.

You will need space and some knowledge (or help) to get started in the various passive income activities for beneficial insects. Remember, we can also find <u>great deals on land</u>; however, it may be far away from city centers.

Let's do a quick study of some ways to harvest beneficial insects and bees for passive income, and then we can do our analysis on feasibility. We will review; bees, butterflies, worms, crickets, beneficial insects, and also renting land to beekeepers.

**1) Harvest bees for passive income.** Bees are a great source of passive income. And no, you do not have to become a beekeeper if you don't want to. There are many ways to diversify your income with bees, so I will quickly review them. You can find a more detailed list at <a href="ivetriedthat.com">ivetriedthat.com</a>.

#### Create an eBook Series for Passive Income

**Selling honey** is probably the most well-known way to profit from bees. You can guarantee that your honey will be 100% natural, which many shoppers are looking for.

**Selling beeswax, pollen, and propolis** are also viable options. They each have their merits; please read the above article for more details. I want to keep this article as concise as possible.

You can also get involved with bee services, such as bee venom therapy, commercial pollination services, selling pollinator seeds, and selling beekeeping equipment.

2) **Butterfly farming.** Butterfly farming is much more nuanced than bee farming. It will also have to be done on a large scale. This will fall more into a hobby or passion project, only do it if you love butterflies.

**Weddings.** Butterflies are apparently a <u>huge deal at weddings</u>. I have never heard of or seen butterflies at a wedding until doing my research for this article. This random knowledge is why I love to learn, read, and write—it keeps me on my toes. People buy big bundles of butterflies to release at weddings. Interesting.

#### Standard Employee by Day, Passive Income Hero by Night

You can also **sell eggs**, **caterpillars**, **and chrysalises** for income as well. Again, butterflies are not the most accessible source of income, and I would not classify raising them as passive.

3) **Worms farming**. Worms are used in many aspects of agriculture, but the biggest seems to be called vermicomposting. This term means worms that you use to compost your food waste.

Earthworms break down your waste and turn it into worm casing leachate. Read this fantastic article on <a href="Deepgreenpermaculture.com">Deepgreenpermaculture.com</a>. It is genuinely fascinating stuff.

Right now, we are interested in making passive income, so let's hope we can sell worms and worm farms to other people. You can raise and **sell bundles of worms**. You can sell worms for composting, fishing bait, and bird bait.

Your worms can also **create valuable compost** that you can sell to others who are looking for the best compost around. Compost worms can process their weight in food every day, so one pound of worms can process one pound of "trash" a day. So, the bigger your farm, the bigger your profits.

Finally, you can **sell the worm leachate** or "worm tea." Worm farm has a filter at the bottom that collects the juices from the worms into a brown tea-like substance. You will <u>need to "brew"</u> the leachate to make worm tea, but it is terrific for your plants. It is known as liquid fertilizer.

4) **Farming Crickets**. There are many uses for crickets, but the main one is to feed other organisms such as humans, birds, bait, and reptiles. Crickets don't take up much space, as with worms.

## When Life Gives You Lemons....Make Passive Income Lemonade

You will need to learn how to process your crickets through their life cycles, but it doesn't seem too complicated. Here is the complete starter's guide on <u>morningchores.com</u>. And yes, I said humans do eat crickets because they are high in protein. Yuck. There is good money to be made with crickets.

5) **Beneficial insects**. There are many beneficial insects to raise for various reasons. Some of them include crickets, silkworms, ladybugs, praying mantis, cockroaches and mealworms. Each has its own requirements, and you can read more at <u>naturallivingideas.com</u>.

#### Love Income? Try Closed-End Funds

The main idea is to find the best insects for your time, space, and weather situation, start small, learn everything you can, and advertise your bugs. You will become a great bug farmer in no time.

6) **Rent space to beekeepers.** Sure enough, with a quick Google search, I found a website that matches beekeepers with landowners. Now is the best time ever to be alive. There are more ways to make a passive income than ever. The site is called <u>Leasehoney.com</u>. I couldn't find estimates of how much you can make, but it would be truly passive.

**My thoughts.** Wow, that was a lot to digest. There are just so many ways to make passive income that it makes me happy to be alive. We can become rich very quickly when we have the appropriate level of knowledge.

#### Run a Passive Income Business

My favorite way, from my readings, would be the earthworm farm. I think it would be cool to compost things and see the worm leachate forming. They would just sit in huge trash can like a container, eating away. Not much maintenance and their compost would be "brown gold."

There is still a lot more to cover, but I will save that for part two. I like how these methods are in direct contrast to those of making passive income online. It would be healthy to have multiple forms of passive income from business automation, including online, outside, rentals, and dealing with people.

In my heart of hearts, I believe that anything dealing with farming, growing plants, organic, and sustainable living will pay the highest amount of dividends in the long run. We will start to see a "return to the earth" over the coming years, and those who are ahead now will reap the benefits.

Luckily, we have two homes, each with three acres of land. We also have a home in the suburbs, but we hated living in a neighborhood. We want to be on the Earth. That's all I have for today. Pick up your <u>free 120-Page pdf here</u> to start your passive income journey. Enjoy and Good Investing.



26 Start a Community Garden and U-Pick-It Farm

For the last six months, I have been saying it; the world is ripe for a return to Earth. We have gotten too far away from our roots (no pun intended), and returning to the ground is the only way to reset our core (and life) values.

Josh, what the heck does that mean? It does sound like gibberish, but it means that we need to learn how to manipulate the ground to live again. We need to know how to farm, raise animals (not pets), and make our own resources.

Americans started moving into city centers over 100 years ago, and now the transition is primarily complete. However, with this migration, we have become spoiled by technology and ease of use applications. We don't even have to drive to get our "drive-thru" fast food.

#### 5 Creative Ideas to Make Money While You Sleep

I just finished an article on <u>harvesting beneficial insects for profit</u>, and now I am back for another Earth-related topic. Many of the ideas that we learned in the former article ring true here. Using earthworms to make our compost is one such idea.

The best book to read about returning to Earth is "<u>Dirt Rich</u>" (farm). The couple explains how they moved out to a five-acre plot of land—ditching the hustle and bustle of city life. Then, they go on to explain how they monetized the crap out of their land. It is a treasure trove of income ideas, some passive, some active. I highly recommend you take a look at this book.

Another reason why I am so interested in these concepts is that Kris and I own two homes with three-acre lots—one in greasy Florida and one in desert Arizona. I will leverage these concepts once I get stationed back in the States (I am currently in Japan).

**Now, let's start with a U-Pick-It Farm**. A U-Pick-It Farm is an area where you grow the crops, and other people pay a small fee to come and pick your wares. We went to a U-Pick-It Farm in Southern California, where we picked strawberries. I have seen farms for dates, blueberries, and, I believe, cherries. We went to another one in Japan, but I forgot what we picked.

U-Pick-It Farms are an excellent way for parents to entertain children, so this experience will always be top of mind. Once you have a reputation as a child-friendly attraction, expect to be bombarded with families.

#### 8 Reason to Start A Micro Business

Don't expect to make a ton of money solely running a U-Pick-It Farm. However, the extra income from other sources can genuinely add up to a fantastic amount. I will get into those in a bit. First, let's cover a community garden.

What's so good about a community garden? Most people don't know how to grow anything but would love to give it a shot. I guess I have been spoiled because my Grandparents always grew fruits in the desert. Also, my wife runs a small garden annually. So I have always been close to Earth.

Even in the desert, we tried our best to grow fruits and trees; however, we were not very successful. We were able to get Kentucky bluegrass to grow, though.

#### New Business? Identify, Target, and Mesmerize Your Audience

Today, most people grew up in the city, with parents who lived and worked in the city. They also had parents who both worked as well. This means that they never got a chance to experience the Earth. That's where you, and your community garden, step in.

You can fence off an acre of land to make into your community garden; then, you can section the land into smaller plots. You won't make much money renting out the fields—probably \$25/month—but that is not the point.

By running a community garden, you will now become the hub of a more significant movement. Once you have an audience, that is where the true wealth comes into play. Let's see what streams of revenue we can make in addition to our standard community garden and U-Pick-It fees.

**Multiple Streams of Income.** Once we have our land set up for community use, we will have a small but consistent stream of people coming to visit—this is where the fun comes in.

People will need **classes** on how to plant their gardens, produce, and help their crops and plants survive. You can also set up a **community greenhouse**.

You can **demonstrate** other ways to use the crops that people have picked, such as making strawberry jam. You can also help them **can** their crops as well.

As I wrote about before, making a separate part of your land into <u>a dog park</u> would be very lucrative. If you can make your land both child and pet-friendly, there would be no reason for anyone to leave.

#### <u>Create Content for Your Home-Based Business</u>

You can **sell merchandise**, souvenirs, season passes, courses, t-shirts, etc. You can run a gift shop on the premises because who doesn't want to remember your farm?

You can also <u>sell herbs</u> from your herb garden, flowers from a flower bed, beneficial insects that you use to protect your flowers, etc.



You can run a **small petting zoo**, maybe with some pygmy goats or miniature ponies. How about reptiles or other small animals? Praying mantises are beneficial insects and would be cool to watch; perhaps you can <u>witness the female eating the male</u>. Side note, how cute is this goat picture?

Then, you get into all the **online stuff** that you can accompany with your community garden. This includes YouTube, blogs, and online courses. I have been saying that becoming a content creator is almost mandatory in today's world. Yes, I actually meant it.

#### 6 Types of Income Streams

There is too much to list. Whatever you can think of, you can monetize. The main thing is that both the community garden and U-Pick-It Farm will be enormous draws for families. Once you have them coming in, you can figure out how you want to add value to their lives. Creating value will eventually turn into profits.

**Some of the negatives** are that people will trample your land, especially kids and dogs. Also, you will have to be present at the farm physically. However, as discussed in our <u>business</u> <u>automation</u> article, you can hire a manager—it sounds like a job for my oldest son.

There is a lot to unpack here, but each venture will be vastly different because of zoning, size, and locations. Don't forget you may be eligible for some tax breaks, depending on what you are growing and the animals you are raising.

What do you think about starting a community garden or U-Pick-It farm? Do you think it can be viable where you live? Could you downsize it to a community herb garden or rose garden? Tell

me what you think, and don't forget to explore more MFI goodness with <u>our free-pdf books</u>—great to read at work, during your "lunch breaks." Enjoy and Happy Investing!



27 Sustainable Riches: Return to Earth, Make Green

The slow rotation to Earth is upon us. Most of the civilized world has moved into city centers, and we are starting to see the adverse effects of this migration. People are unhappy with unfulfilling careers and cramped lifestyles.

During the pandemic, we realized that most people didn't enjoy commuting to work or sitting in meetings all day long. We want to be able to work from home with our family and pets nearby. And who can blame us?

I think many people are more productive working from home anyways. Yes, some will need to be poked and prodded to work, but at least the entire team doesn't have to support them. And if we can continue to work from home, why would we need to be in a city center?



Sustainable Riches

And that is where the movement to land will slowly start to occur. We see the beginnings of a social and economic exodus from cities back to our roots. **Sustainable and organic farming** will make a return to the household level—no longer will we have to buy our goods from stores and shops.

We will want land for our children and animals to play, no more going to designated areas around town. Home-schooling will become more and more common as we wish to teach our kids the proper values and skills for success in today's **technological and agricultural world**.

What does this mean for us, as entrepreneurs? This means that we have the opportunity of a lifetime to ride this wave to the next transition. If we can produce content on sustainable living, tiny homes, minimalism, gardening, farming, raising animals, buying land, etc., we will set ourselves up to reap the future benefits.

The world is slowly getting away from big weddings, big rings, fast cars, and luxury vacations. You may not think that because the media needs you to spend money. But, the proof is in the pudding.

The happiest couples I have witnessed in real life have been down-to-earth, humble, simple, people who love each other, their kids, and Earth. They spend time with the land and respect humans, plants, and animals, all alike.

As I see couples (rich and poor) breaking up in this modern era of love, I realize that a simple life is what is going to sustain us through it all. A ring can't take care of you when you are sick. A luxury vacation won't hold your hands during a morning walk on the beach.

I have been studying the return of farming and gardening, and I think it will be huge. As inflation sets in, people will want to supplement or mitigate their lifestyles. When hard times hit, what is the first thing to disappear? That's right, luxury items.

How do you position yourself before this new transition? You have to get comfortable with things like farming, animals, and gardening. It is okay if you are not an expert. Document your journey for all to watch—this will assist others on their journey.

In the end, we have a long way to go before a transition. If I put a random number on it, I would say that we are only 5-8% into the movement. And that is just from people understanding the transition. They still don't know how to afford to move to the acreage because they need a job.

Only those knowledgeable in the art of passive income, online business, investing, and home-based business will be able to transition. That's where you come in to show people how to farm and how to make that into a sustainable income stream.

There is a lot more to discuss here, and I have some ideas that I have wrote about before. I will continue to talk about the transition to land, mainly because my wife and I have already moved to the ground. However, I need to finish my career before I can settle down.

In the meantime, I am creating as many income streams as possible making my time on land as stress-free and fun as I can. You can do the same. Enjoy and Happy Investing.



28 The Business of RV Life

Do you dream of one day cruising around the countryside in an RV, visiting national parks and museums? Well, there has never been a better time to become an RV person or family. Not only are housing prices growing out of control, but the pandemic has shown that the ability to travel independently will be valuable moving forward.



# The Business of RV Life

However, RVs are expensive, so we will need to use everything we learned about taxes <u>(in Taxes 102)</u> to compensate us for our travels. That's right; we will brainstorm ideas on using

business and taxes to subsidize our trips to get maximum enjoyment out of being an RV family. (Here is a list of RV Jargon, courtesy of Campersinn)

**Stationary ideas.** First, let's review some of the concepts discussed in the article "<u>Start a Luxury Vehicle Business.</u>" RVs are like tiny homes, and some cost even more than homes; therefore, we can rent them like homes.

#### How to Create a Never-Ending Stream of Content

**Airbnb** has special hosts that rent RVs out for the night. When people rent from Airbnb, they do not drive the RV around. This is an excellent idea for an <u>Airbnb business</u> if you have a nice-sized property and you can give your RV some good environmental ambiance.

In the article "Become a Land Millionaire," we learned how to obtain land for cheap. Since that article, real estate, in general, has <u>blown up in prices</u>. Buying land is still an option; however, you will probably be far from city centers.

Lucky for you, RVers love to drive to the middle of nowhere. **Dry Camping**, or boondocking, refers to camping without hookup or other "luxuries." If you have land, you can set up a gravel road and a concrete pad and allow RVers to host themselves.

RVers are always looking for safe places to park and spend time. Some also like to be away from other RVers because human nature needs some time away from others. Having some **land** and pads throughout the countryside can make for some high passive income and an excellent way to let your land appreciate.

I love <u>renting rooms</u> as a source of high passive income. However, it may be a little too close to home for most people. How about renting your RV. If you are waiting a few years before becoming a full-time RVer, you may want to have someone else pay your RV mortgage.

#### Maximum Leverage 2: Buy Homes with Nothing Out-of-Pocket

My wife and I <u>rent two master suites</u> in our home for \$800/month apiece. We could easily buy an RV and build out hookups and get the same amount for renting it out. Truthfully, we could probably get even more due to people wanting privacy.

I envision, if you get a nice white picket fence, put a garden inside, a place for a hammock, people would flock to your RV land to rent. It is all about the details. I am more of a tiny home or mobile home person, but many people are looking for alternative forms of housing.

Let's do some math—because MATH. If our RV cost \$30,000, we would pay \$600/month over 5 years (at 7%). Therefore, renting our RV for \$800-900, we could have someone completely pay it off for us before taking off on our RV life.

# Mothers as Entrepreneurs

**Mobile ideas.** Now, let's talk about ideas where our RVs are on the road. RVezy is a website where people can come to find RV rentals for the road. What does that mean for our business?

