

DON'T START A SIDE HUSTLE! DO THIS INSTEAD

Work Less, Earn More, and Live Free

BRIAN PAGE

BRIAN PAGE is a keynote speaker and author, specializing in passive income creation. He is also the creator of the *BNB Formula*, an Airbnb coaching program with more than 25,000 students. He hosts the *Digital Titans* podcast and the reality show *House Hackers*. Brian Page has worked with Grant Cardone, Tai Lopez, Dean Graziosi, and Kevin Harrington from *Shark Tank*, and has been featured in *Entrepreneur*, *INC*, *MSNBC*, and *Forbes* magazine.

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MAIN IDEA

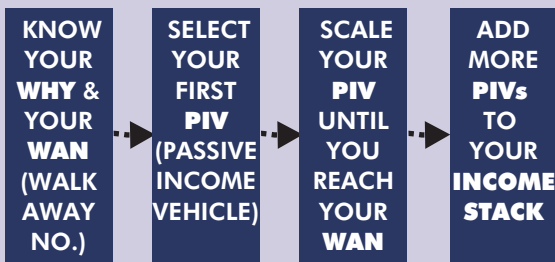
Do you really want to trade your 40-hour workweek for an 80-hour a week job + side hustle? Too many entrepreneurs aim to create a lifestyle of freedom, but still find their income is limited by the number of hours in a day.

To avoid this, ditch the side hustle rat race and become a "Passivepreneur" – someone who builds a passive income vehicle (PIV) or multiple PIVs that generate revenue without hands-on involvement.

PIV PASSIVE INCOME VEHICLE

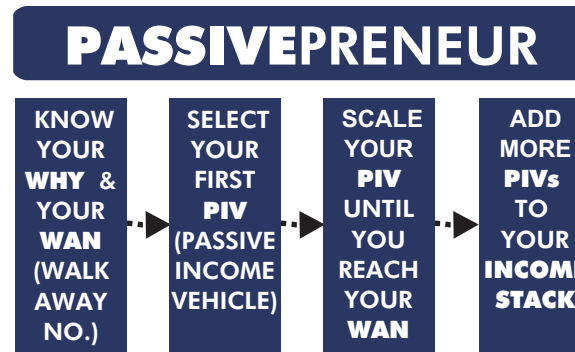
The more PIVs you build, the sooner you'll be able to live a lifestyle of true freedom. Focus on having the revenue streams from your PIVs exceed what you earn from your job, and you have some great options to consider.

Don't be an entrepreneur with a side hustle. Become a passivepreneur instead.



"The principles I will show you will lay the foundation on which you can build true wealth—wealth that can be measured in both dollars and cents as well as minutes and hours. This foundation will allow you to fire your boss if you so choose, because where we're going, we don't need bosses. While everyone else works their asses off to earn a living, we will instead live off our assets. Are you ready? Let's get started."

– Brian Page



1. Know your WHY & your WAN (Walk Away Number) Pages 2 - 3

True wealth is measured not just in dollars and cents, but also in the minutes and hours you have available to do what you love. That's the ethos of a passivepreneur, and the first step in becoming one is to calculate your walk away number or WAN – the amount of monthly income you need to be bringing in in order to forever walk away from having a job.

2. Select your first PIV (Passive Income Vehicle) Pages 3 - 4

Passive income can be generated by assets in many different classes. You don't even have to own those assets, but passive income can also be generated from assets you create or control as well. Identify which passive income vehicle or PIV you can use to hit your monthly income target as quickly as possible. Figure out which PIV for you.

3. Scale your PIV until you reach your WAN. Pages 5 - 6

Focus on growing one PIV until you meet your monthly income target. You'll be tempted to get multiple irons in the fire, but that rarely if ever works. Grow your first PIV with laser-sharp focus until you exceed your WAN.

4. Add more PIVs to your income stack Pages 7 - 8

Once you meet your monthly income target, you can then add more PIVs. Form an income stack with multiple PIVs. Keep adding more and more PIVs that will work for you, so you don't have to do a 9-to-5. Be a passivepreneur. Replace dollars-per-hour thinking with wealth vehicles, cash flow, and discretionary time.

PIV PASSIVE INCOME VEHICLE