



28 Creative Passive Income ideas

Unconventional ways to make \$ DAY ONE, that actually scale, are fun and can create a horizontal income flywheel. No uber driving on this list. From: Contrarian Thinking.

Horizontal Income

Get ready for a rant on the ridiculousness of a single income stream.

Companies don't want you to have multiple revenue streams because then they can't own you. This guide is about how YOU become the master of your own fate.

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Just like you don't put all your money in one stock (or I hope you don't), you shouldn't put all your income in one basket.

Don't get me wrong, companies think it's awesome! Be reliant on me completely, let me control your retirement so you can never quit!

As an employee this whole one paycheck deal is far from ideal. Having multiple revenue streams means you can work because that fire in your belly wants to and not only because you can't survive. That's a beautiful thing. So we need to take control and say; WHAT CAN I DO ABOUT IT?

Just for you Contrarians is a long list of ideas on how to make side income

Codie Sanchez

Codie Sanchez - Contrarian Thinking

Why Listen to this chick?

I'm Codie Sanchez. That's me over there, prattling on about the economy and businesses, my two obsessions. I'm a VC, built a couple biz's, sold a couple others, and I write and vlog about it on [LinkedIn](#) & [Substack](#).



If I have learned one thing as a former journalist, turned pundit, turned public markets investor, turned VC, it is that your life and bank account are tied to your questions. Questions reveal if you my friend are a critical thinker... or an instant believer. So I decided to start my newsletter to help you "[Think Like A Contrarian](#)." Now there are 30k of you Contrarians. We challenge the status quo to achieve what most believe is impossible. And I figured let's make an e-book to kick off one of my favorite; financial freedom through income stacking.

Some of my other articles below:

- [Stop Asking for Permission to Profit](#)
- [9 Trends to Make Money from Covid-19](#)
- [Why I Left A 7-Figure Job](#)

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**"No one will ever
care about your
financial freedom as
much as you do. So
own it."**

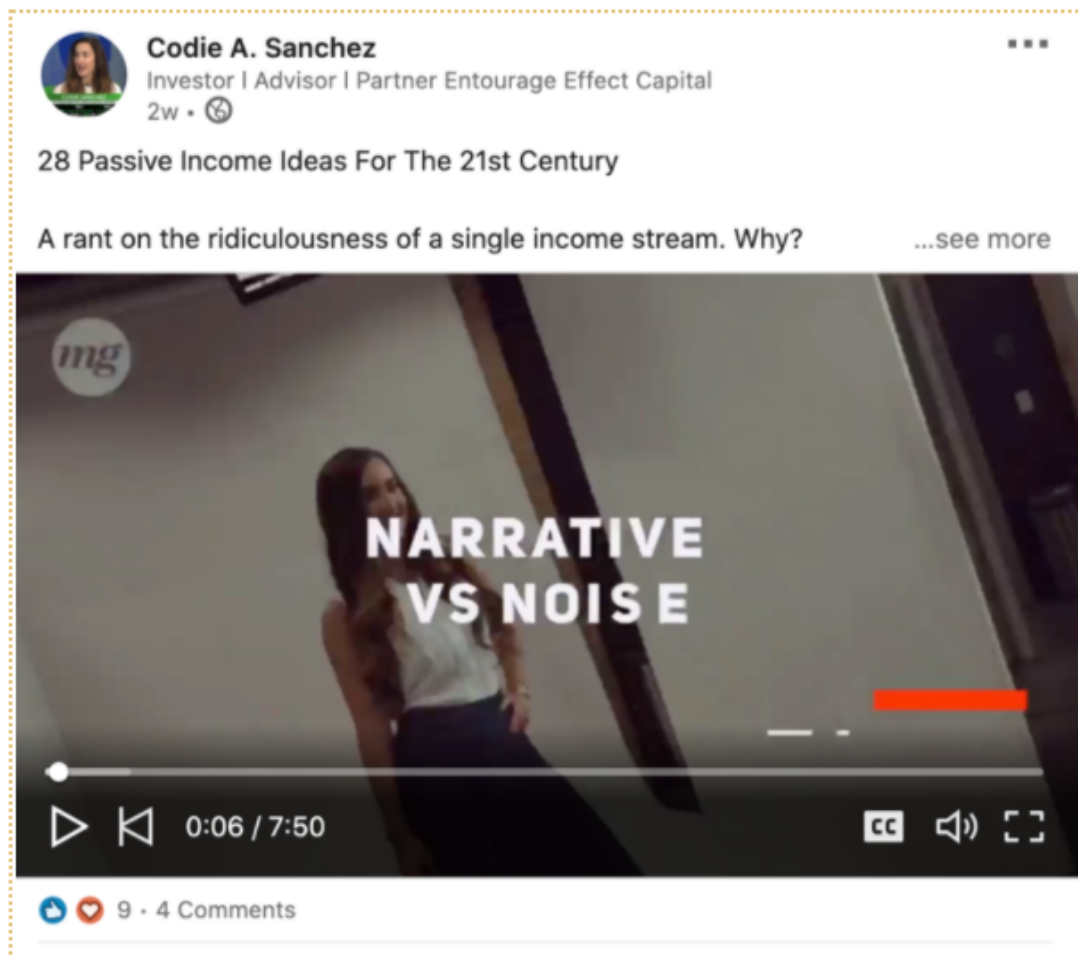
Welcome to the Dark Side, The Class No One Told You About.