Using this website allows us to buy multiple RVs and start a business. If you have the land, you can have your company purchase the RVs and use websites like this to rent your RVs out.

You could even use this in conjunction with Airbnb and have little camp areas to have some stationary rentals as well. This business would be capital-intensive upfront (expensive) but could become more passive as you <u>automate it through management</u>.

Again, these ideas are for people that genuinely love RVs. If you are a fair-weather RV person, you may not want to get too far into the business aspect of life.

**RV driving school.** Another great idea for people who love RVs is to become an RV driving instructor. You can start a school to teach people how to drive RVs. Remember, more people than ever want to become RVers, but they are coming from city life.

They will need people to assist them in not only driving but learning the life. Do you know how to hook up the connections and change propane tanks? They probably don't. This is a good place to use your lifelong knowledge of RV life to teach others.

From your driving school, you can set up a referral network with RV dealers. Once people trust you, they will ask you for places to buy RVs and equipment. Be honest, and let them know you will be receiving a commission for referring them. There is a lot of money in referrals, especially of \$75,000-\$200,000 RVs.

#### The Velocity of Money

**Online business.** Starting an online business is still one of the best ways to make cash in today's society. As an RVer, you have a lot of inherent knowledge that most ordinary folks do not have.

Most people want to learn about RV life, so there is still a huge appetite for new voices to be heard. I even follow an RV blog about a couple retiring on dividends and living the RV life.

I would start with <u>a blog</u>. If you are 5-10 years out from an RV retirement, then you can begin your journey from there. Everything you learn, someone else will have to learn as well. You can start to build your audience well before you get on the road.

The blog can lead to an <u>ebook series</u> because blogs are hard to navigate after years of writing. You will want your readers to be able to catch up in a straight line. Ebooks are a simple way to get your blog out in front of many new readers and followers.

#### Big Money in Tiny Homes

Next would be a <u>YouTube channel</u> as you start to hit the road. People would love to experience your travels with you. Remember, you have built a small following from blogging, and they will want to see more of you, especially on the road.

From YouTube, the sky's the limit. You can create **online courses** to teach people basic and advanced RV techniques and lifestyle adjustments. **Affiliate marketing** is huge in the RV space. There is always a new solar set up, radio, TVs, and other gadgets to make people's RV lives more enjoyable.

If your audience knows, likes, and trusts you, you may as well be the one making a small commission on their purchases. Don't forget about **printables and merchandising**. Any kind of logbook or journal you create to log in mileage, dividends, day to the road, campsites, etc., can be made into blank printables to sell on Etsy.

### **Automation Can't Replace Creativity**

When you brand your RV school or online business, you can create merchandise as your own business. You can sell shirts and mugs and more RV-centric items like flashlights or tents. Again, the sky's the limit when it comes to merchandising.

**Conclusion.** There are many ways to start a business around your love of RV life. From everything, I have learned over the last year of blogging and publishing books, having a blog is the best way to wrap everything together.

A <u>blog is an online glue</u> to let everyone stay abreast of everything happening in your RV life. I have learned that building an audience on someone else's platform can make you a follower, not a leader.

So, build a blog and an email list, and go from there. People will want to follow your RV life as long as you are consistent. Again, there has never been a better time to get into RV life. Even if you are a beginner, what you are learning is precisely the information other people need to know as well.

Some of my most popular books are ones on how to become a writer. I just decided to write for passive income, and now, here I am. But people are very interested in my journey. The hardest part of writing is putting your work in front of other eyeballs.

It will be the same with your journey, but don't have a <u>scarcity mindset</u>. There is room for you and your journey to succeed in the world. Good luck and Happy Investing!



29 How to Profit from Electric Vehicles

Today, we will use everything we have learned about automated business, value, and luxury vehicle rentals to build a profitable business model in the eclectic vehicle space. It will take all our entrepreneurial wits to accomplish this, so let's get moving.



# **How to Profit from Electric Vehicles**

**Background**. I stumbled upon a video on the <u>Electric Hummer</u> by one of my favorite YouTubers. The Hummers look absolutely stunning, and many people will want to get their hands on them.

Then, he mentions the price, and my eyes start to water. The higher-end model is quoted at \$116,000. This means only a select few people in the world will be able to afford these trucks. But the pricey electric Hummer is not alone.

**Print Your Own Money** 

The <u>Tesla Model S Plaid</u>, <u>F150 Lightning</u>, and the <u>Mustang Mach E</u> are all unique in their own way. The pricing may be more reasonable on these vehicles, but consumers will want to try them out before buying.

And not just to test drive them, but to drive them for a couple of weeks to see if they are ready to make the switch to electric. Moving to an electric vehicle will be a huge shift for most people. There are pros and cons for the transition to electric from ICE (internal combustion engines).

But I am not here to debate the merits of electric vehicles, I am here to start an automated business model that will pay us while we chill on the beach somewhere. For reference, my favorite two books on automated business are "Company on One" and "The 4-Hour Work Week."

**Crawl, Walk, Run.** Okay, we are going to take the long way to business success, not shortcuts or speed runs. I have already covered some of the tactics we can use to build a rental car business in the articles "<u>Start a Luxury Vehicle Business</u>" and "<u>Want a Tesla? Start a Rental Car Business</u>."

Today, we are going to go further into this world by introducing multiple electric high-end electric vehicles into the mix. However, we will use bank money to pay for our expensive vehicles. To get a bank loan (or Small Business Administration loan) we will need to show a profitable business model.

#### What is a Sales Funnel?

In effect, you need to have a profitable business to get a business loan. Crazy right? The loan will be for us to expand into the expensive EV space. So let's do this into three distinct steps.

**Step #1: Build a profitable automated rental car business model.** Tons of people have already built profitable rental car business models through Turo, so we do not have to reinvent the wheel. What we do need to do is market research.

We need to find what types of cars will be profitable in our areas. We will start super small for this portion of our business model, most likely with two cheap cars. I am talking about Ford Focus or Nissan Altima cars that we can buy in cash.

Our two objectives in this stage are to become profitable and to <u>automate our business</u> completely. We may have to use a combination of automation via systems, out-sourcing, and management to accomplish full automation. However, we should not leave this Step #1 until we remove ourselves entirely from the act of making money—this is how we build passive income.

**Step #2: Incorporate our business and build business credit**. Step #2 will want to focus on incorporating our business and establishing our business credit. Incorporating our business is vital for two reasons.

#### Advertising 101: The Fear Factor

One, it gives us liability protection by creating a company. The company now has oversight over the business, not us. Starting a **Limited Liability Corporation or LLC** is what many people would do in this case.

Two, starting an LLC (or other business entity) will give us access to an Employer Identification Number or EIN. The EIN is essential to building business credit. I wrote a couple of articles on building business credit; they are "Establish Business Credit Now" and "Creative Financing in Real Estate 106: Business Credit."

In a nutshell, there are three stages of business credit. You will first need to build your credit with a business credit card, then a business line of credit, and finally a business loan. So, get smart on business credit while your automated business is running itself.

That is why we <u>love fully automated businesses</u>—it frees us to do higher-level functions. At this stage, we want to introduce some less expensive luxury vehicles into our portfolio. Cars like a used Chevy Corvette come to mind. Once we are eligible for a business loan, have a profitable automated business, and a business plan for EVs, we can go to the bank.

**Step #3: Expand into the expensive EV space**. Before I jump into this step, let's talk about trusting corporations. As much as we want Turo to hang around forever, we need to prepare for life without them.

#### 20 Creative Ways to Make Money from Home

Somewhere between Step #2 and Step #3, we need to build our own website and mailing list. All of our bookings can go through Turo because it adds a level of liability protection and renter protection against bad drivers. However, we want to start driving traffic to our website.

We also want to start building content around the EV space—things like how to drive, how to recharge them, and other neat things. We want to be creators and owners of this content. We do not want to depend on anyone.

Now, we go to the bank and present our automated, profitable business. We then make a business proposal for moving into the EV space. We have to show market research, our historical data, and pricing comparisons. Hopefully, we have been building this throughout our time in Step #2.

## Become an Entrepreneur before Starting a Business

An excellent book to read on starting a physical business is "<u>How to Start a Microbrewery</u>." We can apply many ideas for financing, business proposals, and creating a company to any physical start-up.

We got approved for a \$500,000 business loan! Now it is time for a quick celebration and back to work. We have a lot to do. If we want to buy four new Electric Hummers, then we can. Like we saw in the video, one variation of the Electric Hummer has roof panels that come off.

We need to create content on these tips and tricks, filling stations nearby, and scenic routes to drive in convertible mode. As we transition and add EVs, we will probably have to jump back into the business; it is such a departure from ICE vehicles.

Hopefully, we had a great business model before we bought our four Electric Hummers. Debt service, car washing, maintenance, etc., for each Electric Hummer, is \$3,000/month (estimating). But since demand is so high, we can charge \$500/day for the rental.

At 20 days a month capacity, we would bring in \$10,000/month per vehicle. We probably have some level of management employees to pay, which is okay. We want to achieve <u>Stress Freedom</u> by removing ourselves from the equation. Let's just say we earn \$2,500/month per vehicle. That's \$10,000/month completely passive, and we are giving people jobs as well. We are also adding value to the renters who are considering moving into an EV.

Why didn't we just buy an Electric Vehicle from the beginning? Yes, the first mover who straight up buys an Electric Hummer on day one beats us to market. They will earn all the easy money upfront. They win. Or do they?

# Read These 10 Books before Starting a Business

In two years, we will have a website, an automated business, a profitable business model, a YouTube Channel, and the bank on our side. We are making money from all angles! We have leverage.

Once you have a profitable business model, you can make more money by teaching your techniques. You can create an online class on EVs, business proposals, and starting a rental car business. The bank can help you expand further for other new vehicles that come out. What if you want to move into the boating, RV, or truck space. You already have an LLC and financial support from the bank. You're Golden.

## <u>Inflation vs. Royalties</u>

Sometimes the long run is what is going to give us the best foundation for the future. They may have beat us to the EV space, but guess what? There are going to be new vehicles coming every year. The person with the foresight to build a real business wins in the long run.

I have published 550+ articles on my blog and have 160+ ebooks on Amazon. All I have to do is turn on the advertising faucet and start making some profits. However, I am waiting until I have

1,000 books before even attempting to monetize my income stream. I know that having 1,000 books and 2,000 blog posts will position me to have passive income for the rest of my life.

I am building a **million-dollar company**, so what is the rush? I have a job, and I love the <u>passive income grind</u>. Like the EV scenario, I want to build a solid foundation of success that I can show to anyone.

What do you think about the new EVs coming out? Would you be interested in building an automated business around them? If you want to read more of my business articles, start with "Retire Rich, Retire Comfortable with a Business (book)."

#### **ROYALTIES & BUSINESS AUTOMATION**



30 3 Things I Love about Writing

There is something about writing that calms the nerves. I cannot accurately describe it and capture this feeling in words. Let's just say that it is great to have a place to go, without going anywhere.

I would have never fancied myself a writer, even six months ago. I never intended this to become my new hobby, and I definitely didn't think I would make any money from any of this. Funny how life can change in an instant.

I began writing because Robert Kiyosaki, author of "Rich Dad, Poor Dad," told me too. Not personally, but through his books. He states that we do not need to purchase all assets; we can create assets.

I, for the life of me, had never heard something so profound in my life. The idea that we can create assets, ones that produce money, from thin air was shocking. Yet, here I am—not making a ton of money, but making enough to know it will be a viable second career.

There are three things in particular that I love about writing: **freedom, challenge, and longevity**. These three things make writing my favorite of the sources of royalties. The others being videos, music, and artwork. Let's examine each of these items and get a better understanding of why these are so striking.

**Freedom** is by far my favorite part about writing—all I need is a computer. In fact, that is what drew me into writing in the first place, the lack of overhead. I know exactly how my wife and I want to spend our retirement, and being tied down is not an option.

I love being able to get up and go without special equipment. I can take the smallest, lightest Chromebook and continue to create. You also have freedom of choice for your creations. I can write a fiction series today, publish under a different name, and be all the better.

When you make music and videos, your audience comes to expect you to have a certain level of consistency. In writing, you can build multiple different audiences concurrently—this opens up a lot of options for the future of your writing career.

**Challenge.** Nothing beats the sight of opening your computer to stare at a blank screen. You then have to use everything that is in your brain to build your masterpiece. Sometimes it is intimidating, and sometimes it is as easy as drinking water.

No matter how you feel on a particular day, it is your job to write. I never thought like that until two books told me that exact thought. "On Writing Well" and "The Practice" both said to me that it is your job to write, so write. No excuses are needed. And I have written and published an article for five straight months—I plan to continue this well into the future.

To get <u>enough content</u> to fill up my blank screen continually, I have to keep reading. Your content is a mixture of your experiences, your voice, and your information. That is why everyone can become a <u>content creator</u>—no <u>limiting beliefs</u> are required.

It is challenging to learn new things, implement them in real life, and report back to your audience. One such project was when I learned about preferred shares from the book <u>"The Billionaires Secret."</u>

After finishing the book, I went to the stock market, bought preferred shares for a timeframe, and then wrote a <u>five-part mini-series</u> on my actions. I have been doing things like this for the last five months. I love the challenge of taking steps and reporting to my audience.

**Longevity.** Writing is not going anywhere. I believe that it will always be around. Once someone becomes a reader, there is no going back. That person will continually consume content until the end. I am now one of those people.

It is difficult for me to end my day without reading. I may feel tired, but I have to do at least fifteen minutes of reading per day. On a typical day, I read for about an hour—finishing 2-3 books a month.

As you read, your brain starts to make connections that create a path to action. Reading is the only activity that can make these particular creations in your brain. The book "<u>Limitless</u>" goes deeper into the value of reading. In fact, it is a necessity. Most of the great people of our times are avid readers. Therefore, reading will be around for a long, long time.

This fact means that your blogs and books will be around for a long time as well. Yes, people are making fast money on YouTube and TikTok, but I believe the long-term money is in writing. Reading a book will never go out of style.

**Should you become a writer?** I don't know how you feel about writing and your abilities. Most people are very fearful of writing and public speaking. If you want to be rich, you will have to overcome at least one of these.

Writing is a way to build an audience that may never see or hear you—just read your work. You don't even have to use your real name. It is a great place to stay under the radar; however, you still have to do the work.

The best time to start is now. You do not even need a website. You can write and post on a Facebook page you create. Make a goal to write every day, and amazing things will happen.

Stick with it for a year, and you will have completely changed your outlook on life. I am five months in, and I can see the difference in my creativity and motivation. I love it. You may love it as well, so get started and see for yourself. Good Luck!



31 The Magic of Royalties: Random Riches

I have been feeling a bit magical recently. I have felt the <u>magic of dividends</u> and the <u>magic of rents</u>, but lately, I have been touched by another: the magic of royalties. I am entirely new to this form of passive income, so let me explain.

I never knew that a standard person could earn royalties. Truthfully, I never looked into it much. When I came to Japan 10 months ago, I was hell-bent on making money via a second job. I would use this secondary income to fund my dividend portfolio.

Something inside me told me not to sell myself short for \$10/hour. So I stumbled into reading some financial education and personal finance books. The second book I read was "Rich Dad, Poor Dad," in which Robert Kiyosaki said that I could create an asset without any money.

To be clear, assets produce money. So he was saying that I could create an <u>asset from thin air</u> and have it make money for me. Well, I was intrigued, to say the least. I had already been writing many articles for my blog, so I was starting to form an idea.

I took my articles and my artwork and put them into book format. I figured the artwork would help the reader stay engaged with the words. And, I just continued to do that every day. Slowly but surely, I continue to see results.

Last month, five months into my quest, I made \$40 from book sales. To me, that is a lot of money. First, I love what I am doing for this money (writing and artwork). Second, the books will continue to sell for a long time. Third, the money comes in without me working for it.