Stacking Income

This chapter will break down 28 ideas for passive income streams that can be layered on top of each other to create a flywheel or ecosystem of income streams to you.

29 Passive Income Streams: The Unconventional Way

If you are the viewing type, you can start with a little video of yours truly on the subject, just click the image to view it.



28 Passive Income Ideas

Make money, in your pajamas. Here's how I do it!

If you like something you can see and touch, like I do, then dig in to the written portion here.

Just for you Contrarians is a list of ideas on how to stack what I call, horizontal income. What does that mean? Vertical income is income that you make by working, aka a salary. Horizontal income is income that works for you.

It's income that comes regardless of if you are doing anything or not in that moment. You have upfront work, and you may have maintenance work but the income doesn't require you to be present to earn. Think rental income, investment income and passive side income. Most people have figured out the vertical income but they haven't created the horizontal income yet. We are here to change that.

As a carrot up front, I have 9 revenue streams, some make more than my "salary" (I work as a partner so salary isn't totally applicable any longer but it used to be), at varying times.

I had no idea how to do any of this just a few years ago. I was a one trick pony. I knew how to earn a lot in finance but I had no idea how to not let one company own me. So I got curious, used these examples below and now completely cover my expenses passively.

Alright that humble brag out of the way.

Here's a couple of other disclaimers up front, first be humble. I'm a partner at a VC Firm and I still routinely mess around with other income streams:

- 1) Because it's fun when you think about it like a game you are trying to win.
- 2) Because I don't believe any work is below me.
- 3) Because I like learning.
- 4) Because I teach things to my companies as opposed to being a hat rack or a check.

No doubt, I have gotten more selective as I make more money. However sometimes for fun I make a patch I want for myself and sell it on etsy, I write a guide to something I want to see people succeed at and I sell it using Gumroad, I do a newsletter and add affiliate links to it.

Just like that, there are three additional revenue streams. None individually are huge, but together they represent thousands of dollars that I can donate or invest in my other businesses. One caveat – a lot of these other lists have things on there like dog-walking, uber driving etc, which are fine. But, while they make you money, they don't make you smarter, they are the opposite of passive, and honestly, they don't tickle my fancy. That's why this list below is full of things I would actually do or have done.

The moral of the story is be creative, be humble, have fun, and remember you are the master of your own fate. If you think like a business owner, there are innumerable ways for you to start your own business, or simply make money off of other peoples while also helping them earn more.

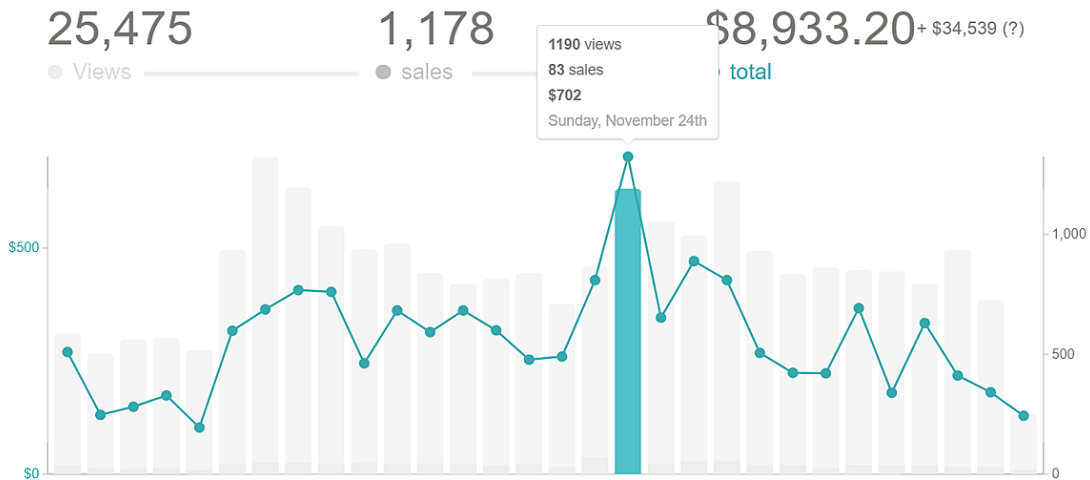
I call this the three-sided win, they win with more sales, client wins with more services and you win with a cut of the deal.