So, I had to choose when I arrived in Japan, work for money or learn how to build royalties. I am thrilled I chose the latter. The skills that I have learned on my quest for royalties will serve me well for the rest of my life.

You see, the only way you will make royalties is if you make sales. To make book sales, you have to learn to <u>advertise</u>, <u>design</u> and <u>write</u>. To make sales in video products (YouTube), you will have to learn a whole other set of skills.

I recently wrote an article where I reviewed my early article designs. Whew, they were very rudimentary. The article is titled "Basics of Design 101: Don't Leave Home Without It." The entire series covers some of the main design principles that have helped me increase sales over the months.

But, I will continue to improve my writing, art, and advertising. In the meantime, I will be earning royalties. And that is where the fun comes in, the randomness of royalties. You never have any idea what will sell on any particular day.

I had a book I released in my first month that made its first sale in month five. I had a book I released that sold two copies in 24 hours upon release. It has indeed been a fantastic experience to see people interact with my works.

Luckily, I read a book called "The Practice" that helped me understand how to ship creative work. The goal is to create your own practice, or routine, that allows you to keep producing work. Do not focus on the outcome, which is sales or blog views. Those things are entirely out of your control.

I have my routine now, where I wake up early and write an article, go exercise, and go to work. After work, I edit my writing, create some artwork, and publish it on my blog. Once I have enough content, I put it together into book format.

That is it, nothing special. I also make sure to read a new book 30-60 minutes a day and do a book report when I finish. This allows me to continue to <u>have great content</u> for my blog and readers.

So, what makes royalties so unique compared to the other forms of passive income? Royalties are entirely and utterly removed from economic forces. By this, I mean interest rates, inflation, stock market, real estate market, etc. Royalties exist in their own world and act as a great way to <u>diversify your passive income</u>.

Royalties are also random. Yes, some books will have a stronger propensity to sell, but overall you never know what you will get. I had a book that I wasn't particularly fond of; however, my wife loved it. It has turned out to sell well for me continually.

I highly recommend everyone begin to create content with the intent of making royalties. The things you learn and your personal growth are beyond words. I have found something that I can see myself doing for the next 30-40 years. Not only does my mind stay sharp, but I am creating value for a subset of people.

It is also super fun to see your works do well. My wife and I have already decided that royalty income will be our restaurant money for the month. Last month I made \$40, and this month, 16 days in, I have already passed that amount.

So one day, we may be eating steak and lobster all from book sales and royalties. It is a great life to be able to do things without feeling guilty about them. It also feels good for royalties to have a tangible meaning to myself and my family.

Another thing about royalties that make them extraordinary is creating multiple income streams from them. Let's say I have about 50-100 readers of my books currently. I can start putting ads, affiliate marketing, online courses, seminars, web conferences, etc., inside my books. I can also teach people how to create and publish books.

I am very early on in my journey. My main focus is to create great content. But one day, probably once I retire from the military, I will have the time to exploit other income streams from my writing. And that will be truly amazing.

I hope I have done an excellent job of selling you on the power of royalties. Although they are random, there is a science to them. Just like the <u>magic of compounding</u> works with dividends and compound interest, it will also work here, with your works.

A good place to start is my article "Retire Rich, Retire Comfortable with a Business (book)." This book will guide you through building a business mindset, adding value, and shipping creative work.

From there, decide what kind of royalties you will want to begin your journey with. You have artwork, writing, books, videos, music, etc. You even can do things like t-shirt designs and printables on Etsy. There are many ways to skin this cat, but the goal is to start and keep learning and doing.

I hope everyone will experience the joy of earning royalties. It is magical to randomly come home to have sold five books in one day. It is an intense feeling; creating value for others and being paid at the same time. Good Luck!



32 Inflation vs. Royalties

How much have your trips to Walmart increased in price? Remember all those stimulus checks that we received over the last year or so? Well, they come at a cost. We now have more money than ever chasing after the same amount of goods or services. This imbalance causes inflation.

The Federal Reserve says that inflation is transitory, meaning it shouldn't stick around for a long time. All signs point to otherwise, but we will need solutions for now and for the long term, even if it passes.

We just covered how <u>dividends can help you beat inflation</u>, but there is one caveat to this fact—dividend-paying stocks cost money. No matter how hard you work at home, your dividend portfolio isn't growing (quickly) if you aren't making money.

## My Grandkids: Why I Never Will Work For Anyone Again

**Enter royalties.** Royalties are monies you receive when people buy your books, watch your YouTube videos, and listen to your music. There are even more ways to make royalties, like T-Shirt designs on Redbubble and printables on Etsy.

The best part about royalties is that they are work-based and creativity-based. If you are willing to put in the time to learn a platform, design, advertising, and marketing, you will be rewarded with a growing customer base and a larger audience.

Also, since everyone is feeling the pinch of inflation, you can create content about making money and increasing passive income. When people start to see their bank account draining faster than expected, they will want to increase their income, and you can have assets already available to this end—just a thought.

So, if you can build up a nice income stream for little money and by working from home, you have successfully increased your chances of defeating inflation. Your money is in <u>an infinite</u> return, which means you are getting the highest return on your cash. Yes, you can create assets from thin air.

#### Are You Limiting Beliefs Keeping You From Greatness

I know this to be true because I am doing this right now. I am starting month seven of my royalties challenge. I released my first book on Amazon in January 2021, today on July 2nd, 2021. This is the amount I have made by month:

Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
\$4	\$25	\$15	\$18	\$40	\$75

As my royalties have slowly been increasing, my costs have not. The only actual costs for releasing books are <u>Grammarly</u> (\$100/year) and <u>PixIr Stock Photos</u> (for my artwork, \$120/year).

PixIr is entirely optional, but you will want to create your book covers if you publish books. PixIr is a great way to learn to post your own covers and article pictures. Grammarly does a great good of correcting your English and also helping you to form good habits.

At a similar point in my dividend investing career (6-7 months), I was also bringing in roughly \$65/month. However, I had \$13,000 invested in my portfolio. So, I had about \$220 invested for royalties, and for dividends, I had \$13,000 invested. Do you see the power of royalties?

If I am creating money from thin air by <u>writing articles</u>, <u>designing covers</u>, and <u>building a library of eBooks</u>, each dollar I make is helping me fight inflation. <u>I am printing my own money</u>.

## How to Build Passive Income from Royalties

If your earned-income job is your only source of cash flow, heaven helps you. The only way to beat inflation is to work more hours or get a pay raise. I guess you could get another job, but the last thing you want to do is exchange **MORE** time for money.

You want your money to come in passively. Even though I am working my butt off on writing and releasing books, I am doing it all on my schedule. I can easily take a month or two off and still

have cash coming in. I am in the accumulation phase of both my books and audience. At some point, my work will take off and continue to sell without my need to babysit.

Once this happens, people may want to buy my entire catalog of books from me. At that point, you have to look at the return on investment. Say I spend \$2,000 over five years building my book library. I am sure I will have made more money than that.

I may have 1,000 books published by then. Someone may want to come to buy my whole catalog for \$100,000 to \$200,000. You may laugh, but there is a lot you can do with a massive roster of diverse books. You can translate them into other languages, give them as daily email gifts, prizes, email sign-up bonuses, start a subscription service, turn them into audiobooks, give them away for free with heavy advertising and affiliate marketing, etc. The list goes on.

### **Establish Business Credit Now**

Whoever buys my collection, if I sell it, is looking to make passive income from books. Keep in mind; I can also do all of the above as well. That is the <u>magic of royalties</u>; once you create an income stream, you can exploit the crap out of it.

So, not only are you beating inflation by creating money for free, but you are out-pacing inflation by creating more money from your income streams—not a bad way to start.

**How do you get started with royalties?** Royalties are a form of business income. I recommend you start with my book giving an overview of business income. The article and book are called "Retire Rich, Retire Comfortable with a Business (book)."

Inside you will learn how to add value for your audience, which will convert them into customers. If you can add value, the money will follow, not vice versa. You will need to <u>create</u> and build a <u>never-ending stream of content</u>.

Indeed, there is a lot to learn to start building royalties but consider paying yourself through knowledge. The skills I have learned about writing, design, advertising, and marketing have been enormous! And they carry over to any endeavor I do, always—this will make me inflation-resistant for my entire life. You can do the same. Good Luck!



33 Dividends vs. Royalties part II

I'm back for another installment of the Dividend vs. Royalties experiment. I did not re-read <u>part</u> <u>one</u> because I want to ensure the most up-to-date emotions I carry about these passive income sources.

I have been having a great time watching my dividends and royalties grow over the last five months. Every day I think, *wow, what if I keep doing this for the next 15-20 years?* That is the power of compounding, also known as the 8th wonder of the world.

The compounding efforts react to dividends and royalties differently. For dividends, your money is buying more shares of the companies. Not only are the companies increasing their dividends and the share price rising, but you are buying more shares as well. It is a compelling path to wealth.

For royalties, your brand is compounding. Your knowledge of creative work is growing; you have more products available, bringing in more people to your brand. New people then want to go back and consume your older media as well. It is also a potent source of compounding.

But let's start from the top. **What are dividends, and what are royalties?** Dividends are a portion of a companies' profits that you are paid by owning stock in the company. Royalties are payments that you receive for someone consuming your media, usually artwork, photos, music, writings, or videos.

**How do you get started with dividends?** You have to research what dividend-paying stocks you want to buy and then buy them via a brokerage or stock market account for dividends.

**How do you get started with royalties?** For royalties, you will need to create a piece of work that sells to another person. These works can be YouTube videos, blogs, books, stock music, music videos, instrumentals, background photos, stock photos, etc.

What is the main difference between dividends and royalties? As someone who is building a portfolio of both, the main difference is the cost of starting either. Put simply, dividends cost money to start, and royalties cost talent. Let's take an in-depth look at both and decide which is better for you to begin your journey.

I started investing in dividends two years ago, and I can tell you that it takes a lot of money to get the effect you want. When I started with dividends, I would receive \$1-2/month in dividend income. However, it was magical to see money actually adding to my account. Now, I am receiving \$500/month in dividends, and it feels even better.

To get to this amount of \$500/month, it takes over \$150,000 in our dividend portfolio. Not only have we had massive gains in dividends, but the share price of the stocks appreciates as well. Wealth begets riches. This statement means money makes money, which makes you rich.

I started in royalties with no audience and no product. I have been writing a blog and publishing books for roughly five months now. The first month I received \$3 in royalties income, and this current month, I am on pace to receive \$30. It may not sound like much, but that 10X the payment in less than half a year.

When you create products that produce royalties, you are entering a larger world of income. You see, you will be building an audience, and with an audience comes power. I have not even come close to tapping the earning potential of my books and blogs.

Right now, I am in content production mode. I want to build the most extensive backlog of books that I can conceive. I am thinking of producing content for another two years, maybe three. Once I have all these books and blog posts, I can then make some real money.

Let's say that I have 500 books listed on Amazon, with about 5-10 as top sellers. From there, I can load up my top sellers with affiliate links. I can create an online course on becoming a successful author on Amazon, which I can then link to in my books or blog. I can turn my bestsellers into audiobooks for another stream of income. I can also translate my best works into other languages, each creating its own streams of income.

I read two books on creating multiple streams of income from your writings; <u>"Create Income"</u> Streams" and <u>"How to Make a Living from Your Writing</u>." It is important to note that other sources of royalties have a similar branching path of income. For example, you can turn your YouTube

videos into an online course or package them together into a compilation that you can sell as a Blu-Ray disc.

Now for the question of the day, which is better, Dividends or Royalties? My answer is, why choose when you can have both? I highly recommend creating both income streams for your personal growth and long-term financial success. Here are a couple of pictures from two of my dividend portfolios and my Amazon royalties account.

May 13, 2021DividendSDIV Global X SuperDividend ETF+\$2.2May 13, 2021DividendAAPL Apple+\$0.8May 11, 2021DividendAGNC AGNC Investment Corp+\$2.4May 7, 2021DividendJNK SPDR Bloomberg Barclays High Yield Bond ETF+\$1.3May 7, 2021DividendPFF iShares Preferred and Income Securities ETF+\$1.4May 6, 2021DividendBLV Vanguard Long-Term Bond ETF+\$0.5May 3, 2021DividendCVS CVS Health Corp+\$2.5	
May 11, 2021 Dividend AGNC AGNC Investment Corp +\$2.4  May 7, 2021 Dividend JNK SPDR Bloomberg Barclays High Yield Bond ETF +\$1.3  May 7, 2021 Dividend PFF iShares Preferred and Income Securities ETF +\$1.4  May 6, 2021 Dividend BLV Vanguard Long-Term Bond ETF +\$0.9	>
May 7, 2021 Dividend JNK SPDR Bloomberg Barclays High Yield Bond ETF +\$1.3  May 7, 2021 Dividend PFF iShares Preferred and Income Securities ETF +\$1.4  May 6, 2021 Dividend BLV Vanguard Long-Term Bond ETF +\$0.9	
May 7, 2021 <b>Dividend</b> PFF iShares Preferred and Income Securities ETF +\$1.4  May 6, 2021 <b>Dividend</b> BLV Vanguard Long-Term Bond ETF +\$0.9	>
May 6, 2021 <b>Dividend</b> BLV Vanguard Long-Term Bond ETF +\$0.9	>
	>
May 3, 2021 <b>Dividend</b> CVS CVS Health Corp +\$2.9	>
	>
May 3, 2021 <b>Dividend</b> T AT&T +\$2.7	>
Apr 30, 2021         Dividend         SPY SPDR S&P 500 ETF Trust         +\$0.5	>
Apr 30, 2021 <b>Dividend</b> KBWD Invesco KBW High Dividend Yield Financial ETF +\$1.8	>
Apr 30, 2021 <b>Dividend</b> QQQ Invesco QQQ Trust +\$0.2	>
Apr 30, 2021 <b>Dividend</b> MO Altria Group Inc. +\$3.2	>
Apr 29, 2021 <b>Dividend</b> DHS WisdomTree U.S. High Dividend Fund +\$0.7	>
Apr 28, 2021 <b>Dividend</b> CSCO Cisco Systems, Inc. +\$1.3	>
Apr 15, 2021 <b>Dividend</b> CINF Cincinnati Financial Corp. +\$0.7	>

Date	Activity	Description	Amoun
05/13/2021	Dividend	AAPL APPLE INC 051321 4	\$0.8
05/13/2021	Dividend	$\underline{\text{DIV}}$ GLOBAL X FUNDS ETF SUPERDIVIDEND U S 051321 11.70000	\$1.0
05/13/2021	Dividend	SDIV GLOBAL X ETF SUPERDIVIDEND 051321 140.79700	\$12.3
05/10/2021	Dividend	UTZ UTZ BRANDS INC CLASS A 051021 3	\$0.1
05/07/2021	Dividend	PFF ISHARES ETF PFD & INCOME SECS 050721 4.11400	\$0.6
05/07/2021	Dividend	JNK SPDR SER TR ETF BLOOMBERG BARCLAYS HIGH YIELD BD ETF NEW 050721 4.15600	\$1.5
05/06/2021	Dividend	BLV VANGUARD LONG TERM ETF BOND 050621 15.32000	\$3.7
05/03/2021	Dividend	$\underline{\text{ARTFX}}$ ARTISAN PARTNERS FDS $\spadesuit^*$ INC HIGH INCONM FD INV SHS 043021 236.72600	\$10.2
05/03/2021	Dividend	NVG NUVEEN AMT FREE MUNI CREDIT INCOME FD 050321 17	\$1.1
05/03/2021	Dividend	<u>PCI</u> PIMCO DYNAMIC CREDIT AND MORTGAGE INCOME FUND 050321 279	\$48.5
04/30/2021	Dividend	UTF COHEN & STEERS INFRASTRUCTURE FUND INC 043021 2	\$0.3
04/30/2021	Dividend	QQQ INVESCO QQQ TR ETF UNIT SER 1 043021 2	\$0.7
04/30/2021	Dividend	<u>SPHD</u> INVESCO TR II ETF S&P 500 HIGH DIVIDEND LOW VOLATILITY 043021 5.16600	\$0.6
04/30/2021	Dividend	PGX INVESCO TR II ETF PFD 043021 27.72200	\$1.7
04/30/2021	Dividend	UTG REAVES UTILITY INCOME FD 043021 8	\$1.4
04/30/2021	Dividend	<u>SPY</u> SPDR S&P 500 TRUST ETF 043021 2	\$2.5
04/30/2021	Dividend	<u>UBP.K</u> URSTADT 5.875% PFD SER K PERP MTY PERP CALL 10/01/24 @ 25 CPN 5.875% FC 01/31/20 043021 4, CUSIP- 917286874	\$1.4
04/29/2021	Dividend	DHS WISDOMTREE HIGH DIV ETF FUND 042921 19.21300	\$3.3
04/15/2021	Dividend	<u>CSSEP</u> CHICKEN SOUP 9.75% PFD FOR THE SOUL ENTMT INC RED SER A PERP MTY CPN 9.750% 041521 2, CUSIP-16842Q209	\$0.4
04/15/2021	Dividond	CLAIV LCOLONV CAD INC NEW DED 7 1269/ DEDD MTV CED LDEDD	¢c ɔ