BTW – THIS LIST IS INSANE. And not because I'm proud I wrote it. It's insane because of the amount of money you can make using tech hacks in our 21st century world. These used to take incredible amounts of time and now, they don't. You can get paid to write fantasy, get paid to create a cool notebook, get paid to talk about things.

We live in the most incredible time despite all the news and noise telling us otherwise. Only you get to decide if you want to take advantage of it.

With that... a list of more passive income streams than any hustler would know what to do with. Make sure you [email/DM/comment](#) if you do any of these, I want to hear your stories!

- RULE NUMBER #1 - THERE ARE NO RULES. TAKE THIS LIST AND GET CREATIVE.**
- GUIDE:** Write a guide on a subject you are an expert in and sell it on Gumroad like mine: Get Hired, [Get Hired In Cannabis](#). Gumroad is free and so idiot proof I did it myself as opposed to hiring someone! I donate to charity out of this and here's a screenshot from one of the products I sell.



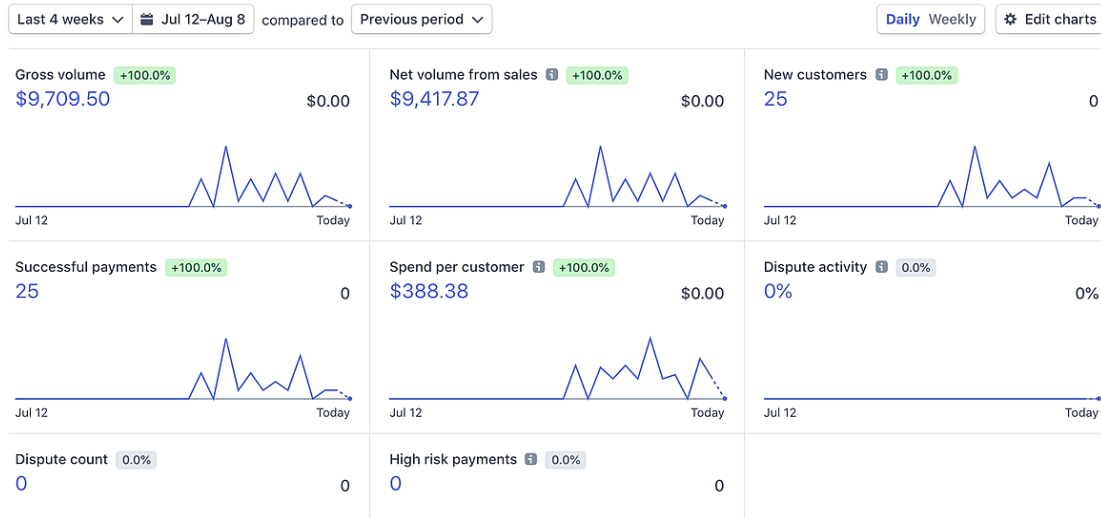
3. **BOOK:** Turn that guide into a book you sell on Amazon like I did [here](#): ooh la la now I'm an "author." This falls under the model of "create something once, and sell it over and over again." That's one of my favorite models
4. **BUY A PROFITABLE BUSINESS.** This one I'm obsessed with, buying a business with no money down using what's called seller financing. This one is more complex sign up [here](#) if you want more on this.
5. **Sell your services on Fiverr.** I've used this site for graphic design, video editing, copywriting, virtual assistant, research and the list goes on.
6. **Host a Virtual Summit.** We do this at [Arcview Group](#) on cannabis investing and you can charge \$100's of dollars to get a group of humans to listen to whatever you know about. Real estate, comic book collecting, cannabis, cooking... literally google virtual events they are on every summit. My friend started his \$10MM+ revenue company [The Hustle/Trends](#) with a conference where he made \$50k the first event.
7. **Start a Podcast.** I am w/ [Strike Fire Productions](#), producer of Green Entrepreneur. You can sell sponsorships, do affiliate deals w/ guests, sell your own product.
8. **Create Your Own Journal.** The amount of things you can do online is ASTOUNDING. You can create, upload, sell, package and ship a custom

made journal on [Blurb](#) for nothing except a royalty on journals sold. They do all the work you collect the check.

10.