Sales Period	Marketplace	Payment Status	Date	Payment Method	Net Earnings	FX Rate	Payout Amount
Feb 01, 2021 - Feb 28, 2021	Amazon.in	Paid	Apr 29, 2021	EFT	INR 12.54	0.01	USD 0.17
Feb 01, 2021 - Feb 28, 2021	Amazon.com.mx	Paid	Apr 29, 2021	EFT	MXN 40.28	0.05	USD 2.01
Feb 01, 2021 - Feb 28, 2021	Amazon.com	Paid	Apr 29, 2021	EFT	USD 15.05	N/A	USD 15.05
Feb 01, 2021 - Feb 28, 2021	Amazon.it	Paid	Apr 29, 2021	EFT	EUR 1.05	1.20	USD 1.26
Feb 01, 2021 - Feb 28, 2021	Amazon.co.uk	Paid	Apr 29, 2021	EFT	GBP 3.90	1.38	USD 5.40
Jan 01, 2021 - Feb 28, 2021	Amazon.ca	Paid	Apr 29, 2021	EFT	CAD 0.11	0.82	USD 0.09
Feb 01, 2021 - Feb 28, 2021	Amazon.de	Paid	Apr 29, 2021	EFT	EUR 0.67	1.21	USD 0.81
Jan 01, 2021 - Jan 31, 2021	Amazon.com	Paid	Mar 29, 2021	EFT	USD 1.99	N/A	USD 1.99
Jan 01, 2021 - Jan 31, 2021	Amazon.in	Paid	Mar 29, 2021	EFT	INR 5.66	0.01	USD 0.08
Jan 01, 2021 - Jan 31, 2021	Amazon.co.uk	Paid	Mar 29, 2021	EFT	GBP 0.71	1.38	USD 0.98

The first picture is from my M1 Finance account, and the second is from my Wells Fargo account. The final image is from my Amazon royalties account. Royalties have a 60-day delay before being paid.

Needless to say that all this cash is very sexy. Take a step back; when was the last time you made money outside of your W-2 job? Not many people can say that they can produce income outside of their jobs. No matter how much your dividends or royalties are, you will feel rich as they drop into account.

Now let's get started with dividends and royalties. I wrote two articles that can help you with your journey into both realms of income. For dividends, "<u>How We Plan to Retire on Dividends</u>" is your article. For Royalties, "<u>Retire Rich, Retire Comfortable with a Business</u>" is the article.

If you look at these articles, they will lead to a great starting point for both income streams. As the stock market ebbs and flows, it is nice to have a source of income completely removed from this volatility.

In the larger picture, <u>producing cash flow</u> from the five sources of passive income, retirement income, investments, cryptocurrencies, real estate, and business should be your overall goal. If you can align all these sources of income, you will have maximum diversity as you move into retirement. Each of these sources of income has its own volatility, and each has highs and lows at individual times.

I will leave you with my final thoughts. When I began my dividend portfolio, I didn't know how powerful the concept of your money paying you was. Now, after two years, my wife and I can plan to go dining with our dividends. When you start getting dividends that are \$35-50, it is eye-opening.

When I first started my royalties portfolio, I had no idea how much I would learn along the way. The first artwork and book cover I created was like the work of a kindergartener. But, by continuing to work, learn, and read, I have gotten better. I plan to keep going. As I have increased my skill and my back catalog, my income has increased as well.

For both Dividends and Royalties, I am here for the long haul. When I write part three of the series in a year, I want to have dividends of \$1000/month and royalties of \$200/month. These are powerful ideas and concepts. These are the steps to financial freedom, so start creating your own path. Good Luck!



# 34 The Magic of an Automated Business

I'll be the first to admit that I usually leave an automated business out of most of my passive income discussions. For the most part, I write about rents, royalties, and dividends because they are the sexiest passive income sources.



# The Magic of an Automated Business

For example, my article "Mailbox Money: The Power of Rents, Royalties, and Dividends" is a perfect example. However, I did write an article focusing on the two types of business income called "Royalties vs. Automation."

There is no particular reason I tend to forget about an automated business; it is just more nuanced than the others. You see, most people who create a company end up making themselves a job. This should be the opposite of what we try to accomplish with a business—a passive business.

#### Establish Business Credit Now

So today, I am proud to welcome an Automated Business to my **Magic Of** series of articles. Find the other by following these links: <u>The Magic of Dividends</u>, <u>The Magic of Royalties</u>, <u>The Magic of Rents</u>, <u>The Magic of a Roth IRA</u>, <u>The Magic of a Military Pension</u>, and <u>The Magic of Passive Income</u>.

First, I want to spin everyone up on what precisely an automated business is and how we can plan to automate our future business from the beginning. I highly recommend two books before you start any business, "The 4-Hour Work Week" and "Company of One." The books will help convert your mindset from that of a "hard worker" to that of a "smart worker."

The most important questions you need to ask yourself are "How would this business run without me involved?" or "How do I remove myself from the functions of this business?" You need to ask these questions when the idea of a business just sprouts into your head.

For example, if I want to start a liquor store business, I need to remove myself from the company's equation before starting. I then can look at the price of hiring a store manager and the employees. That total cost of employees, plus other expenses, is the minimum I need to make

before I decide to open the business. I may make a considerably smaller profit with a manager on-site, but the money is passive.

### 6 Traits of a Successful Entrepreneur

Too often, people include themselves as the store manager to save a ton of money on employees. But if you pay yourself as a store manager, you exchange time for money. The question is, what else can you do with your time as someone else runs your business?

Can you create a franchise of liquor stores? Can you build an online course so others can follow in your footsteps on opening a physical location? Can you write a book or blog about your business? I read a book on how to start a microbrewery called "How to Start a Microbrewery." It was eye-opening to see all the details that go into opening a physical store or location.

But I digress. Let's start from the beginning with the question, "How do you automate your business?" There are three main ways to automate your business, and you need to learn about each to prepare your business to run smoothly without you. The three ways are **automation**, **out-sourcing**, and **management**.

**Automation.** I usually depict automation with a picture of robots because that's how I envision having a computer or machine do things for me. In actuality, automation is more like computer routines, programs, apps, and other forms of control. "The 4-Hour Work Week" goes into great detail about automation.

#### 4 Steps to Become Rich

An example of automation would be building an email list. You would display links for people to join your email list on your website. When they join, they will receive a welcome aboard email, followed by 3-4 emails over a month.

If they make a purchase, you can tailor the emails to react differently over time. It can become very intricate, but you would only have to set it up once. Then you could tinker with it over time. The point is, the computers are tracking the person throughout the email process, not you.

You can do this across many parts of your business, such as customer service, client relations, and payroll management. If you plan on working your business alone, then automation will become one of your best friends.

**Out-sourcing**. Out-sourcing is the act of hiring someone else to accomplish specific tasks for your business. You can either out-source by hiring a remote virtual assistant, contractor, free-lancer, or employee.

They each have particular reasons that you would want to hire them. I will go more in-depth about the various reasons to employ each worker in a different article. However, I will say that the better organized you are, the better they can perform tasks for you.

Let's take my situation as an example. I attempt to publish a book every day on Amazon. If I want a virtual assistant to handle this for me, I would need to give them a step-by-step guide on how to perform the tasks. I can't just expect them to follow the order "publish a book on Amazon."

## Retire Rich, Retire Comfortable with a Business

The better notes, standard operating procedures, and rulesets I give them, the further I can remove myself from the business. Again, this is something you want to prepare for before you start your business. That's why I always say, "Become an Entrepreneur Before You Start a Business" and "Read These 10 Books Before You Start a Business."

**Management**. When you hire a manager, you are hiring a miniature version of yourself. You should not look at a manager as an employee; they should be capable of handling 90%-95% of what you can handle. The main difference is that they may not have the complete vision of your business because, well, it's your business.

Hiring a manager will be expensive, but again, what can you achieve with the free time they allow you to have? That is the central question that you need to ask yourself.

#### Diversify Your Passive Income

Entrepreneurs make more money as they serve more people. If you open one liquor store, you can only help so many people. If you open ten liquor stores, you are now serving more people. When you hire managers, this allows you to think of more ways to monetize your businesses.

As a liquor store owner, maybe you decide to hire a food truck to go from location to location. People usually buy food before a night of drinking. Whatever the case is, you need to become a top-level, top-down thinker.

**How to Start Your Automated Business**. The best advice I can give you is to start small. In the book "Before You Quit Your Job," my favorite author Robert Kiyosaki says to keep your day job until your business takes off.

If you are starting an online business, start with automation procedures. Learn the ins and outs of the company. Once you feel comfortable, you can hire a virtual assistant to complete some menial or repetitive tasks. Being able to scale your business is excellent, but you need to know how the company operates first.

## Run a Property Management Business

When you start any business, you want to keep your overhead as low as possible. That doesn't mean being a cheap douchebag; it means being thoughtful about your purchases. The book on opening a Microbrewery suggests finding used equipment or rentals until you get a product that is making you money. Again, I highly recommend reading a few books before you even attempt to start anything.

**My automated business**. I am in the process of starting an automated business. Yep, right now, I am writing books to <u>build royalties and passive income</u>. But eventually, I will convert this into a full-blown business.

You see, my books will become assets over time. I plan to write 1,000 books (currently at 146) and start focusing on building out a business. There are many directions I can take my business, including YouTube, a writer's academy, online courses, or book creation seminars. However, first I need to grind for 3-4 years to learn everything about the process myself, and also so I can prove to others that the plan works. Who wants to listen to someone who hasn't accomplished it themselves?

When I begin to build out my business, I can have automation and outsourcing handle much of the tasks. Then, I can ask my sons to help with the management. That is the power of having assets and why I want to create 1,000 books. I look at each book as a dividend-paying stock that I create from thin air.

**Conclusion**. The magic of an automated business is that it frees you up to make more money across different ventures. Do not create yourself a job; create yourself a company that others can run.

What is your vision for the future? I know that I want to be on the beach with my family, making passive income from dividends, royalties, rents, and an automated business. I look at my plan for the future and create systems **NOW** that will allow me to be on the beach. It's called planning.

Do you have a vision of an automated business? I know that it is a different mindset than most people carry, but that makes you unique. Enjoy and Happy Investing.

#### CONTENT CREATION



35 How to Write 1000+ Words a Day

Ahh, so you want to call yourself a writer? How cute. To earn the distinction of being a writer, there is one major accomplishment you will need to achieve. You will need to write. Yep, that's it. All you have to do to call yourself a writer is write.

Indeed, when I was starting, I was nervous to call myself a writer. I thought that this title was reserved for the hardcore, published artist that studied the trade. Then I read a little book that would end up changing my life, "On Writing Well."

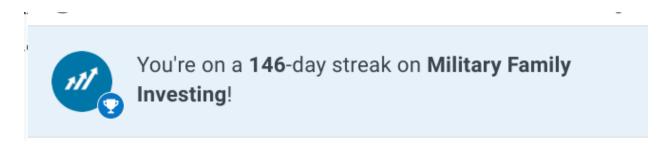


## Learn to Write 1000+ a Day

The author, William Zinsser, said two things that stuck with me. One, if you write, you are a writer. Two, if you are a writer, your job is to write. He went on to say that it doesn't matter how tired, drained, or busy you are—your job is to write. No excuses. This really took me by surprise.

I thought I was supposed to write when I felt like it. After I read this, I began to write more consistently. Next, I stumbled upon another book that changed my life, "<u>The Practice</u>," by Seth

Godin. The author echoes the same sentiments above and says something else quite profound. He says there is no such thing as writer's block.

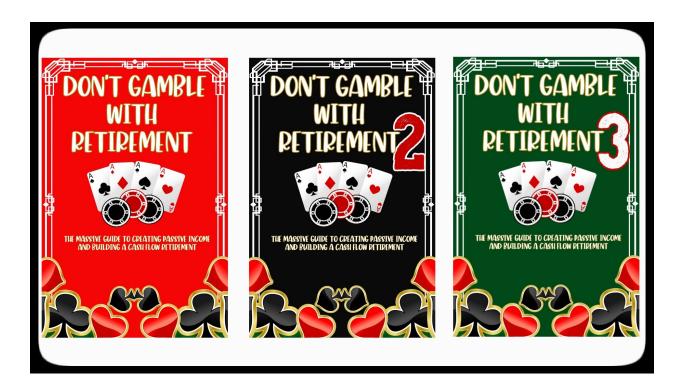


Ever since finishing "<u>The Practice</u>," I have written at least one article a day and published it to my blog. Currently, the total is 146 straight days. I love it. However, I am traveling from Japan to Florida next month, so this will break my streak. But that is okay; the intent is to take my writing hobby seriously—sort of like a job.

What I have learned over the last five months is that writing is part of my soul. I cannot stop writing. If I could write all day, I would. However, I am also a graphic designer, publisher, editor, along with being a writer.

Every day I wake up and write at least 1,000 words about the topic of my choosing. You would think that I would run out of content, but at least two more ideas pop into my head for every article I complete. Of course, I keep a running tally of future ideas in my notes. I am sitting somewhere around 400+ more articles to write, and I continue to see more ideas every day.

You will find that your work will begin to accumulate, rather quickly, once you start writing a lot. For example, in six months, I have published three 300+ page books—<u>Don't Gamble with Retirement part II</u>, and <u>Don't Gamble with Retirement part II</u>. These are my flagship books, and, to me, they are amazing.



Each book has at least 70 chapters (70, 77, 83), and each chapter cover is designed individually by me. They are all unique. Each article represents a day in my life where I took the time to write, edit, create a design, and post to my blog.

If you had told me six months ago that I could create three books this amazing, I would have laughed. "No way in my life," I'd have said. No way could I have thought this to be possible. But, I could achieve this remarkable feat by writing every single day. That is where it starts because nothing is more important to a writer than writing.

So let's dive into how I began to write every single day. I want to mainly want to cover two topics: how to create your topics and how to give yourself time and space to accomplish your writing.

**How to Create a Never-Ending Stream of Content.** Strangely, I have an article by the same name. I wrote that article four months ago, right about the time that I began my streak. And everything I wrote about has rung true.

First and foremost, you must prepare yourself to be a writer. It is not something you do when you feel like it. It is your passion. It is your voice on paper. You also have to remove yourself from the results. This means that writing should be your passion, not getting likes, followers, and positive reinforcement. All you can do is release your work into the wild—nothing more, nothing less.