Do a Course: Udemy or Coursera allow you to easily do your own course and are the most used. I prefer Thinkific which is where we did a course on [how to by a small biz](#) and it garnered about \$10k in the 1st two weeks, this was pre-launch and I'll break down in another post on Contrarian Thinking how to succeed in a launch. Other ideas I've been thinking about for courses below:

Reports overview



1. how to workout during quarantine & home gym
2. how to train for a spartan race
3. How to invest in cannabis
4. the fit persons guide to travel - health and nutrition for traveling
5. how to angel invest
6. fundraising during uncertainty - fundraising during every cycle
7. how to create the best startup pitch deck
8. venture capital and fundraising master class
9. negotiation to make more money
10. sales how to win at the sales game
11. ***You pick your area of expertise and package it.***

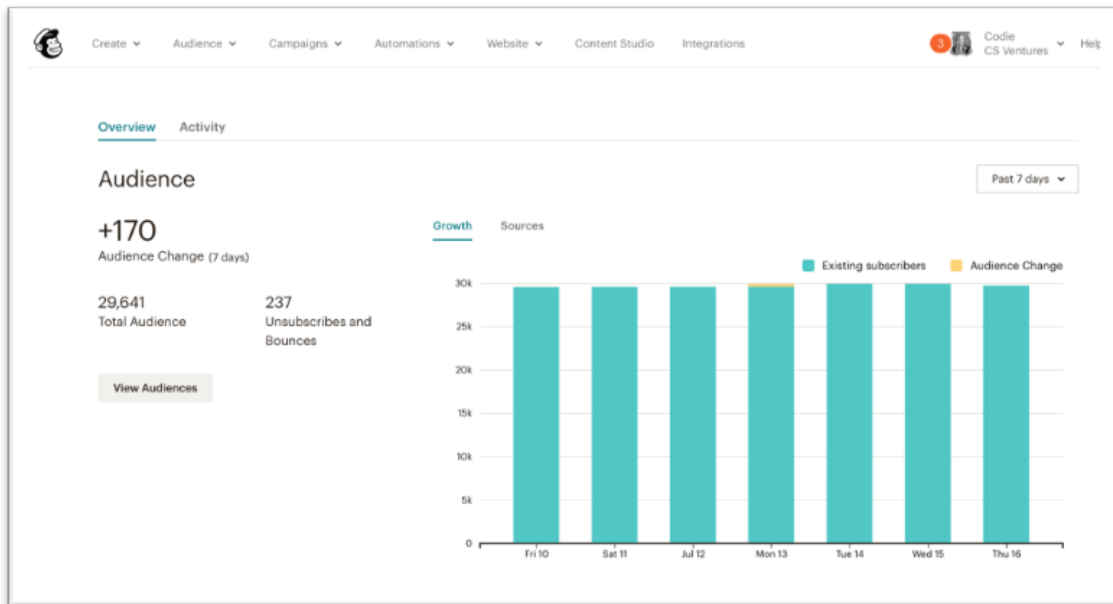
11.

Write Fantasy Short Stories. Using [wattpad](#) you can connect w/ 80 million readers and find ways to monetize your short stories.

12.

Newsletter: I'm obsessed with this one, next chapter will show you how I [created one](#) w/ 30k people following. It's had it's up and downs and I haven't cracked the code yet but it's promising. Essentially you create a newsletter

on a niche you are curious about and put it behind a fire wall. I subscribe to the [Dispatch](#) and a slew of other pay walled newsletter that are all on [Substack](#). The Dispatch has tens of thousands subscribers at \$10 a month aka if they only have 10k subscribers that equals \$100k in revenue a month. Not bad eh?



13. **Consult for others.** Consult on a subject you are intrigued by a la [GLG](#) which has 700k+ experts. I did this for a while but given how busy I am I found it annoying that I had to “apply” for every job back in the day, so I stopped. But if you have the time, apply away. The only part I don't love about this one is it's not passive and you can do lots of free work without pay, so be cautious.
14. **Ask for a job.** Everyone knows a business owner or two, or a wealthy person or two. Reach out to them and ask them if they have tasks they need done, problems they need solved, projects they don't have time for, give them some ideas and have them create you a job. My fiancée did this for a family office, a big influencer and a slew of non-profits. He starts out being very helpful and letting them know he's looking for project work and it usually takes off from there.
15. **Create affiliate content.** I do affiliate deals on brands I love and for EEC, and we make a commission on them. It's hard to get scale here so you either need a targeted audience that will buy with larger dollar items or a big audience on some platform. It's great to just add to your blog to set and forget.
16. **Get your own website.** I prefer [Squarespace](#), I think everyone should have a website in their name. Use it to do consulting services, speaking on your area of expertise, e-commerce, sell your finger paintings. Whatever. I have a step by step guide to creating a website in 24 hours [here](#).

17. **E-commerce company.** Getting a website setup w/ BigCommerce and or follow [SumoMe's](#) step by step guide to starting an e-commerce company. My gent has one called [Bontempbands](#) that sells watch bands w/ customizationos.
18. **Sell Merch on Amazon.** Amazon has a service called [Merch by Amazon](#) where you upload your designs and they do all the printing, packaging and shipping of whatever you design for clothing. They take a cut and you pay no upfront. I'm thinking of doing a graphic tee, too easy not to.
19. **Get Paid to Travel.** TrustedHousesitters USA, House Sitters America, HouseCarers, Nomador, and MindMyHouse. All sites where you can live for free and often get paid to house sit. On particularly long days I fantasize about going to work on an organic farm in a European clime and get lodging for labor. Then I snap out of it, maybe you should snap into it.
20. **Sales.** Reach out to Your Favorite Small Businesses to be Sales Rep. If you're obsessed with a t-shirt brand, your gym equipment, a candle company, whatever is small enough to respond to you, reach out and ask if you can be an affiliate for them. Push sales to them in exchange for a cut.
21. **Drop Shipping Business.** Think of this like you playing the middleman. You setup an e-commerce site and sell other people's wares and inventory, when your store sells a product, you purchase the item from a third party and has it shipped directly to the customer. No warehouse needed. I think this is particularly intriguing in todays world where everything is shut down. Take IRL businesses online.
22. **Have An Airbnb?** I do, so I contract out services and get a commission on anything my renters do with my guests: if own a small Airbnb. These are things like yoga, cooking class, hiking, bar hopping, whiskey making, wine tasting, dinner suggestions. It's a three-sided win. The renter says my code and get a discount, the small business makes a new sale and I get a cut. If I am not seeing any revenue from a place I cut it and try a new one. I make sure to tell the business proprietor that so they won't cut me out of the deal.
23. **Passive Investment Income.** I use sites like Fundrise (online small dollar amount real estate investment platform), to invest and set up reoccurring revenue through monthly dividends.
24. **Create an Affiliate program.** Instead of being an affiliate offer the service of setting them up for your product or for another company's and ask for a cut. [Ambassador](#) is by far my favorite program to use for affiliates and brand ambassadors who can take a cut on the product too.
25. **Upsell The Places You Frequent.** Every time I walk into a business I obsess about all the ways they are leaving money on the table. For example, our

MMA gym literally just swipes your cc and gives you a membership and that's it. If I was less lazy I'd go to my gym and say I'll create a nutrition guide, a website and email campaign for new members linking product they need to start (gloves, wraps, shin pads), a 30 day workout plan, etc etc I'll brand it all as the company and create a system for new members to get upsold on everything. You can either pay me a lump sum for it or I'm happy to do a revenue share on what sales we bring in. Win-win.

26. **Pop-up events.** Once this wild world gets back to normal I love the idea of pop-up events. My friend Alex does [pop-up dance events](#) using space at gyms and studios when not in use. She gets the space for free and splits whatever she makes. You could do this for any in person event. In a lockdown world you could do this with outside socially distant yoga classes for example.
27. **Sell On Instagram.** Still hurts my heart that a Kardashian was the youngest female billionaire, but don't hate the player, hate the game right? In that vein – selling on instagram is so easy you have a veritable army of mom's selling everything from essential oils to beauty products, to yes even wireless services. Here's [my guide](#) to how to slay the Instagram game.
28. **Buy An Account, Sell Products Into It.** This one blew my mind. My highschool age cousin Wyatt [buys instagram](#) accounts with tens of thousands of followers and then sells other peoples products to them. There are dozens of marketplaces that do this, you can buy an account with 14k followers for \$350 or an account with 154k followers for \$2k, then turn around and use affiliate links to sell products to them. Wild.
29. **Buy an Online Business.** On [Flippa](#) you can buy actual profitable businesses and then take over the business for "passive" income or try to grow them. Whole transaction is setup similar to Ebay and Amazon for businesses online.
30. **Manage Others Social Media Businesses.** I about lost my mind. One of our portfolio companies was paying \$1,500 for a person to post 2-4 photos a month on their Instagram and manage the account. The photos were terrible and the account wasn't growing. But I digress. \$1500 for 4 photos. I'd put myself on Upwork and reach out to underperforming brands and offer that service. [My friend Maria](#) does this for local businesses in Chicago and crushes it.

Welcome to the Dark Side, The Class No One Told You About.

Newsletter to \$300K?

This chapter will show you what I did to create a newsletter that is followed by 30k people, and how you can monetize it through varying revenue streams and even sell it.

Newsletter to \$300K

One Contrarian Stream Broken Down

If you are the viewing type, you can start with a little video of yours truly on the subject, just click the image to view it.



Make Yourself the Product: Personal Brand to \$300k in Profits?

Sometimes I get asked, and I ask myself, why even have a personal brand? And if you have it, how do you grow it/monetize it?