I highly recommend reading the two books I mentioned above to form the correct mindset to last you throughout the creative process. Next, let's talk about content.

Building a stream of content will be your next big obstacle. When I started blogging about a year ago, I thought I could create content directly from my brain. Sure, it can work for a spell, but you need three things: structure, information, and connections to have a genuinely unlimited creative mind.

The first thing I recommend is coming up with your content niche. As I wrote in "<u>Pick Your Content Niche</u>; <u>Wealth, Health, or Relationships</u>," those are the three main topics that serve as the overarching narrative of most niches. From there, you can drill down, or "niche down," to a more personal level. Don't let these three niches scare you off; you can choose whatever you want. For this article, I will talk about **Dogs**.

Dogs will be my niche. Now I will start my pre-planning phase. Again, this is not how I started; I was just guessing. However, this stage will help you get your act together before writing 100 articles with no direction. Now let's form our structure based on our Dog niche.

1) **Structure**. The structure is the most critical part of being able to write as much content as you want. I learned how important the system was by reading "How to Take Smart Notes." This book will give you direction on taking notes and combining them with other thoughts to continually form new ideas. It truly is life-changing. Please read this book before you move into the information stage.

The output of the structure stage needs to be five sub-niches based on your overall main topic niche. Remember, the most valuable major niches are wealth, health, and relationships. So let's build out sub-niches that address these. But, first, let's see what we get for Dogs.

- 1. Dog Businesses
- 2. Keeping Your Dog Healthy
- 3. Dog Training
- 4. How to Love Your Dogs
- 5. Dog and Human Love

That's our structure—our main niche is Dogs, with these five sub-niches to complete our ideas. That's it for design. Don't worry; you can always change your sub-niches as required.

2) **Information.** Now that you have a structure of what you want to write about, we need to get information in your brain. Okay, this is what you will need to do—read. Yep, you will need to read books and articles on each of your sub-niches.

First, pick a book on each of your sub-niches. Then, read the book and write a book review or takeaways from it. This period will serve not only as a learning phase but also help you build credibility.

Most people do not want to read a book. They would instead read your quick review. This is the start of how to build yourself up as a subject matter expert. Indeed, this is how I started ten months ago. I read 35 books (book: "Wealth is a Mindset") in about three months. I wrote my five takeaways for each book.

I have slowed down in my reading, but I still read for about an hour a day. I have completed 51 books in ten months, and each has its book review (see them on Pinterest). That is the magic of sticking to something and seeing it through; you will accumulate many articles.

Now you are reading books and taking notes. Just take notes on topics that; you have an opinion about, that interest you or you want to dig deeper into. As you take more notes from across your different sub-niches, you will start to formulate brand new content to create.

Now, you still need more information and ideas. Join a website from each of your sub-niches. Ensure they publish at least a few articles every week. Make a schedule of when to check into each site.

You can make it one website per day or read books during the week and websites during the weekends. Whatever is your method, do it, and make it stick. Websites are essential because they will give you more up-to-date information and ideas.

3) **Connections.** Connecting your ideas is what will truly make your content pop. You don't always have to section off your thoughts into the sub-niches; you can explore, combine, and overlap your ideas.

Your books and articles will come in handy as you prepare a list of ideas. You'll be surprised at how much you have learned by reading. It is okay if you only start with 20-30 ideas, so many more will follow.

You see, as you write, you will find that 1,000 words will not do your article justice. You will start to want to create mini-series on specific topics. I have completed over ten mini-series in my few months of creating. It is a great feeling to see one series through to completion.

Again, I have to plug in the book "<u>How to Take Smart Notes</u>" because it will help you form deep connections between your readings and notes. Please read this book if you want to become a serious writer. So now we have structure, information, and connections—time to start writing.

**How to Write 1000+ Words Every Day.** The first thing that you will need to do is find the time to write. It preferably should be at the same time every day—this will help you build up the necessary internal pre-planning for your writing session.

I found that the best time for me is in the middle of the night. I wrote about it in the article "Become Insanely Productive during the Magic Hours." I tried to write when I got home from

work, but it depended on how my day at work went. If it was a crappy day, it was hard for me to overcome when writing.

You have to find the best time to write. Give yourself at least an hour and a half. I can write 1000 words in under an hour now, but sometimes I like to expand into longer sessions. According to the book "Limitless," you will need 45 minutes to get into a flow state.

**Find Your Flow State.** Flow is when you are in the zone. Sometimes you will enter the flow state and not even remember what you have been writing. It is incredible, but you can only reach this state when you are in deep concentration.

Every time you check your phone or a child interrupts you; your state is broken. It could take another 15 minutes to re-enter your flow state. That is precisely why I write in the early mornings (2 am).

Not only can I achieve flow, but my mind is clear from work, finances, and relationships. It is all about me. Plus, finishing a 1000+ article every morning is an excellent way to start the day. I usually go for a run or hit the gym afterward. It is a winning combination that I do not plan on stopping any time soon.

Now you have your time window and your notes, what's next. I usually pick my next topic at least 10-24 hours before writing. This way, I can brainstorm ideas all day long. You don't' need to get into the weeds; just think about some ideas and topics based on your future article.

Then, you get to work. No excuses, no worries, just start writing. You have everything you need to succeed. As you can see from this article, you will be referencing your books and articles in almost every new piece you create.

You see, you are creating a universe based on your writings. They are all interconnected, and all belong in the same universe. People will want to dig into your prior works, so let them know where to find them.

You will start to form derivatives of ideas you have previously. Many articles you may want to re-address with a part two or three. There is no limit to how to keep the train moving. But it all starts with having a structure, information, and connections.

One last thing. Do not try to be perfect. Perfectionism is a <u>limiting belief</u> and will hinder you throughout your writing adventures. You are going to make mistakes; it is a part of writing. Understand that and move on.

I once wrote an article on starting a <u>Tesla Rental Car business</u>, and every single instance of Tesla was spelled wrong. I did not notice for almost two weeks. Finally, I went back and changed the words and moved on. I didn't even feel bad. To indeed be a great writer, you have to form a small "Don't Give a F\*\*\*" attitude.

So what are my niche and sub-niches? My main niche is Passive Income, and my sub-niches are financial mindset, retirement planning, investing, cryptocurrency, real estate, and business. These topics will all overlap at some point, helping me create a never-ending stream of content.

For example, the article "<u>Run a Passive Airbnb Business</u>" will have echoes of retirement, real estate, and business. "<u>How We Plan to Retire on Dividends</u>" will have echoes to retirement and investing.

If you are serious about becoming a writer, please read the above articles and books. Also, check out my blog, where you can see these ideas in action. I have 450 articles published on my blog, with no intention of stopping.

The following article will take a look at the business side of writing. It is fun, and hopefully, you get the design bug as I did. Designing my covers is just as fun as writing. I never knew I had so much creativity in my blood. That's the best thing about creating; expanding your horizons. Good Luck!



36 Create an eBook Series for Passive Income

Making money from home while doing something you love would be everyone's ideal dream. At least, I would assume most people would love to have freedom of time and money. However, starting a passive income stream takes time, energy, and knowledge.

I became fascinated with the idea of creating royalties after reading "<u>Rich Dad, Poor Dad</u>." Since then, I have made it my mission to create passive income from royalties by writing books and articles. So far, the first six months have been absolutely fantastic.



#### Create an eBook Series for Passive Income

I have learned so much about writing, designing, and advertising. In fact, those are the three things we need to talk about today. If you can learn these basics, you will be in good shape to start your eBook series.

Why an eBook series and not a standalone book? As independent writers, we do not have a ton of leverage. The best way to get attention, at least on Amazon, is to become a prolific writer. In addition, Amazon's Kindle Direct Publishing (KDP) favors new releases, so you have a better chance of someone noticing you if you keep releasing content.

**Here is the bigger picture.** I have something I call the **Triangle of Profit**. The three points of the triangle are my books, my blog, and affiliate marketing. Using all three will help you grow your income three times as fast.

Everything in the Triangle of Profit requires an audience. Everything in life is a numbers game, where everyone starts at the top of your <u>sales funnel</u>. The goal is to have people buy your book, click your ads, or support your affiliate marketers.

Now, books, blogs, and affiliate marketing are not the most lucrative online business around. But what you lack in money, you make up for in pure passivity. I have been creating this passive income stream for six months and haven't dealt with one customer, client, or employee.

I am 100% free to do as I choose. I love to write, so I do this every day; however, if I need to take off for a day, week, or month, I can do so. The money will just keep rolling in. And, if I keep doing it for the long term, more people will become part of my audience, which equates to more passive income.

When choosing how to make passive income for royalties, I decided against YouTube. In the short term (5-10 years), YouTube will be way more lucrative than writing books. However, books over a long time (30-40 years) are more sustainable and can equal or exceed YouTube.

Creating videos also takes a whole studio, time to edit, and worst of all (at least to me), dealing with the YouTube comments section. To truly become a great YouTuber, you have to be a man

(or woman) of the people. Unfortunately, I am too old (40) to be arguing with people on the internet.

Nope, I would instead make money from my home, quietly, with only my Chromebook. That's right, all I need is my Chromebook and an internet connection. Writing is a 100% portable profession.

Plus, I am underselling the amount of money made from your blog and book audience. There are so many ways to monetize other aspects of your blog or books. For example, you can create merchandise on Redbubble, sell an online course, or review other people's cover designs. Plus, you can translate your books into more languages and sell limited edition hard books (high-profit margins).

Once you have an audience, the world is truly your oyster. However, I am not at that phase yet. My main goal right now is to create a solid base of content via books and blog posts. I figure I will do that for two years. After that, my goal is to be making \$1,000/month from royalties, \$500/month from my blog, and \$500/month from affiliate marketing by the end of 2022.

That will have been two years because I started in January 2021. Looking at my royalties thus far, I feel that this is 100% reasonable. I made over \$40/month in Kindle royalties in month five. Each month that passes, you have more and more content collecting.

Once I have a ton of content, I can start slowly advertising my blog. This will increase traffic, affiliate sales, build my audience of "Superfans," and increase book sales. I currently have 450 articles published and over 100 books published on Amazon. People who like my work will want to catch up. The easiest way will be through reading my books.

"Josh, how did you write so many articles and publish so many books in six months?" Alas, time to get to the meat and potatoes of this article, how to start your very own eBook series. You will need first to have the correct mindset. Then you will need to focus on three categories; writing, designing, and advertising. Let's take a good look at each of these, starting with mindset.

**Building the correct mindset.** First off, you cannot only do this for passive income. A <u>blog is a business</u>, as is creating books. The job of an entrepreneur is to solve other people's problems at a profit. Thus, you must add value to the lives of others. If you can do this, people will join your audience. If you create blog posts and books filled with spam affiliate links, then your chances are a lot weaker.

The book "<u>Superfans</u>" digs into the art of adding value from your business to the audience. Also, you can read my article "<u>Retire Rich, Retire Comfortable with a Business</u> (<u>book</u>)," which is an excellent way to read 40+ of my business-focused articles in one place.

I recommend you get your mind right before creating content. Many tutorials on YouTube focus on the making money side of the house, but adding value is what will truly make you rich. If you can help someone, chances are they will tell a friend. Word of mouth is the most powerful form of advertising on Earth.

Recently, I have had readers go through and read over 300 articles in my back catalog to get caught up. Of course, they wouldn't do that if they didn't find my work valuable. So aim high in the value department.

Another thing about adding value is that most of the time, adding value means "free," Yep, you will have to give a lot of your content away for free. It takes over 11 "touches" for someone to want to purchase something from you. So you need to be in the game for the long run. I'll talk more about free book promotions later in the article. First, let's move on to the writing phase.

**How to Write 1000+ Words Every Day.** Luckily for me, I just completed an article by that exact name ("How to Write 1000+ Words Everyday (book)"). Please read that article as it is a companion article to this one. Indeed, writing is the most crucial part of creating books—who would have guessed.

So, do you need to have a blog? Yes, I believe that you need a blog. First, you can get many ideas for your books from a blog. Second, your blog has an instant connection with your fans. For example, I released an article called "How We Plan to Retire on Dividends (book)" that did very well on my blog.

I created a book, then added related books on business and real estate. Then, I combined all three books into <u>one megabook</u>. I'm pleased to say, all four books did exceptionally well and will keep making me money for the long term. All this sparked from my blog.

Another reason you want a blog is to diversify your income. You do not want to rely entirely on Amazon for your income. When you sign up for KDP, that is the only platform you can publish to. KDP gives you some perks because of this, but you also want to build an audience away from Amazon. A blog will help you find readers, build an email list, sell merchandise, and connect with your audience. And if Amazon goes to crap, you can sell your books through your website.

So now that you are writing every day and publishing to your blog, what is next? Now you need to decide how you want to roll those articles up into a series of books. I combine every ten pieces into a book (<u>Financial Independence Magazine Series</u>). These books are usually 10,000 words, which is roughly 40 pages in a book.

**Do people really buy small books?** Yes, people love to pay full price (\$3) for a short book. After reading 51 books in the last ten months, I can completely understand—sometimes, you just want the quick hit of finishing a hyper-focused book. The majority of my direct book sales on Amazon are books with lengths of 40-50 pages.

When it comes to KDP and Kindle Unlimited, it is entirely different. These readers love to have long books to read. For Kindle Unlimited, you get paid by the pages a person reads. So you will want to combine a ton of your related articles to form gigantic books as well. If you are writing over 1000+ pages a day, this will not be an issue. Now, let's review some basics of design and advertising.

**How do you design your book covers?** Before I jump into this question, I would like to refer you to an online course I took six months ago to learn about publishing books on Amazon. In addition, I have followed <a href="Project Life Mastery and Stefan James">Project Life Mastery and Stefan James</a> for over two years on YouTube.

When I finally made up my mind to publish books on Amazon, I knew that his course would be top-notch. His course "<u>Mastering Book Publishing</u>" (this links to his affiliate marketing course) took me about two weeks to complete, off and on. When you are truly serious about making passive income from royalties and books, this is the best place to start. Also, he spends a reasonable amount of time talking about building the correct mindset.

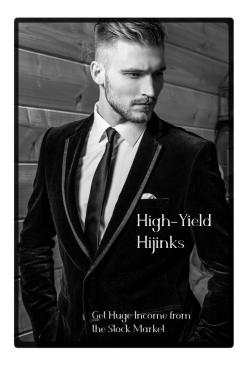
I bring up this course because he recommends that you do not design your own book covers. I can agree with that if you do not want to learn how to design. I forced myself to learn design. For every article I publish on my blog, I have custom-designed artwork. You should consider doing the same.

I thought I was improving until I read the book "<u>The Non-Designer's Design Book</u>." This book opened my eyes and allowed me to start creating some magical covers. And guess what? My book sales improved overnight. So, I would highly recommend you learn how to design your own book covers.

You will create books all the time. Once you get into a rhythm, you will have more articles than you know what to do with. This abundance of creative work means you will be creating a book, combining various topics, almost daily.

As I will discuss in advertising, your book covers will appeal to different audiences. For example, look at these two book covers on investing; which one appeals to which audience? So you will need to design your own covers to give you the best options available. You can find some quick tips on design in my <u>Basics of Design 101 Series</u>.





The more you spend on ghostwriting, editing, advertising, and covers, the more your books have to sell to be profitable. I don't spend money on any of these; I do everything myself. Yeah, everything isn't perfect, but it is a solid package. There are tons of perfect books out there if people are looking for that. But, again, I am not trying to set the book-publishing world on fire, just add value and make some nice passive income.

On a side note, it helps to have a goal for your passive income. My wife and I have decided we will use the royalties to go to dinner for the month. So, this upcoming month we will have \$40 to go out and eat. Not bad.

**How do you advertise?** First and foremost, the most crucial forms of advertising are your book cover and your book blurb (description). To understand more about human nature, you will need to read a book on advertising. Luckily I can recommend a good one. "Ca\$hvertising" is a great book and will help you target and appeal to the portion of your audience the book is designed for.