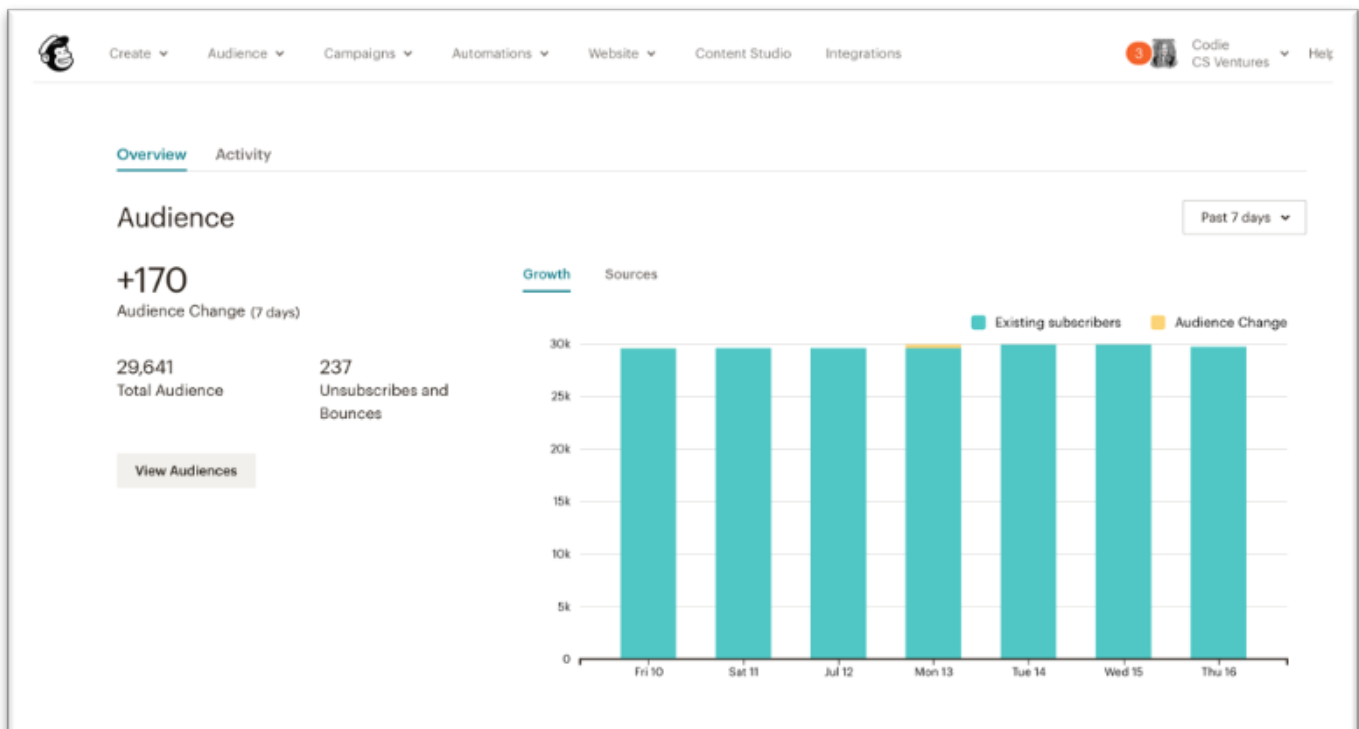
If you like something you can see and touch, like I do, then dig in to the written portion here.

Make Yourself the Product: Start a Newsletter, Blog, Video Series

I had a conversation the other day where someone asked me why I have all this “online stuff;” in tandem with the VC firm we run. I had to think about that, besides the fact I just love writing.

The answer is if you want opportunities to come to you as opposed to having to chase them down and beat them into submission, there is nothing more powerful than having an online presence. You can have it as a company or as an individual, but have one. I use my platform to get sales for our portfolio companies, investors, dealflow, PR, partnerships... the list goes on.

It's led to about 30k of you following along on this ride full of rants and raves on my newsletter Contrarian Thinking.



Not to mention I have a big thing for high margin, low people businesses. That's why I like finance.

But do you know the monetization you can do with a Newsletter?

- My friends over at the Dispatch (former AEI guys) hit \$1MM ARR in less than a year launched
- Agora Financial acquires newsletters and reportedly makes \$500MM ARR
- Stratechery supposedly makes around \$3MM (it's a one man show)
- Axios is at \$25MM ARR and the list goes on

So, while people chortle at the idea of a “cute” little newsletter or building your personal brand, others are printing money with basically zero overhead. I just switched this newsletter you are reading to [Substack](#) that allows for conversations on the newsletter and more community, which I want to foster. I honestly never would have thought of making it a paid for publication had I not seen it broken down on Trends. Contrarian is not a paid for publication now but it could be at some point. Here's why...

Let’s get granular. Substack [revenue calculator](#) shows the profitability on a subscriber basis at varying price points for a newsletter. The calculation to keep in mind is that you usually get 2% sign ups of your total newsletter list.

SO theoretically if I converted 2% of my 30,000 person email list to paid, I would have 600 subscribers at say \$10 a month which would be \$6k a month or \$72,000 a year.

Honestly \$72k for work I do on the side with no employees, and would do for free, is not too shabby.

		Substack Monthly Earnings Calculator				
		Monthly Subscription Fee				
		\$5	\$10	\$15	\$30	\$50
# of Subs	50	\$198	\$396	\$595	\$1,189	\$1,982
	100	\$396	\$793	\$1,189	\$2,379	\$3,965
	800	\$3,172	\$6,343	\$9,515	\$19,030	\$31,717
	2,000	\$7,929	\$15,858	\$23,788	\$47,575	\$79,292
	5,000	\$19,823	\$39,646	\$59,469	\$118,938	\$198,230
	10,000	\$39,646	\$79,292	\$118,938	\$237,876	\$396,460
		<i>*Substack formula = Subs x Monthly Cost * 0.79</i>				
		Trends				

The magic is really in growing your ecosystem whether it be LinkedIn, Twitter, Instagram, or Newsletters so that as you have social proof you can convert the content you create into profits. The trick as we all know is in the growing. BUT for the purpose of this e-book. Let me tell you the real secret.

Just start, start creating content and magical things happen when you commit to it and you attempt to provide value to people, we will get more into growth hacking later.

Get Meta On Your Business Ideas

Then imagine something else, imagine I grow my subscriber base to 100,000 people so the business is making \$120k a year, or \$10k a month based on converting 2% of my subscribers who will pay \$10 a month.

If I take out processing fees of:

- 10% for Substack
- 2.9% for Stripe
- 3% cushion for admin expenses etc

I would make \$100,920 on this newsletter with a margin of 84.1%.

Then I can go on Flippa (or straight to Agora Financial) and sell for a multiple of profits. Small businesses at this level usually sell for 2-3x profits but selling to a strategic like Agora you could probably sell for more. Feel free to call me Agora to chat :)

That means a \$300k profit for a sweet little micro-personal brand business that only has 30k subscribers.

That isn't even mentioning adding multiple products to it such as courses, affiliate links, ads etc.

Five Quick Steps you Can Take Today:

1) Go Signup to Create a Newsletter on [Substack](#)

Here's what mine looks like. It is free to signup as a writer, I counted and it takes 4 clicks of buttons to create your own newsletter. Pretty sure we could teach a chimpanzee to do that so no excuses for any of us.



Careful What You Chase...

Why I Left a 7 Figure Job, to Chase Something... and the Danger of Finding it.

Codie Sanchez ♥ 7 🗨 14 📌 ⋮

New **Top** Community What is Contrarian Thinking? 🔍

Substack Monthly Revenue Estimate	Monthly Subscription Fee	Est. Subscribers	Est. Monthly Revenue
\$1	\$10	100	\$1,000
\$2	\$10	200	\$2,000
\$3	\$10	300	\$3,000
\$4	\$10	400	\$4,000
\$5	\$10	500	\$5,000
\$6	\$10	600	\$6,000
\$7	\$10	700	\$7,000
\$8	\$10	800	\$8,000
\$9	\$10	900	\$9,000
\$10	\$10	1,000	\$10,000

Stop Asking for Permission to Profit

Two Ways to Profit By Picking Yourself and High Margin, Low People Businesses

Codie Sanchez

Jul 23 ♥ 11 🗨 14 📌 ⋮



Make 1983.25% More vs Rental Properties

Or what I like to call: WHY Buying Rental Properties is... DUMB, and other less inflammatory ideas on better ways to stack income.

2) Pick a Topic You're Curious About & Start

How do you know which one? Ask yourself these questions:

- What do your friends ask you about or ask for your help on? My friend Courtney has the coolest succulents, she should write a newsletter on how to grow them and take pictures of hers everywhere. My gent Chris loves to cook and his a burly buff dude he could have a hairy chested cooking show (you're welcome honey).
- Go to your instagram. What do you see shown often? What do you find yourself losing time consuming content on instead of creating it? Take notes and flip consume to create

3) Follow 3-5 Newsletters from Substack so You See What Works

Obviously you should start with mine. Wink. I also recommend The Dispatch, and No Mercy No Malice from Scott Galloway. His graphics I envy and want to copy. The Dispatch has made this an entire business model so don't be intimidated by that Scott at No Mercy is really a glorified one man show that adds on courses and e-products to supplement his teaching and speaking roles. Those my friends, are very doable and copy-able.

4) Don't Make These Mistakes

Couple things to ponder that usually trip people up.

- Narrow your niche first, mine isn't Codie Sanchez newsletter, it's contrarian thinking on how to invest, business build and question everything. So people who are into biz building and making money unconventionally may be more intrigued than by Codie's errant thoughts.
- This doesn't have to be your focus forever. Just start and you can pivot. I sure do.
- Perfect is the murderer of doing anything so I'd prefer a few mistakes to perfectly delayed forever
- Don't start with a paid newsletter up front. Rule of thumb is the longer you can wait the better. I think there is magic around hitting the 20-30k subscriber list but that's just me. Add in paid e-products before you go pay walled.
- Ask yourself before you post every time, why do people care? What am I giving them in return for their invaluable time?