If I have ten articles on investing, I can create ten different book covers, names, and descriptions to appeal to diverse audiences. I usually like to write a unique introduction chapter to appeal to the group; however, the main content remains the same.

You have groups like women, men, young people, older adults, mothers, fathers, married people, kids, etc. Why create a book that only appeals to one type of group. I have captured some advertising ideas in my <u>Advertising 101 series</u>. You can use this as a quick start guide, but reading the book is the best bet.

Your books enrolled in Amazon KDP can go on five-day free book promotion, every 90 days. This means that every three months, each book gets to have a five-day free giveaway. These free days help to widen your audience and are a way to advertise your platform for free. In addition, I release a new free book every day of the week.

As I said earlier, to add value, you will have to give something away for free. Don't worry; the more free books I give away, the more book sales I receive. There will be people who take, take, take. Don't worry about them "they are not your people." Your people will support you once you have given value to them. Focus on them, and you will be okay.

**Forming the right mindset.** As I wrap this up, I want to ensure that you understand the intent behind adding value to someone's life. If you're going to have a long writing career, you will need to add something meaningful and **valuable** to someone's life.

Do not try to discover your greater purpose right now. You need to get started, and things will slowly begin to formulate. I didn't just start creating covers and building books in my first month. It was a long progression, and I am still learning. That's what life is all about, pushing forward into unknown territories.

I hope I added value to your life and helped you discover more passive income streams to build. This is the long game, and I am in it for the long haul. There is no easy money. Start forming your base of knowledge and build yourself up from there. What you decide to create will probably be vastly different from mine. And that is okay. Good Luck!



37 Create Content for Your Home-Based Business

Now that you have decided to become a <u>Passive Income Hero</u> and begin your home-based business, you will need to learn how to stay super productive. Many pitfalls can befall you on this path to greatness; the main one is your creativity. So, let's get into how to get the most out of your time and effort.

First, let me introduce myself and my journey for context. My name is Josh, and I am an active duty US Marine of 22 years. I started a blog (Military Family Investing) about a year ago, thinking everyone was just going to flock to my website. **NOT!!** 

About six months ago, after reading some great books such as "Company of One," "Superfans," and "The 4-Hour Work Week," I decided to drill down into getting my website off the ground. I also decided to start releasing books on Amazon.

#### Create an eBook Series for Passive Income

In my first month on Amazon, I sold one book. This is my sixth month, and I have sold 35 books, which is no small feat. Once you start your business, you will understand how utterly small you are in the big sea of the internet.

But, I didn't just sell 30 books in one month because I kept writing. No, I had to read books on writing, design, advertising, and marketing. I had to learn to add value to the lives of others, and once I made that connection, I was all the better.

I also finally understood that I had to put the grind in. I have written 1000+ words every day for the last six months. Most of the time, I write much more than this. Each article I release builds my internet credibility increasing "The Compound Effect" on which my platform is built.

I still have a long way to go, and I love what I do with my home-based business. I am 100% in control of my time and efforts. I am my own boss, and I am doing exactly what I want to do. My business is also passive, meaning that I do not have hours or schedules. If I want to take a month off, my books and websites will continue to produce income.

#### The Magic of Royalties

All this is a long way to tell you that I have put in the work. I have much more to do, but I have built a tiny building on the internet that people traffic. This is no small feat because of the sheer size and scope of the internet. However, with so many people on the internet, you can build an audience if you are consistent. Let's look at some ways for you to stay productive, compatible, and happy with your home-based business.

**Pick the right business.** First and foremost, you will need to pick the right company for your situation. That's right; you will need to build a business around your lifestyle. Building a home-based business is not about doing what everyone else is doing; it's about living your life.

If you have two small children and you have two hours of free time a day, then your business needs to fit into those two hours—brainstorm about what you can do with those two hours every day that can lead to your success.

For example, let's say you want to start a YouTube Channel. You can spend Monday writing your script, Tuesday editing your script, Wednesday shooting video, Thursday editing your video, Friday uploading your video, and Saturday converting your writing into a blog post.

#### Basics of Design 105

So for the week, you have a new blog post and a new video. You'll be surprised at how fast you will start to accumulate a back catalog of content. This back catalog serves as a way to give you credibility and also increases your knowledge and skills.

Make your business conform to your schedule, not the other way around. This brings me to my second point, be in the game for the long run.

Be in the game for the long run. If you are in this business for the money, you are better off getting a job. A home-based business is about creating value. Once you create value, the money will follow, and more money than you can imagine. I am just starting my writing career (I don't even have any reviews on any of my books), but people worldwide are beginning to read my books.

I am in it for the long run. I could have just worked a second job and made more money in the short term. However, this way, the skills I am learning about writing, advertising, design, and marketing will pay off in spades in everything I do in life.

I have given myself two years to get to \$1,000/month in passive income from books. That number does not include my website or affiliate marketing. You will need to take this long-term approach to be successful. There is no such thing as fast money. You are building something that you may be able to leave to your children.

**Focus on Value.** Along the same lines is your dedication to creating value for your audience. You will need to build an audience before you make customers. **No matter what your business entails, you will need a social media presence and to create content**. There are no ifs, and, or buts about it; you need to have a forward-facing presence to become successful.

#### The Golden Handcuffs of Lifestyle Inflation

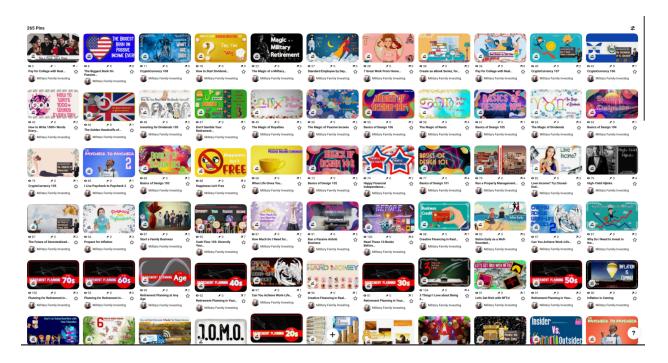
You see, your audience wants to see you and hear from you—they want to know your backstory. They have the money to spend, but they want to ensure they buy products that add value from people they respect. This process takes time—it takes about 11 "touches" before someone makes a buying decision.

You will drive yourself crazy trying to make a sale right from the start. Ask yourself, "What value can my product serve to improve someone else's life?" You never know what your true income stream will be, so focus on providing value.

For instance, let's say you want to start your line of cooking knives and other utensils. Long before you introduce your cooking line, you will need to create blogs, posts, and videos about cooking.

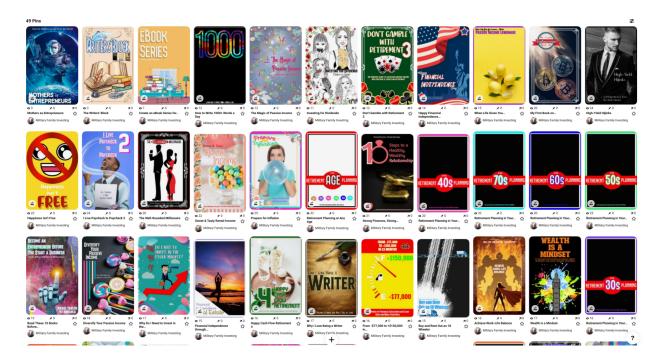
You can talk about how cooking is good for the soul, improves the awareness, saves money, and makes for a happy family. Indeed, as I wrote in "Create a Never-Ending Stream of Content," you can make an endless supply of content. You may be creating content for over a year, building an audience, before you even attempt to introduce your cooking line. It is about the long game.

#### Start a Family Business



**You don't know your actual income stream.** Above is a screenshot of some of the articles I have released on my blog. I upload the designs and links to <u>my Pinterest</u> to keep tabs on how I am doing. Look how much content this adds up to be, and this is only looking back two months.

When I started writing, I had no idea that design would also be a major part of my creator's profile. I just happened upon designing and began to really enjoy doing my artwork. And guess what? That design language now carries over to my books.



I <u>release books</u>, and people are starting to buy and read them. A significant part of that is the design language I have been cultivating over the last six months. I still have a lot to learn, but it has been an incredible journey.

But, I still don't know what my primary money maker will be. I may end up giving my books away for free, but they may have affiliate links to high-end resources or courses that people will buy. Book royalties are very lovely, but they are not massive amounts of money.

#### I Live Paycheck to Paycheck 2

If for every 100 books I can sell (or giveaway), I sell five online courses, which make me \$100 each, then we are talking about \$500. But this is all beyond where I am currently at right now. Now, I am focusing on building content, improving my design and writing skills, and adding value for my audience.

**Don't overwhelm yourself.** Everyone on the internet is making money, or so it seems. You will start and instantly feel like a failure. But in the end, 3% of people are creating content on the internet. The people who say they are making money are making more money but telling you they are making money.

Don't buy into the hype. Creating an income stream takes a while because building an audience takes time. There is no way around it; **a business requires an audience**. When you start your business, you will want to monetize everyone, place ads everywhere, and put affiliate links on everything. Don't do that.

Set goals for yourself, like ten unique website visitors a day, before digging into other income streams. Each stream is a business into itself. They take time to get them right. First, create a vast library of content. You will see as you get new eyeballs on your website how many people are looking at articles you wrote months ago. That's how the internet works.

#### Happiness isn't Free

If done correctly, you will never have to worry about your audience moving on. For example, I release all my books on Amazon. But if Amazon made some unfriendly moves to independent artists, I can create my own bookshop on my website. I can release my books in pdf format.

I have so many books that I can create a subscription model to send out a book a month to subscribers, and they can also go into my website for unlimited downloads. So, I am not worried about my content. My content will set me free in the end.

**Final thoughts.** So before you run off and start a business, think about content, content, and more content. I dare say this is the most crucial part of a home-based business. Why do you think Coca-Cola and Pepsi still advertise. Everyone knows who they are, but they need to keep brand awareness high at all times.

#### Run a Passive Airbnb Business

You have zero brand awareness when you start. Zero. I remember releasing my first content into the sea on the internet, with no responses, for months. Yeah, it sucks, but it is part of life. You have to start somewhere.

But it takes time and patience. You have to maximize your time at home. Again, focusing on content is the best way to stay productive. Your content will be what carries your business; therefore, focusing on content will pay the most dividends in the long run.

I just released a book called "<u>The Biggest Book on Passive Income Ever</u>." If I had tried to write this book on my own, it would have taken two to three years, easy. But I just write an article a day, for seven months and tada! I have a 1,100-page book. Amazing. That is the power of focusing on the correct income streams at the right times.

You can do the same. Take a step back, look at your future business from a perspective of five to ten years away. How much time do you want to spend on your business? How much money would you like to make? How can you get there and keep the business relatively passive? Creating content is the most productive thing to do for your business. From there, all income streams are created. Good Luck!



38 Write a Book in One Week

So many people want to write a book throughout their lifetimes but come up short. They have the knowledge and the skills; however, they intimidate themselves by making this a daunting task. But writing a book can be a straightforward process, one that you can complete in a week. Yes, from start to finish.



Free PDF Download- Write a Book in a Week

Now, I wouldn't say that an average person off the street can do it in a week, not right off the bat, at least. After about three months of hardcore, daily writing, I believe anyone can finish a book very quickly. It is all about having a general idea of where you are heading with the book.

First, let's review all of the knowledge we need to build ourselves up as writers. Remember, I am six months into my writing career, but I have written 1000+ words a day for 165 straight days. What we need to do before we start writing books in rapid succession is **form a content mindset**. Okay, let's review what we need to do.

STREAK



You've posted **165** days in a row on Military Family Investing! Keep up the good work.

**Read every day.** The basis of a content mindset is reading every single day. Yes, books. Reading is how you keep your mind sharp and ready for your job of writing. You should also read current events via your favorite newsletter or website.

#### New Business? Identify, Target, and Mesmerize Your Audience

Content, content, content. Creating content is all about merging your experiences, writing style, and information into a medium that your audience can consume. I combine financial mindset, retirement planning, investing, cryptocurrencies, real estate, and business into a simple-to-read package. It also focuses on employees and family people because I am an employee and family person. You must learn to know your audience. Your content is information through your voice.

Write 1000+ words daily. Now it is time to hone your skills. Yes, a writer needs to write every single day. Once you decide to become a writer, there are no more excuses. You show up to work every day, whether rain or shine, tired, happy, sad, etc. Getting behind your computer should transform you into a magical unicorn that floats off into a different realm. Leave all your worries behind as you write. Trust me, once you write a lot, you will begin to zone out (or get into a flow state), but this takes time to learn.

<u>Create an eBook series</u>. Getting your writing out as soon as possible is a great release for your nerves. There is something about sending your content into the wild that is very satisfying. Here, I tell you to throw your works together and make them into an eBook series that sort of flows like a magazine. Today we are talking about forming one cohesive book in a week.

Now that you have some background on writing let's dig into how to write a book in a week. Again, I wouldn't start doing this until you can quickly write 1000+ words every day. You should have your daily routine of writing, and it should be something you feel passionately about.









Saw Image. Create title and cover. Wrote article. Combine to make book. Simple

You should also have a list of article topics that you have been building through your readings. Once you become a writer, you will craft a story from images, articles, news, books, videos, and conversations. Case in point, I saw a stunning picture on my image website. It was a picture of lemons. I took the picture, made the cover for the book, gave it a title, then wrote a couple of articles on the topics. I combined it with some older posts, and tada, I formed a book!

Become a land millionaire \*\*
Want 30%+ returns, try seller financing

Note Investing 101
Important Business Entities for Real Estate

What is a real estate broker? (20210216)

#### Buy Land, Start Farm \* real estate agent/investor

Sustainable farm vs organic How much should you spend on a house?

The 15-year mortgage, so you don't overspend, 25% of income Can you invest in real estate conservatively? 20210202
First home a multi-family home

#### Real Estate Wholesaling - Right for you? \*Acquire off-market real estate deals 20210124

Get into the land business

Run your home like a business

#### **Business**

Start a passive AirBnB business? \*
Start a family business 20210603 \*

Become Rich By Sharing Your Stuff Write 1000+ Words a Day The Magic of Royalties

Mothers as Entrepreneurs 2 \*
Create an eBook Series for pas

Financing your new business (brewery book)

Promoting your new business (brewery book)
Tell your brand story (brewery book)

The Magic of Writing Form a content mindset

Write a press release for your content 20210702

3 types of intellectual property (trademarks, copyright rights, trade secrets)

Here is a screenshot of some of my ideas. I have 18 pages of these, just waiting to be made into readable content. You should have a few pages of ideas to get everything started. These ideas can all be tailored to the purposes of your book. Now, let's get into the guide.

#### 6 Traits of a Successful Entrepreneur

**Goals.** The goal of our book is to be 10,000 words or 30-40 pages in eBook format. We divide 10,000 words by seven days to receive an average of 1,428 words per day. No worries, don't freak out. Some of your topics will lend themselves to long-form articles—like the article I am writing now. I can quickly write 3000+ words on this topic. Expand on the issues that come naturally to you. You shouldn't have to force it.

**Title.** The title is the most critical part of your book. All your content will be geared towards your title. I have formed a colossal affinity (love) for graphics, so I need a title and a vision of the illustrations before I start a book. I will give a recent case study of something I just created at the end of this article. For our example, we will call our title "**Making Money in the Rain.**"

**Body paragraphs.** When we learn to write essays in middle school, there are five parts to them. Introduction, three body paragraphs, and conclusion. We will do the introduction last, and the conclusion is random—so let's focus on the body "paragraphs." These will be separate articles.

#### Pick a Content Niche: Health, Wealth, or Relationships

We want our book to be ten chapters long. That way, each article doesn't have to be overly lengthy. This is where the magic of writing happens. First, we will not get overly creative with titles. I like to start with a series title like "Making Money in the Rain 101" easy day. Then I can use ideas from my content map to make a subtitle. We want to make five of these articles. Let's make five titles.

Making Money in the Rain 101: Online Business Making Money in the Rain 102: Content Creation

Making Money in the Rain 103: Raising/Selling Small Plants

Making Money in the Rain 104: Writing Making Money in the Rain 105: Consulting

We have five simple articles that we can expand on and generate the majority of our words. You see, nothing tricky here.

**Conclusions.** I don't care about conclusions. You will keep writing books, so it is more important that someone can find your subsequent works at the end of the book. But we do want to diversify our book a little. We have our five bodies "paragraphs," and the intro is last. So we need four random or supporting articles. They are loosely based on the title but can dig deeper into the topics. Let's make four of this real quick.

The Advantages of Working From Home Staying Motivated While Working in the Rain Working Together in the Rain as Family The Importance of Pets in Home-Based Business

Again, another easy day. At this point, you should be able to knock out 1000+ words on these articles relatively quickly. Finally is the introduction.

#### JOMO- The Joy of Missing Out

**Introduction.** I always (90% of the time) name my introduction the same as the title. So, in this case, I would call it "**Making Money in the Rain.**" For me, the introduction's only purpose is to unify all nine of my chapters. That way, the titles don't seem random. In this case, we wrote all nine articles after we created the title, so everything naturally flowed together. Usually, I have a vast assortment of pieces that need an introduction to unify them.

The introduction can be as long or short as you want it. If the book is more of a how-to guide, then the body is probably more important. If it is a guide to mindset, then the introduction will be critical. Whatever is the case, ensure you give the reader their **WIIFM or What's in it For Me**?

In my articles, I talk about passive income. Money is not my WIIFM; it is freedom. So I like to explain why something I talk about leads to freedom. For example, why is learning to write 1000+ words a day essential? Because you can make passive income from your books, which will lead to financial freedom, therefore giving you the ability to spend time with your family.

Always keep explaining the WIIFM to your audience. My favorite authors repeat the same things over and over again. Before I read a book or article from my favorite authors, I know what they are going to talk about. But it is like comfort food. Their voices keep me motivated throughout my journey. I didn't just wake up and start writing 1000+ words a day. I formed a deep love for passive income and the freedom it brings. I got that passion from an author, Robert Kiyosaki (Rich Dad, Poor Dad).

#### 3 Things I Love About Being a Writer

**Quick case study.** I recently went on a tear—writing about ways to make money by returning to the earth. I had some random articles on the topic from earlier as well. I didn't have a unifying book until I saw the artwork. I downloaded the painting, made a book cover, wrote the introduction, and gathered the other articles. I had a book in about two hours. Sustainable Riches (<u>Article</u>, <u>Book</u>).



Don't get too caught up in the process. Release your content into the wild. You have no control over what people will like or gravitate to. You're a writer; your job is to write. You only need to have one great book to make your writing career. And, you can recycle your words over and over again until you find the correct combination that resonates with your audience.

Now, the final part is cover and article design. That is a whole other topic. Again, design takes practice, practice, and practice—just like writing. But going through the process, I just described will make you a dangerous writer. You can write a book from seeing one picture. It is a fantastic experience and one that continually surprises me.

Sometimes, I cannot believe that these words or designs came together because of me. Obviously, a talented person created the artwork, but I gave it life, meaning, and a story. I gave it a book.

I highly recommend the books to continue your journey on becoming a writer. <u>"On Writing Well,"</u> "<u>How to Make a Living with Your Writing,"</u> and <u>"The Practice."</u> I also wrote an article on starting the business aspect of writing correctly. <u>"Become an Entrepreneur Before Starting a Business</u> (<u>book</u>)." Also, please take a look at the other <u>free articles and PDFs</u> I have to give away! Thanks and come back often, I post a free pdf book a week.



39 Can Grammarly Make You a Better Writer?

I freely admit that I didn't start writing out of some sort of passion for the writing arts. I started with a passion for <u>making passive income</u>. I read a book titled "<u>Rich Dad's Guide to Investing</u>" where Robert Kiyosaki asked the most complex guestion I have ever seen.



#### Can Grammarly Make You a Better Writer?

"How do you obtain a cash-producing asset without paying for it?" I had no idea when I read this question what the answer could be. I was still under the impression that <u>dividends</u> and <u>rents</u> were the only forms of passive income.

The answer turned out to be, "**you create an asset from thin air**." It blew my mind, and I have not recovered since. That was roughly ten months ago, and I have been chasing this dream since then. I created my first book four months after reading this question.

<u>Inflation vs. Royalties</u>

I published my book in pdf format, and I had never been so proud of myself in my life. I now had an asset that would go forth with two mission sets—add value to others, and make me money. Now, six months later, I have 145 books published on Amazon. I specialize in shorter books that are bundles of articles from my blog—hey, being unique sells.

Speaking of my blog, I have close to 550 articles posted there as well. I have formed a deep appreciation for writing over the last six months. I realize now that ghostwriters write many of the big books that are published. That makes me sad, and I don't want anyone to edit my words or write words for me.

That being said, I also don't expect to be a big-time writing artist or author. I genuinely don't want to be either. My goal is to make \$1,000/month passive income from my published books. I think that is a reasonably obtainable goal.

However, to ensure my readers come back for more, I need to have some form of writing standards. When I published my first article, I only used the built-in Google Docs spell checker.

Then, about a month later, I stumbled upon the <u>free version of Grammarly</u>. The free version does an excellent job with basic grammar and punctuation. Remember, when I first opened my blog, I was just writing random stuff for random reasons. I had no intentions of being a book author and publisher.

#### Retirement Planning for the Average Person

I started my blog because almost every site on the internet recommends it for passive income. I already have a military pension coming after I retire, own three homes, and have a small dividend portfolio. It only made sense to start something completely different to add to my streams of passive income.

After I read some books, I began to feel more passionate about being a writer. The book "On Writing Well" told me that to become a writer, the only prerequisite is to write. It also told me to write every day, no matter my temperament. That is when I began writing every day.

The book "<u>How to Blog for Profit</u>" taught me that blogging was a business in and of itself. Everything you do for your blog should serve a purpose. I am glad I read this book early in my blogging career.

The book "<u>The Practice</u>" is all about shipping creative work. Our daily "practice" consists of writing our pieces and sharing them with others. It's not a hobby or a side mission, it's our duty to the universe to ship creative work, and not everyone can do it.

Accumulate Your First \$100,000

The books "<u>Creating Income Streams</u>" and "<u>How to Make a Living with Your Writing</u>" further expanded my love of this profession. There is just so much I love about writing and so many places to take your finished products.

The book "<u>Mastering Your Mystery</u>" gives me more insight into the world of fiction. Maybe one day I can write a thriller or mystery series. I genuinely enjoy writing about passive income right now, but maybe one day, I will get a wild hair to write fiction once I retire.

These books all bring me back to Grammarly. Right about the time when I finished "How to Blog for Profit" and before reading "The Practice" I decided to sign up for the annual subscription to Grammarly. I believe I paid \$100 for the year.

As <u>Grammarly</u> highlighted my assignment, my entire world changed. I went from being able to finish an article in an hour to about two hours. There were so many edits I had to make and suggestions to review. It was a new world of writing.

Now the question is, "Can Grammarly Make You a Better Writer?" The answer is **YES**. However, you will have to want to become a better writer. <u>Grammarly</u> is like a robot; it will make the same edits every time you write the same way each time.

The power comes from learning what Grammarly will hit you on and preempting the correction while you write. Before you know it, you will be writing much better to avoid all the red ink during the review phase.

#### 7 Great Work From Home Strategies

It is truly a powerful tool to leverage during your daily writing. However, to become a great writer, you need to write every day. My goal is to write 1000+ words every day and release eBooks with my writings. Seeing all my articles and books accumulate is one of my favorite things about writing. I can even write an entire book in a week because I have created such a smooth workflow.

It helps that my editing time has significantly decreased since I started using the full version of <u>Grammarly</u>. My main villain was writing in the **passive voice**. I would have to spend an hour rewriting sentences and even paragraphs because they were all in the passive voice.

Slowly but surely, I would start to recognize when I was starting in the passive voice. Then I would make corrections in the writing phase. Before I knew it, I would begin avoiding passive voice altogether. I didn't think I had gotten so good at preventing passive voice until I read somebody else's writing at work. It was like poking a needle in my eyeballs when I read all the passive voice sentences.

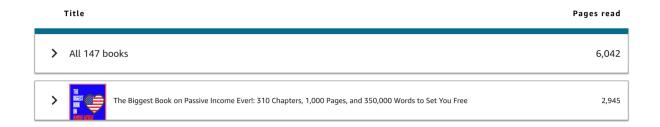
Standard Employee by Day, Passive Income Hero by Night

Sure enough, when I write now, I may get hit on writing in the passive voice once a week, if that. When I turned on Grammarly, it was more like ten hits per article. That number equates to 70 hits a week.

So yes, I believe Grammarly, and writing 5,000+ words a week, will make you a much better writer. If you write one to two articles a month, I don't know that Grammarly will improve your writing skills. It can help you complete those articles and make them professional.

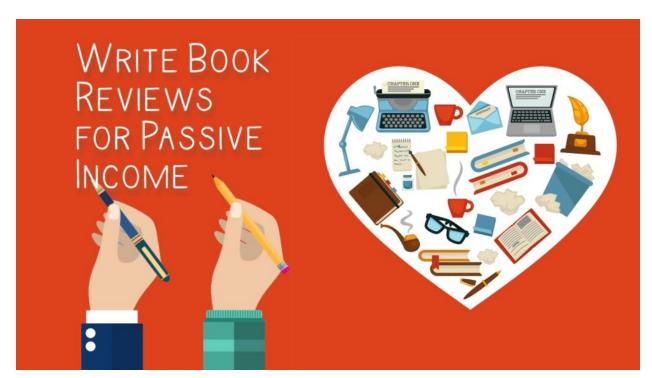
But if you are looking to become a serious writer, you need to write. Grammarly will help you find your "pet" words and phrases and also find different words. Sometimes, it makes my sentences so much better that I say thank you out loud to the screen.

The links to <u>Grammarly</u> on this page are affiliate links. I just became an affiliate last week, and only because I believe in the product. I just have two people read my entire 1,250-page book, <u>"The Biggest Book on Passive Income Ever!"</u> on Kindle Unlimited.



Although some of my earlier works are in the book, Grammarly has edited most of them. No one would finish a horribly written 1,250-page book. So, I can thank Grammarly for this accomplishment. Again, I do not use any other editor or reviewer on my articles and books. I know that my pieces are not perfect, nor do I try to make them perfect. I am just one man trying to share some guidance that I never had before.

If you fancy yourself a writer, sign up for the <u>free trial of Grammarly here</u>. If you want to make a living with your writing, start writing seriously. Every single day you should be on your keyboard, sharing so kind of writing. It is truly the only way to get better. The article "<u>Read these 10 Books Before Starting a Business</u>" is all the books I recommend before becoming a serious writer. Good Luck out there, Writer!



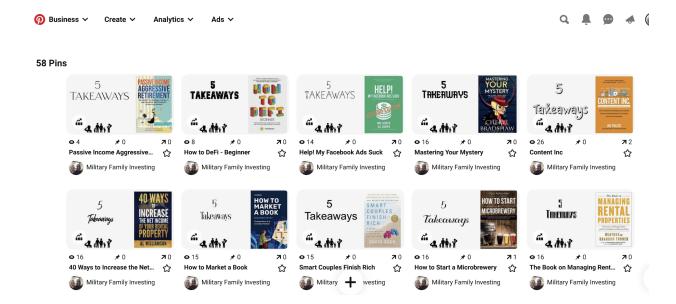
40 Write Book Reviews for Passive Income

Do you love to read books? Do you love a specific genre like romance, mysteries, or nonfiction? Well, do I have a new income stream for you. Why not start a blog where you review the books you read?



#### Write Book Reviews for Passive Income

I stumbled upon this passive income stream as I was starting my blog almost a year ago. I was running out of content to write, and I had just finished my first book, "I Will Teach You to be Rich." I decided to write my five takeaways from the book (not a review) and post them on my blog.



Since then, I have amassed <u>58 book "reviews"</u> in less than a year. Now, I just keep reading and writing book reviews as I finish these books. It is actually quite fun if I must say so. Reviews do not have to be too long, maybe 700 words, and you create your review criteria.

#### Have Blog, Will Travel

Now, to the good part, how do you make passive income? There is a three-pronged approach to earning passive income from book reviews. Let's review them. They are very similar to <u>creating</u> an <u>eBook series</u>, but there are some artistic differences.

**Ads on Blog:** Your reviews will draw in readers from search, or you'll have fans that like your work. Either way, with enough traffic, you will start to receive ad revenue from your blog.

**Affiliate Marketing:** As you review your books, you will have links to buy the book on your blog. People can use these affiliate links, and you will receive a small commission if they buy through your link. For Amazon, you get a commission on whatever they purchase within 24 hours of entering the website through your link.

**eBook Review Bundles:** You can bundle up your reviews into books for people to download. It may sound strange for people to read a bundle of reviews but think about it. How would I do this if I were new to fantasy books and want to learn what's great from an excellent reviewer? I would go to their website and read as many reviews as possible. Your eBook would solve a need. Trust me, some of my best-selling books are bundles of book takeaways.

#### Pick a Content Niche: Health, Wealth, or Relationships

Together, this triangle would be completely passive, ONCE you build up your foundation of reviews. "But Josh, who is going to listen to me or read my writing?" Well, you are reading

my writing now, and I am just a standard dude. <u>Being unique sells</u>, so having your spin on books will gain market share. There is room for everyone to succeed.

**How to get started**. First, open a blog (7 Pre-steps to starting a blog) and get familiar with the layout of how it works. It takes some time to figure everything out, but you'll get the hang of it. I use WordPress, and I love it.

**Read some books**. There are some books you should read before starting your writing journey. I recommend "Mastering Your Mystery," "How to Make a Living with Your Writing," "Creating Income Streams," and "How to Blog for Profit."

These books will put you in the right frame of reference to get started in the world of writing. I love writing, but I was ignorant of everything in the beginning. By reading these books, my eyes opened to the possibilities of writing every day.

#### Start a Home Business

**The Grind**. Now it is time to grind out your first reviews. I would say at least 100 reviews in your first year. That's a book and a review every three days. That is more than feasible. You'll just create a standard review format and a standard article cover, and you'll be off. Grind, grind and grind some more.

Grinding early is how you genuinely build passive income. You'll need a base of reviews and blog posts that draw people in. I grinded for a year straight. I wrote every day for over seven months, have 500+ blog posts, and 150+ books on Amazon.

I learned <u>how to design</u> book covers and article artwork, add affiliate links, and <u>write much better over time</u>. Now, after a year, my grind is slowing down. My goal is to release one article and one book per day. It is hard leaving the struggle and letting your creativity do the work. I guess that's why they call it passive income.

**Making money**. It takes a while for the money to trickle in. Remember, the internet is like the solar system, and you are a newborn star. It takes time for Google to index your site, sometimes 6-9 months for each article.

#### 6 Types of Income Streams

So don't expect to see a ton of money upfront. You'll see more luck by releasing an Amazon Kindle book on Kindle Unlimited. This will help you receive notice from readers that will bring them back to your website.

Eventually, one of your reviews will hit big on Google. It may be a small book that hasn't been reviewed much, and that goes on sale. People then would want to read reviews on this book, and you'll be the only one.

You may laugh, but I know of YouTube channels that made their name by reviewing small independent titles on Nintendo Switch games. They review small indie games upon release, and not too many people watch the review. The game is still full price, and people don't like to pay full price for games they do not know of.