5) Just Go Start

Now grab a name, a one liner and an about section. Don't over think these, done is better than perfect and none of this is written in stone.

Here are mine:

Contrarian Thinking:

Contrarian Arbitrage = finding opportunity between common narrative and truth. Invest, build wealth, and grow businesses the contrarian way.

This is the beginning of the about section on Substack:

Why Become a Contrarian?

You've officially crossed over into the less crowded world of critical thinkers.

codie.sanchez@gmail.com



What if I was to tell you the single biggest determinant of your success, is your skill at questioning?

It's not IQ, not education, not wealth, it's as Descartes said, "I think, therefore I am."

If I have learned one thing as a former journalist, turned pundit, turned public markets investor, turned "Gasp" cannabis private equity investor, it is that your life and your bank account are largely tied to your questions. Questions reveal if you my friend are a critical thinker... or an instant believer. Unfortunately in this world of ours

Here is the ask for my readers:

Join the Contrarians

When I first launched this newsletter was growing (30k+ and counting) but it was missing something... missing conversation... each of you. So my hope with this newsletter, and sending it to you, is that you'll **subscribe**. Because I want more emails, NO. Because I'd rather have 10 brilliant people read this weekly and give me their ideas, then 1MM of the thoughtless commentators I see in social media.

So **follow along** - let's start disagreeing already eh?

Share Contrarian Thinking

Question everything and stack income streams,

Codie

And finally, after you've written your first blog post, gotten it on a schedule (I recommend at least 1x a week - that's what I do), don't be afraid to share it with the world. So few people actually create anything in their lives, you will quickly become one of the 1%.

Quick launch checklist for Growth Hacking:

- Post it on LinkedIn w/ a blurb
- Post it on Twitter, Facebook, Instagram w/ links to signup
- Put it in your email signature w/ a link to signup
- Download your LinkedIn contacts and email them the option to signup
- Let your biggest advocates edit the first post, get them involved and then ask them if they'd share on social
- Follow this piece to get your first 1,000 subscribers: <https://sumo.com/stories/free-email-list>
- Go through your phone email contacts and email them the option to signup, don't do it in a spammy way, here's mine:

Friends,

I am reaching out to a small group of my trusted humans because I deeply believe we all need to start having a conversation. If you're on this list it's because you are exceptional in many many ways in my eyes. I value your minds even if I don't always agree with you. I think more of us who have built, created, and grown things need to be in conversation.

Many of the trends I see in the world today quite honestly evades my logic, or perhaps make me question the status of humanity. A Reality tv star Kardashian as the youngest woman to become a billionaire for... glorified face paint, higher education systems failing while charging ever more, govt restrictions increasingly tightening, the big companies eating the smaller, emotions and cancelling as superior to logic. It seems to me there is much for us to speak about, and yet who has the time to catchup weekly? To have engaged esoteric dialogue with smart open minded humans on non-core business initiatives? **We are simply too busy building to combat the echo chamber.** I have fallen into this lack of time for catchups with so many of you, when I would love your counsel. And yet I think we must speak up.

I don't know about you, but I write to understand issues, to think more clearly. I don't write to be right. I put opinions out there and let others tell me fallacies in my logic. So I started a newsletter called [Contrarian Thinking](#) a few months ago, it's all about thinking critically, and contrarian ways to achieve success in business, investing, community and overall change. It's grown quite a bit, but it's missing something. It's missing conversation... each of you. So my hope with this newsletter, and sending it to you, is that you'll [subscribe](#). Because I want more emails, NO. Because I'd rather have 10 brilliant people read this weekly and give me their ideas, then 1MM of the thoughtless commentators I see in social media.

So here's my ask - I'd love you to [subscribe](#), ONLY if you want to engage on contrarian issues. Not to just listen in but to have a conversation. So each week we have an excuse to speak and take thoughtful action. We can all share more to make our country, our businesses and our communities better. I would never auto subscribe you, but I would absolutely treasure your mind. I hope we have the opportunity to disagree often and voraciously, to let the ideas win instead of ad hominem attacks. **Thank you for being a human in my circle, I respect the hell out of each and every one of you.**

Here are some examples of what we talk about below. If you have ideas worth pondering, please... tell me. I worry about some of the trends I see in our world, and the only way to insure the best ideas rise to the top is to debate them all.

As always - if I can help any of you, please give me the honor of that opportunity. I know helping you, is a step in the right direction for us all.

People are making \$ talking about China, Cats (yes Cats), Climate Change, and even the suburbs(?), the niches are endless. **And there you have it – go create, because when you create opportunities come. It's easier than everyone says it is.**

Drop in the comments on Substack, what you would write about. I'll help you narrow your niche if you'd like and answer any questions on how to do this.

Don't let the noise fool you, you don't have to be picked, you can pick yourself.

Questions everything (and stack revenue streams),

Codie

www.codiesanchez.com

Buy A Business?

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