#### Happy Financial Independence Day!!

However, every time the games go on sale, they are now interested. They need to watch a review, and lo and behold; there are these two small channels. These channels have exploded by doing what they love. So it is possible to succeed in content creation; you just need to know where you fit it.

**Some of my mistakes.** My affiliate marketing from book reviews is just starting to take off. It has taken a year because I didn't read the fine print on Amazon. When a reader clicks a link to a digital ebook, it doesn't count as a valid click—this means you won't get paid even though you initiated the buying session.

So for a year, I watched as thousands of clicks were floating around Amazon (yes, I can see them), and I didn't get paid. **My solution; link to all paperback books**. I have already had two sales in a week, with more to come as my new links permeate through the internet and books. It is exciting to see these passive income streams come to fruition.

#### **Don't Gamble With Your Retirement 3**

**Making BIG Money**. Once you get the hang of it, then you can get creative. In the book world, writers will make massive; sometimes fancy collections called an **Omnibus**. If you can get into the world of reviewing these, then your profits would soar. Some of these collections go for \$70-\$100 or more. It is a fantastic world and one you will grow fond of.

**The Grind revisited**. Yes, the grind is what keeps most people from making passive income. You'll have to <u>learn how to stay motivated</u>. I have learned to write <u>during the magic hours</u> and <u>create</u> during the day. In fact, this is my second article on the night, and it is midnight. I love the grind; whether I forced myself to love it, or I actually love it, I'll never know.

**Conclusion**. Book reviews are a great way to build a passive income stream. You won't have to worry about creating <u>a never-ending stream of content</u> because it already exists. You just need to read books and write reviews.

#### I Bought a Kindle Oasis

If you are adverse to hard work, then this won't be up your alley. I am sure there is a job waiting for you somewhere. Set your goals and complete them without worrying about the money. My

goal is to grind up to 1000 books. After that, I will worry about advertising and monetizing my books in other fashions.

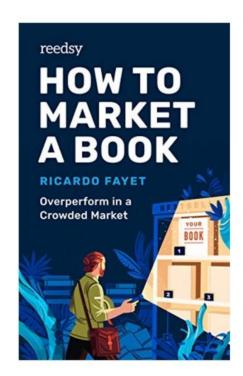
As you grind, you will see sparks of greatness, and that helps. I have sold five books in one day multiple times; I hit the Amazon Free Book Top 110 list at 109 and watched as 1100 people downloaded my book in 24 hours. So the grind does have some great moments. It is truly about the journey, not the destination.

Do you think you have what it takes to build a passive income stream from nothing to something? I'll be honest, not many people can. But those that can stay motivated, <u>prevent limiting beliefs</u>, and learn to become passionate about their new world, there is a wondrous world of wealth that awaits them. Enjoy and Happy Investing.

#### **BUSINESS BOOK TAKEAWAYS**







#### 41 "How to Market a Book"

"<u>How to Market a Book</u>" by Ricardo Fayet is all about how to get your book to stand out in a very crowded market. As a writer, I would love to only focus on writing and design. However, the truth of the matter is that many other parts of the business sell books.

To reach the audience that you want to notice and purchase your book, it takes some work. Things like your title, keywords, cover design, book description, and price all come into play as a reader decides to make a purchase.

The more you know about the process, especially as an independent writer, the more books you will be able to sell. Marketing is a vital part of the success of your book and the over success of your business. With that, let's jump into my five takeaways.

- 1) There are three main ways to advertise your book; Amazon Ads, BookBud Ads, and Facebook Ads. Each outlet has a unique way of doing business and can take some time to get suitable advertisements to readers. You have to keep experimenting.
- 2) There are many ways to get your book noticed, including ads, price promotions, email marketing, group promos, social media, etc. However, only choose a few that you want to become great at. Trying to do all of these will not lead to success in any of them. They are all complex mediums unto themselves.
- 3) Independent authors need to produce a lot of content. If you think that you can release one or two books, you are wrong. New books get the most attention, so to keep up with the hype cycle, you will need to keep producing content.
- 4) Along those lines, grouping your books in a collection or omnibus is a great way to increase sales and increase the collection price. Some readers only read in huge volumes, and by grouping your books, you will appeal to them. They are also willing to pay a higher price than most readers as well.
- 5) There are more ways to squeeze money out of each book, including translating into different languages, converting them into audiobooks, and creating paperbacks. You can also group them, make a paperback collectors edition, make it fancy, and sell for top dollar.

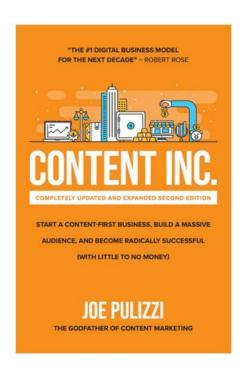
Indeed, the ways to monetize a **good** book are nearly endless—the keyword being "good." But, it takes work to get the best book cover, book description, and advertising method. Don't give up on your book; however, don't fall in love with it either. In the end, it is an asset that you produced to make you money.

To get the best results, you will need to understand marketing, advertising, your niche, your readers, your genre, and your best price points. By following the ideas in this book, you are more likely to have a chance to become a full-time writer.

Writing will only be a portion of your career as a writer. If you only want to write, then keep it as a hobby. If you're going to write for a living, read this book. I highly recommend this book to serious writers who want to make this into a full-time career.

This link is to a physical product. The link above is to the digital book. Sorry. I get no credit for digital product links.





42 "Content Inc."

I love creating content as I build an audience, but it is difficult. "Content Inc." by Joe Pulizzi is all about doing just that. If you are interested in making an empire by first creating content, this is the book.

First, why would you want to build an audience first before you launch a product? There are a couple of reasons, the main one being products are hard to establish and costly. It will also take time to perfect your product.

Sometimes we forget how long these companies have been around who are launching products. My favorite company, Nintendo, has been around for over 100 years. They have launched game consoles over the last 40+ plus years. They have gotten it down to a science, yet they have a hard time (see Nintendo Wii U).

"Content Inc" is all about launching your business through content first—**BEFORE** you have a product or service. Yes, I said before you have a product or service. Following the Nintendo example, they might launch a games review magazine or gamer website with the Content Inc model. They would build up credibility in the gaming space, then launch a console if they so choose. It is an unorthodox way to launch a company, but there are many benefits.

1) First and foremost, you are establishing yourself as a subject matter expert in your field. Your audience is following **you**, not your service or product. This means that you can launch any relevant product through your channel and have a pre-built audience.

- 2) The Content Inc model requires much less capital than a product or service-first business. You can start small, say a YouTube channel, and scale into magazines, blogs, email, or newsletters.
- 3) You can perfect your business model by releasing content and listening to your audience. The product you had planned to release may not be the business model your audience needs. You may learn of a better, more efficient way to conduct business.
- 4) You can also add multiple content streams to your package a lot easier than creating another product. For example, you can add a paid newsletter to your portfolio of content.
- 5) It takes a while to build a content inc business, which is why most people don't want to try this way. A product may be profitable very quickly, say in a year, but if someone copies you, then you may go bust A. complete content inc model will establish you as a subject matter expert and allow you to remain on top for a very long time.

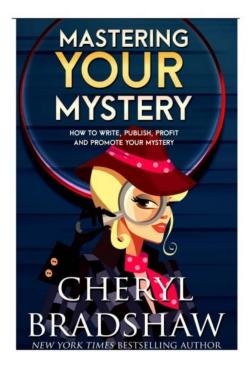
So how long does the book say that it will take to build a complete content inc company? 5-7 years is the number that they throw around. After doing this for six months, I can agree on these numbers. It might be disheartening for some, but it's okay for me.

I know what my goals are, and I am ready to continue to do the work for the rest of my life. I will do anything to have a strong flow of royalties from my content. Having a passive income stream while I chill on the beach is how I envision my future. Plus, I Love Writing!

"Content Inc." is an excellent book for budding entrepreneurs who want to start something but don't know exactly what. You can build an audience and monetize it later. Your audience is more valuable than your product or service, a lot more valuable.

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## 5 Takeaways





#### 43 "Mastering Your Mystery"

"<u>Mastering Your Mystery</u>" by Cheryl Bradshaw has everything you want to know about writing a mystery book or creating a mystery series. Beyond that, there is more information on genre details, scriptwriting, and building the proper settings.

I have no interest, at the moment, in writing fiction in any sense. But, that does not mean that most of this information wasn't valuable. I write an article every day, sometimes even more than once per day. Many of the techniques, such as how to write a series, are ideas that I can use.

I can start to incorporate short stories in my articles that can carry over from piece to piece. There are all kinds of amazing things we can do as a writer. I like that this book has most of the things you need to know from the beginning, all in one place—a true one-stop shop.

The second half of the book is dedicated to authors new to the publishing world. I want to focus my five takeaways on the second half of the book, where I feel most people will get the most use of the information. With that, let's get into my five takeaways.

- 1) Selling a series can be a great way to get readers invested in your world. You can discount the first couple of books in the series, and people will pay the total price to complete it. However, your books must hook them.
- 2) Advertising plays a huge role in getting sales and increasing awareness of your books. Learning to be effective on Amazon and Facebook can prove vital to having a successful writing career.

- 3) The end of your books is a great place to put your author page, future books, older books, and email mailing list. Use this space wisely, as it may be your most valuable advertising space out there.
- 4) Giving away free books is a great way to build your mailing list. Your mailing list plays a huge role in your success as a writer. It is a direct link to your readers, and you can grow your sales by focusing on producing great content for your readers.
- 5) **Writers write every day.** During the book, multiple authors constantly stressed that writers write every day. I wholeheartedly agree with this statement and have written every day for 173 days straight. I am very proud of this achievement and aim to keep it going for as long as possible.

Early in your writing career, you need to decide what you want to accomplish with your writing. Do you wish to write and publish, or do you want to make a living with your writing? Answering these questions will lead you to either solely focusing on writing or widening your scope to advertising, market trends, analysis, email lists, etc.

As a writer, it is good to read experiences and points of view from successful writers. I continue to read, write, and learn about this fantastic profession, and I know what I want to accomplish with my writing. I recommend this book to all aspiring writers, especially those who wish to specialize in fiction—a great read and well worth your time.

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#### 44 "Help! My Facebook Ads Suck"

"<u>Help! My Facebook Ads Suck</u>" by Mal Cooper and Jill Cooper is a book about marketing strategies for authors using the Facebook platform. They feel as though Facebook is the best place for authors to advertise their books.

I am not heavy into the advertising scene yet, as I am still in the grinding phase of my journey. I want to hit 1,000 books before I begin to exploit them across the internet spaces. I am currently at 135 books—so I have a ways to go.

Marketing your book can lead to massive success for authors and other content media types. However, you will have to understand how to run successful ad campaigns to profit via ads; if you don't have tight ads, your budget can balloon out of control rather quickly.

That's why it is important to read how others have obtained success before you try to blaze your own trail. With that, let's get into my five takeaways.

- 1) Writing in series has a profound effect on sales. It is a good idea to lower the price of the first book, maybe to \$0.99, then see if the readers read through the rest of the series.
- 2) Calculating your read-through is one of the best ways to determine the overall success of your ads. You may be losing money on just selling one book; however, you may make a great return on investment if your read-through on five books is very high.

- 3) Sometimes, it is good to put the middle books in the series on sale. It makes the reader consider purchasing the first and lasts books in the series.
- 4) Retargeting is a great way to "track" people who have shown interest in your products before. You can retarget people via placing a Facebook Pixel on your website and links. As people maneuver across the web, they may see follow-on advertisements from you. I know I have been privy to this happening to me many times.
- 5) If your ad isn't doing well, kill it quickly. The hard numbers they give are a cost per click under \$0.30, a buy every 30 clicks, and relevancy of 8 are higher. These numbers are reasonable goals, but you should, of course, aim to improve them over time.

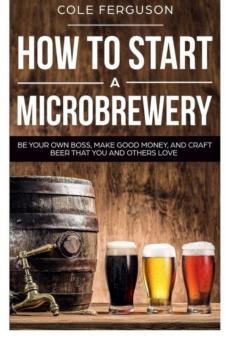
#### I Bought a Kindle Oasis!

Running ads takes a lot of practice and experimentation. You have to learn how to write ad copy and pick lovely stock photos to display. Don't use your book cover, and also don't use any kind of lettering or words on your ad pictures. They should be plain, stock photos that attract the eye.

I genuinely want to give ads a try; however, I should continue to grind away until I get 1,000 books up on Amazon. This may take me a few years, but it will be worth the effort. Once I am done, I can use these 1,000 books as advertising materials or all kinds of other scenarios in the future.

If you are starting a business, this book can guide you in the ways of master advertising. Their methods are simple enough for everyone to have some success with running ads on Facebook. I highly recommend this book to authors and other small business owners.

# 5 Torkeonsonys





#### 45 "How to Start a Microbrewery"

"<u>How to Start a Microbrewery</u>" by Cole Ferguson was the exact book I was searching for. I wanted a book on opening a physical business, but I also wanted some information on brewing beer. I dream of maybe brewing my own beer one day as something for me to do in retirement.

I also wanted the book to be short and to the point. I don't need a 300-page book on the topic. Well, all my demands were answered, and the book was terrific. The author covers everything from the equipment you need, how to hire employees, protecting trade secrets, and how to get financing to start a brewery.

I was intrigued by all the intricacies of opening a physical business. I have mainly focused on online and home-based businesses, so this was definitely new information for my toolbox. A lot goes into opening a physical store and hiring employees, and I am glad I have an overall of the process.

The book would be suitable for any store that you want to open because of the depth of the topics. I like that the author has a realistic attitude towards the business and doesn't allow the reader to live in dreamland. He is honest and direct, and anyone would be well-served to listen to him. Let's get into the takeaways.

1) There is a difference between a traditional brewery and a microbrewery. A microbrewery is only allowed to produce 15 thousand barrels per year. A nano-brewery is even smaller than a microbrewery.

- 2) To start a microbrewery, you will have to get a "Brewer's Notice" from the TTB, which stands for the Alcohol and Tobacco Trade and Tax Bureau, a federal agency. This is an agency that I have never heard of personally.
- 3) There are a ton of different types of insurance the author recommends for a brewery. These include general insurance, health insurance, liquor liability insurance, worker's compensation insurance, commercial auto insurance, overhead expense business insurance, and umbrella insurance. Opening a physical business with employees takes a lot of insurance!
- 4) Marketing research and SWOT (strengths, weaknesses, opportunities, and threats) are two vital components of the business plan you will present to investors. You want to ensure you do as much research about the local market, your advantages (and disadvantages) and have them ready to give to your investors. And be honest.
- 5) A microbrewery requires tons of equipment to get started, and there are varying levels of quality. Some types include fermentation systems, cooling systems, filter systems, control boards, cleaning equipment, and kegging equipment. You must ensure you cover all these costs in your initial estimate for the start-up.

The author also talks about the best ways to get funding for a microbrewery and that giving up equity (and therefore some control rights) can be stressful on you in the long run. He then goes into marketing in the physical and online worlds. He talks about opening a blog and a Youtube channel. These are things I constantly talk about!

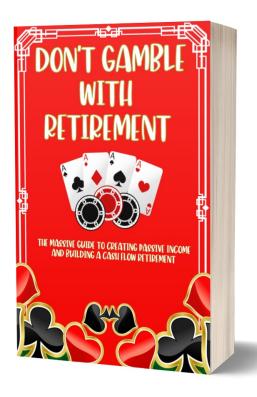
Overall a refreshingly direct book, and I feel a lot more informed about opening a physical property business. This was my first book as a <u>Kindle Unlimited</u> subscriber, and it was a good start to hopefully a long relationship.

I recommend this book to anyone opening a business in a physical space or with employees. Even if your business is entirely different from a microbrewery, you may want to serve alcohol or hire employees. This book straightforwardly goes through the process and provides lots of suggestions for funding, hiring, and marketing. Please read!

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